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## CODE MIXING FOUND IN THE OFFICIAL TWITTER OF BKN (INDONESIA NATIONAL CIVIL SERVICE AGENCY)

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### Abstract

This research aims to investigate the types and factors of code mixing which found in the official twitter account of BKN (Indonesia National Civil Service Agency) during the registration of civil servant's candidate in November 2019. Qualitative approach was conducted to analyze the types and social factors of code mixing. Observation method with writing technique used to collect the data. Data reduction, data display and drawing conclusion are the process of analysis technique. To classify and explain the social factors of code mixing, Musyken's typology of code mixing (2000) and Kim's theory of reasons and motive of mixing code (2006) were used. From the finding, there was found that three types of code mixing such as insertion, alternation and congruent lexicalization. Insertion type of code mixing was dominated in BKN's twitter status, followed by congruent lexicalization and the last is alternation. Most of mixing code in twitter status related with particular topic about computer technical support, online registration system, and requirements of civil servant candidates. However, there are other code-mixing factors; participant roles and relationships and internal factors (quotation).

**Keyword:** *language, code mixing, twitter*

### Abstrak

Tujuan penelitian ini adalah untuk mengetahui jenis dan faktor campur kode yang terdapat pada akun twitter resmi Badan Kepegawaian Nasional selama masa pendaftaran pegawai negeri sipil pada November



2019. Pendekatan kualitatif dilakukan untuk menganalisis jenis dan faktor sosial campur kode. Metode observasi dengan pencatatan digunakan untuk pengumpulan data. Reduksi data, penyajian data, dan penarikan simpulan adalah beberapa proses dalam teknik analisis. Untuk mengklasifikasi dan menjelaskan faktor campur kode, teori Musyken (2000) mengenai tipologi campur kode dan teori faktor campur kode dari Kim (2006) digunakan. Hasil penelitian menunjukkan bahwa terdapat tiga jenis campur kode, penyisipan, alternasi, leksikalisasi kongruen. Penyisipan merupakan jenis campur kode paling dominan dalam status twitter BKN, disusul leksikalisasi kongruen, dan paling sedikit alternasi. Sebagian besar dari campur kode dalam status twitter berkaitan dengan topic tertentu mengenai pendukung teknis computer, sistem registrasi online, dan persyaratan calon pegawai negeri sipil. Namun, terdapat juga faktor campur kode lain seperti, peran dan hubungan lawan bicara dan faktor internal (kutipan).

**Kata kunci:** bahasa, campur kode, twitter

## Introduction

In our everyday activities, people use language to communicate (spoken or written) with other, to maintain the relationship among their social life. In fact, almost in every country, people use two or more languages to communicate. Sometimes, because of more than one language used in a social community, these condition caused people may mix or switch from one language to another.

Bilingual and multilingual phenomena are not only the single factors of people mix or shift their language. Nowadays, with the rapid development of technology, people communication becomes convenient. People can interact with others by online communication which is quick and easy. In daily social life, people (especially youngsters) use social media as an online tool to maintain social networks. People from different culture and language are interacting each other in a "global village".

Mixing or switching codes have become research field of some researchers to explore and investigate social phenomena in people interaction. Some researchers conducted the study in the field of code mixing or code switching. Wibowo, Yuniasih, & Nelfianti (2017) describe the use of code switching and mixing in the Indonesian presidential speech. In the other research object, Likhithongsathorn & Sappapan (2012) investigated English code in Thai

songs. In written form, Cakrawarti (2011) wrote a thesis to investigate the various kinds of code switching and mixing that are used in the teen lit *Canting Cantiq*.

Most of the study related with code mixing and code switching are analyzing spoken language and written discourse. There has been few studies that the use of code mixing in official government social media account. Hence, the purposes of this study are to analyze the types and the reasons or motives of code mixing by Indonesia National Civil Service Agency twitter account. This research was guided with the following research questions:

1. What are the types of code mixing found on BKN's official twitter account?
2. What are the reasons of code mixing used by BKN's official twitter account?

## **Literature Review**

### **a. Multilingualism**

The discussion about code mixing and code switching cannot be separated with the concept of multilingualism. Ingemann & Crystal (1998) defines multilingualism or sometimes called plurilingualism as a person who can speak more than two languages which is contrasted with monolingual term. The word multilingualism refer to the use of more than two (several) languages and is recognized, and it is different from bilingualism, the use of two languages. In addition, Coulmas (1997) distinct multilingualism that refer to either the competence of the individual user in his or her oral or written language performance or refer to the language use in the society. For the last definition, some countries are parts of multilingualism such as Switzerland, Canada, Singapore, Indonesia, and other multilingual countries.

