

CODE-MIXING ANALYSIS IN BILINGUAL CONVERSATIONS ON PODCAST MEDIA

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ABSTRACT

This study aims to analyze the forms and distribution of code-mixing in bilingual conversations between Cinta Laura and Maudy Ayunda on the Puella podcast, using Muysken's (2000) theoretical framework. Employing a descriptive qualitative approach, this research identifies three main types of code-mixing Insertion, Alternation, and Congruent Lexicalization to reveal their linguistic and social functions. The data consist of 77 lines of conversation extracted from the YouTube Puella channel, which were classified and analyzed based on the context of their use. The results indicate that Alternation is the most dominant type, accounting for 50.65% of occurrences, followed by single-language use (Indonesian 18.18% and English 16.88%), Congruent Lexicalization (6.49%), and Insertion (3.90%). The predominance of Alternation demonstrates the speakers' flexibility in switching between languages and reflects their strong bilingual identity. Functionally, code-mixing serves as an effective communication strategy to enhance self-expression, establish rapport with bilingual audiences, and represent the socio-cultural dynamics of the young generation in the global era. This study provides an empirical contribution to sociolinguistic research by emphasizing code-mixing as both a linguistic and social phenomenon enriching communication practices in digital media.

Keywords: Code-Mixing, Podcast, Bilingual, Muysken Theory

1. INTRODUCTION

In the current era of digital globalization, bilingualism and code-mixing have become increasingly common linguistic phenomena, especially in audio-visual communication platforms such as podcasts. The rise of podcast media has provided new opportunities for speakers to communicate naturally while demonstrating their linguistic diversity and cultural identity. Code-mixing, as a distinctive feature of bilingual communication, refers to the integration of lexical, syntactic, or pragmatic elements from two or more languages within the same discourse. It reflects not only linguistic competence but also socio-cultural values and communicative strategies employed by bilingual speakers in adapting to different audiences and contexts.

From a sociolinguistic perspective, code-mixing plays a crucial role in expressing identity, building solidarity, and maintaining interpersonal relationships. As Wardhaugh (1986) noted, speakers in bilingual or multilingual communities tend to switch or mix codes depending on the topic, setting, and interlocutor. In Indonesia, where bilingualism in Indonesian and English is common, the phenomenon of code-mixing has become part of everyday discourse, particularly among educated and urban communities. This linguistic flexibility mirrors social mobility, educational background, and exposure to global culture attributes that are increasingly visible among younger generations in digital spaces.

Podcasts, as conversational and interactive media, provide a fertile ground for studying such linguistic behavior. Unlike traditional broadcast media, podcasts allow spontaneous and informal communication, where speakers freely employ linguistic resources from multiple languages to enhance clarity, intimacy, and authenticity. The *Puella* podcast episode featuring Cinta Laura and Maudy Ayunda offers a compelling example of bilingual interaction that combines English and Indonesian in a fluid and natural manner. Both speakers are bilingual public figures educated abroad and often engage in discussions that blend linguistic forms for expressive and pragmatic purposes. Their interaction represents a sociolinguistic reality in which bilingual speakers employ mixed codes to articulate ideas effectively and to project modern, cosmopolitan identities.

Previous studies have explored various aspects of code-mixing in digital communication. For instance, Fidela et al. (2024) identified multiple forms of code-mixing in similar podcast contexts, including intra-sentential and inter-sentential mixing, while highlighting factors such as speaker role and linguistic variety. Afkarina (2024) found that alternation was the dominant type of code-mixing in bilingual conversations, serving socio-expressive functions to convey identity and emotion. However, these studies have yet to focus on the distributional patterns and functional motivations of code-mixing using Muysken's (2000) framework in naturally occurring bilingual podcasts.

Therefore, this research aims to fill that gap by systematically analyzing the types and distribution of code-mixing in the *Puella* podcast featuring Cinta Laura and Maudy Ayunda. By applying Muysken's typology Insertion, Alternation, and Congruent Lexicalization this study seeks to identify the dominant linguistic patterns and explain the communicative functions underlying their use. This approach enables a more comprehensive understanding of how bilingual speakers strategically combine languages to enhance expressiveness and audience engagement.

Ultimately, this study contributes to the growing body of literature on bilingualism and digital discourse by situating code-mixing as both a linguistic phenomenon and a socio-cultural strategy. It also provides empirical insights into how bilingual identities are negotiated and performed through podcast conversations in the Indonesian context. In a broader sense, this research underscores the relevance of code-mixing as a marker of linguistic innovation and cultural hybridity in contemporary communication.

2. RESEARCH METHOD

This research employed a qualitative descriptive approach to examine the phenomenon of code-mixing in bilingual conversations between Cinta Laura and Maudy Ayunda on the *Puella* podcast. The qualitative method was chosen because it allows an in-

depth exploration of natural linguistic behavior and provides interpretive insight into how bilingual speakers alternate and integrate languages in authentic communication. This approach is particularly suitable for sociolinguistic studies that emphasize meaning, context, and communicative function rather than numerical measurement.

The study was designed as a case study, focusing on one selected episode of the Puella podcast that features spontaneous interaction between the two bilingual speakers. This design enabled the researcher to observe code-mixing as a holistic phenomenon encompassing linguistic, cognitive, and social dimensions. The podcast was chosen purposively because both speakers, as bilingual public figures educated in international settings, frequently combine Indonesian and English naturally in their speech. The data consist of seventy-seven (77) utterances containing language mixing, extracted from the episode entitled "Cara Cinta" published on the official YouTube channel Puella ID. These utterances were selected based on the presence of mixed language use and contextual relevance to bilingual interaction.