Multilingualism is one of the social phenomena which existed in several countries in the world. A multilingual country, for example Indonesia, has many local languages instead of formal language, Indonesian. Indonesian people were grown up with local language as their mother tongue such as Javanese, Sundanese, Balinese, and others. Early in the education field, they start to have their second language, Indonesian which is performing as national language of Indonesia. Indonesian students also get their foreign language in the secondary level.

Today, in post-modern era, globalization drives people to be more multilingual. Aronin (2019) explains some factors that affect recent phenomena of multilingualism. There are mobility (based on the anthropological research

that people have always been on the move), technological advance, and diversity (ethnicities, languages and countries of origin).

b. Code Switching and Code Mixing

Wardhaugh & Fuller (2015) in his book put the topic of code switching and mixing in the brief description in the part of language in contact and multilingual society chapter. A clear distinction between those two linguistic behavior terms introduced by Ingemann & Crystal (1998). Code switching refers to the switch or shifts the code within a language, for example switch of bilingual speaker between Standard English and regional English dialect in Wales. In the other hand, code mixing is the transfer of linguistic elements from certain code into the other code (language): “a sentence begins in one language, then makes use of words or grammatical features belonging to another” (Ingemann & Crystal, 1998). In the other word, code mixing specifically refers to the mixing of words, morphemes, modifier, phrase, clause, or even sentence which occurs from two different grammatical system within a sentence (Ritchie & Bhatia, 2008).

Muysken as cited in Poplack & Walker (2003) divides code mixing into three main types; insertion, alternation and congruent lexicalization. Both insertion and alternation are focused on structural constrains on mixing. The last type, congruent lexicalization refers to a circumstance where the participating two dialects share a syntactic construction which can be filled lexically with components from one or the other language (Muysken, 2000). Insertion is defined as the process of inserting elements (word or phrase) from one language into a structure from the other languages. In this type, code mixing occurs only in pieces of one code that are smaller than a clause or a sentence.

Alternation is defined as the process in which speakers switch one language into another language in a part of utterance (clause level). In the other word, alternation appears in one clause but still relatively separated between different clauses. In this point of view, code mixing is closely typical to the concept of code switching due to the switching of codes between utterances. The specific differences can be identified in the size and type of element alternated (between clause and sentence). There are true shift or switch from one code to another code which likewise includes grammar and lexis.

The third category of code mixing introduced by Muysken (2000) is congruent lexicalization. At this level, the speaker will combine two codes (languages) in term of their grammatical construction. It tends to be loaded with the lexical items from both two languages. The forms of code mixing can be

words or phrases whose meanings are generally known by people in its first language.

Code switching and mixing can also be influenced by social or psychological factors. There are some reasons why individual switching or mixing his or her language. In a usual cases, some people mix or switch between two codes when they cannot retrieve certain words or expressions to be delivered. In some cases, people can be difficult to find appropriate translation for their code. Kim(2006) proposes some factors and reasons that affect individuals for switching and mixing their code ; participant roles and relationship (with whom individuals talk to), situational factors (some of social factors influence individuals to mix or switch language such as age, gender, religion, and social class), message (topic of the discussion including some idioms, quotation, and reiteration), and language attitudes, dominance, and security (how certain society considers code-mixing in positive or negative matters).

### c. Twitter as CMC (Computer Mediated Communication)

In short, communication is the act of delivering information or message from individual to another. According to Ingemann & Crystal (1998) “communication refers to the transmission and reception of information (a message) between a source and a receiver using a signaling system: in linguistic contexts, source and receiver are interpreted in human terms, the system involved is a language, and the notion of response to (or acknowledgement of) the message becomes of crucial importance”. Thus, in communication (at least), there will be information sender, receiver, and the message itself.

The process of delivering information or message commonly involves at least two people or more in face to face situation (oral communication). Through the development of technology, the term computer mediated communication (CMC) started to be known as the way human communicating with others. One of the main function of computer mediated communication is based on its contribution to the evolution of social communication (El-Jarn, 2014). Instead of socializing by using traditional approach (face to face), nowadays individual enables to meet strangers and other people across countries’ border online with CMC. Due to the technology, online relationships are potentially increasing in the number of the users than traditional forms of socializing.

In daily social life, people (especially young generation) use social media as an online tool to maintain their social relationship with other people. One of the huge amount of social media platform users is twitter. Twitter is a microblogging platform which the users type about certain issue with only

maximum of 140-character provided and they can follow each other to maintain social networking (Kwak, Lee, Park, & Moon, 2010). Not similar with other social media which can post for many characters, twitter users can only tweet not more than 140-character in line with the twitter's policy. In order to maintain communication, twitter users try as "effective" as possible in their tweet and avoid meaningless character.

As some other social media platforms, twitter users have to create their own user profile first as their public profile. In user profile there will be profile's name, the location, a short biography or description of the user, and statistical number of tweets, following, and follower of the user. Many influential person try to maintain their cyber social networking by using twitter as their social media. Donald J. Trump, President of the US, is one of the famous head of state that using twitter to address his millions of his follower, sometimes with controversial and offensive tweets and attracted worldwide attention. Some goverment agencies creates official twitter account to publish its programs or activities.

## Research Methods

The researcher uses descriptive-qualitative approach to find the types and reasons of code mixing in official twitter account of BKN (Indonesia National Civil Service Agency). Qualitative study is used to explain and to understand the phenomenon of the subject of the research and the way of description the result is in the form of words rather than numbers. The source of the data is twitter status (tweets) taken from Official Twitter of BKN that retrieved during the registration of Indonesia civil servant's candidate (14-24 November, 2019). The data sources of the research are the statuses or tweets and comment's tweets in the forms of sentences between the official twitter user's account and his followers. Furthermore, the data collection technique used in this research is observation method and documentation. Observation technique is used to seek the data which contain code mixing in the digital sources which has been retrieved. The documentation process then applied to document the data that has been taken from previous observation process.

The instrument of the research is human instrument. As stated by (Creswell, 2014) qualitative researchers researcher collects the data by examining documents, interviewing selected participants, and observing the subject of research. For the purpose of this research, documentation and observation technique was applied.

The researcher analyzed the data based on the theory of code mixing's types by Muysken (2000) and the theory of Kim (2006) about the reasons of using code mixing. The steps are: (1) describing the forms of code mixing introduced by Muysken; insertion, alternation, and congruent lexicalization (2) Analyzing the reasons of using code mixing. For the second step, he researcher uses the theory of Kim in classifying motives of using code mixing; participant roles and relationship, situational factors (social factors), message (intrinsic factors such as quotations, reiteration, topic, idiom), and language attitudes, dominance, and security.

## Results and Discussion

From the tweet which has been collected, the researcher found three categories of code mixing proposed by Muysken (2000). Based on the data, the results showed that from all 76 tweets, there are 51 occurrences (67,1%) of tweets that can be categorized as insertion type of code mixing. Moreover, 8 occurrences (10,5%) under the area of alternation, and 17 occurrences (22,4%) are congruent lexicalization. Table 1 shows the whole distribution of code mixing types in the data collection.

No.	Code Mixing Types	Total Occurrences	Percentage
1	Insertion	51	67,1%
2	Alternation	8	10,5%
3	Congruent Lexicalization	17	22,4%

*Table 1 The Occurrences of Code Mixing Types in BKN's Twitter Account*

As can be seen on table 1, insertion type of code mixing ranked first in the most prevalent occurrences. Compared with the other two types, alternation and congruent lexicalization, the percentage of insertion types is very dominant (more than 60%). The result which proposes that insertion as the most dominant one may show the communicative purpose of the account user. The account user often insert certain words to the whole tweet (sentence) to explain some technical things related to the online process of registration. It means that the vocabulary used in the tweet sometimes mixed with English words related with information and communications technology (ICT). However, sometimes the account user used local language mixed with Indonesian in the tweet. Some example can be seen as follow,

Tweet 1 (Insertion)

Follower: *@BKNgoid min, kok website pendaftarannya tdk bias diakses?* (Why the registration website can't be accessed?)

User account: *Masasih? Jgn pake smartphone (Really? Don't use smartphone)*

Tweet 2 (Insertion)

User account: *Anyeong, terus namanya nama kamu atau bukan? (Hello, then the account name is yours or not?)*

Follower: *annyeong min, namanya nama saya, nik juga nik saya, tapi bukan foto saya (Hello, the name is mine, so do the resident id, but not my photo)*

Tweet 3 (insertion)

Follower: *Sudah min Yang muncul S1 - Teknik Informatika (It is done, then appears computer science)*

User account: *Ya wis ikuti data sesuai ijazah yg muncul d portal (Alright, follow the data that appears in portal)*

From the data example above, the researcher found the formation of code mixing process called insertion. Based on the data classification, most of the data which have taken from 14-24 November 2019 are involved Indonesian and English mixing code. Instead of that, there are some local language (Javanese, Sundanese, and Malay) and other foreign language (Korean) occurred in the tweets. This condition happens when the lexical parts of a particular language insert, and it could adjust to the sentence of another language.

The social factors that motivated the user account of twitter account to mix the code their tweet with English or another language are different between the examples. The first data twitter user used *smartphone* instead of *telepon pintar* due to the language attitude and dominance. The society widely knows the word *smartphone* than *telepon pintar* or *gawai* and it occur frequently. The user account also used *anyeong* to greet his follower which is related with the age social variable. As we notice that Korean culture (k-pop) has become popular around the word especially among youngsters. The use of Javanese in the last data indicated that the user account knows the participant role and relationship.

Tweet 4 (Alternation)

Follower: *Min..Mohon responnya ya. Kalau kayak gini bagaimana? (Min, respond please, How if the situation like that?)*

User account: *Itu sudah ada yg benar jawabnya, keep fighting (there are someone has correct answer, keep fighting)*



Alternation appears in separated clause. From the example, a clause from one language (Indonesian) is followed by other language clause (English).

Tweet 5 (Congruent Lexicalization)

Follower: *Min, kok akun kuu ga bsa cetak kartu pendaftaran cpns?* (Min, why my account can't print the registration?)

User account: *Clear cache n cookie, lalu login lagi, Semangat* (Clear cache and cookie, then login again. keep spirit)

Tweet 5 above is categorized as congruent lexicalization mixing code between Indonesian and English. The underlined phrases show the English code which is mixing with Indonesian words. Those two languages share grammatical structure fully or in a part by shifting from one to another. It means that in one sentence there are two words or phrases from each code. In addition, user account of BKN mixed his tweet based on situational factors. As we know that this factor is related with particular participant, setting, and topic. In this context, BKN's user account explained certain topic related with computer technical support in online registration system of BKN.

Based on data classification, situational factors dominate the reason and motivation for code mixing in this research. Most of mixing code in this research related with particular topic about computer technical support, online registration system, and requirements of civil servant candidates. The English words such as update, submit, resume, pop up, refresh, helpdesk, hover, database appear in most of the tweets inline with Indonesian words. Table 2 below presented the whole reason and motivation of code mixing in BKN's tweet.

No.	Reason for Code Mixing	Occurrences	Percentage
1	Participant Roles and Relationship	5	6,6%
2	Situational Factors	56	73,7%
3	Message-Intrinsic Factors	5	6,6%
4	Language Attitudes, Dominance, and Security	10	13,2%

Table 2 The Reason for Code Mixing in BKN's Twitter Account

Bhatia and Ritchie (2004) argued that participant roles and relationships play an important role on mixing code in individuals' unconscious agreement and disagreement. Thus, the use of Javanese word '*opo, wis, iki*' indicates the

relationship between the user account and interlocutors (followers) when they interact in online twitter conversation. In this research, there is no participant role factor because of its nature of online conversation. In our daily life, when Javanese children talk to the older, they will use Javanese *krama* to maintain their role.

According to Bhatia and Ritchie (2004) there is an intrinsic factor (message or information) which generates code mixing such as quotations, reiteration, topic, hedging, interjections and idioms. In this research, there are some quotation words that used by twitter's user account. Here the example of a quotation from song lyric taken from tweets of BKN.

Tweet 6

"Like rice cakes, our chemistry"(BaeBae – Big Bang) *Yg sdh memantapkan pilihan, jgn tunda selesaikan pendaftaran* (For those who have established the choices, don't delay completing the registration)

## Conclusion

Types of code mixing (based on Musyken' theory) that have been found are insertion, alternation, and congruent lexicalization. In this research, it showed that the most occurrences of code mixing are insertion while congruent lexicalization is in the second and the last is alternation. Insertion dominates code-mixing in the tweet which mostly English words are inserted by the user account of BKN twitter into single sentence that dominated by Indonesian. The user also inserted some local language (Javanese, Sundanese, and Malay) and Korean to greet his followers. Congruent lexicalization types occur in the tweet between two languages (Indonesian and English) which share grammatical structure fully or in a part by shifting from one to another. The last, alternation appears in separated clause, from one language (Indonesian) is followed by other language clause (English).

Situational factors dominate the reason and motivation for code mixing in this research. Most of mixing code in this research related with particular topic about computer technical support, online registration system, and requirements of civil servant candidates. However, there are other code-mixing factors; participant roles and relationships and internal factors (quotation).

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