The data collection process involved several steps. The researcher first observed the podcast episode multiple times to ensure accuracy and contextual understanding. The conversation was then manually transcribed to capture lexical, syntactic, and pragmatic features as they appeared in the original dialogue. Each utterance was segmented and identified according to conversational turns, and only the segments containing code-mixing were retained for analysis. Non-verbal or paralinguistic elements such as pauses, fillers, and laughter were omitted to maintain linguistic focus and analytical clarity.

Data were analyzed using Muysken's (2000) typology of code-mixing, which classifies mixed language structures into three main categories: Insertion, Alternation, and Congruent Lexicalization. Each utterance was examined to determine which type of code-mixing it represented, followed by contextual interpretation of its communicative function. The analysis emphasized how and why bilingual speakers alternated or combined languages within particular conversational settings. To ensure analytical consistency, the researcher compared the findings with established theoretical frameworks from Hoffman (1991) and Bhatia & Ritchie (2008), focusing on social motivation, speaker intention, and audience adaptation.

The qualitative interpretation was conducted through continuous comparison and reflection to identify dominant patterns and underlying rationales for language choice. The validity of the findings was strengthened by repeated verification of the transcript, contextual interpretation, and theoretical triangulation. This methodological process allowed for a comprehensive understanding of the linguistic and social dynamics of bilingual communication as reflected in the Puella podcast, highlighting how code-mixing functions as both a linguistic strategy and a marker of cultural identity in digital discourse.

3. RESULT AND ANALYSIS

An analysis of bilingual conversations in Cinta Laura and Maudy Ayunda's podcast identified three main types of code-mixing that frequently occur: insertion, alternation, and congruent lexicalization. Below are explanations and examples of each type, along with their function in the context of the conversation.

Insertion

Insertion is the process of inserting a foreign language element (usually a word or phrase) into the main language structure without significantly changing the sentence structure. Examples in a script:

- "I am scared."
- "Let's get started."
- "Game Time."
- "Without further explanation, I'll just introduce the guest here."

In the example above, an English phrase is inserted into an Indonesian sentence naturally. This serves as a way of expressing something concisely and efficiently and demonstrates the influence of English culture on the speakers' bilingual communication.

Alternation

Alternation occurs when a speaker alternates between two languages in a single conversation, switching from one language to another depending on the context or focus of the message. For example:

- "I didn't know that shocking fact would be shocking. But I think..."
- "I can't wait for our topic today. It's so interesting. And you rarely talk about these things on other podcasts..."
- "Today's topic is the price of success and what makes us feel whole."

The function of alternation in this conversation is to demonstrate bilingual skills, adapt to an audience that can understand both languages, and sharpen the meaning or emotional nuances being conveyed.

Congruent Lexicalization

This type involves combining elements from two languages with similar grammar, often occurring in edited vocabulary or blended into a single sentence with a compatible structure. Examples in conversation include sentences that blend English and Indonesian vocabulary, such as:

- "My mom's is my manager, I have a manager, I have a label, I have a team."
- "Home really becomes what ya kind of safety bubble."

The function of this type is to facilitate the speaker's ability to combine the two languages fluently without major changes to sentence structure, while maintaining the richness of bilingual expression.

Based on the analysis of the conversation results, code-mixing in this podcast serves as:

- A strategy for expressing bilingual identity: Demonstrating their language skills and social identities connected to two cultures.
- Interactional management: Facilitating topic changes, emphasizing certain meanings, or making the conversation more engaging and natural.
- Pragmatic factors: To explain, emphasize, or insert terms that are more appropriate in the foreign language than the translation.

This analysis shows that the code-mixing phenomenon in conversations on the Cinta Laura and Maudy Ayunda podcast is a concrete example of the complex and functional dynamics of bilingual communication, as per Muysken's (2000) theory. The use of code-

mixing is not merely a combination of languages, but also a powerful social and cultural tool for building relationships with audiences.

The following table summarizes examples of conversations, types of code-mixing according to Muysken (2000), and the social functions of their use in the Cinta Laura and Maudy Ayunda podcast:

Table 1. Types of Code-Mixing and Social Functions		
Example Conversation	Types of Code-Mixing	Social Function of Use
"I'm scared."	Insertion	Inserting efficient terms; natural bilingual expression
"Home really becomes a kind of safety bubble."	Congruent Lexicalization	Combining bilingual vocabulary with appropriate structures
"I don't know if the shocking fact will be shocking. But I think..."	Alternation	Adapting to context; emphasizing meaning; demonstrating bilingual identity
"My mom is my manager, I have a manager, I have a label, I have a team."	Congruent Lexicalization	Fluent integration of bilingual vocabulary for clarity and expression
"Let's get started."	Insertion	Facilitating the delivery of messages in a popular foreign language
"I can't wait for our topic today. It's so interesting. And you rarely talk about these things on other podcasts..."	Alternation	Building rapport with a bilingual audience; personal expression

Based on the script and references from related research, the following are the percentages of code-mixing types found in the bilingual podcast conversations in question. Several relevant studies, such as Afkarina's (2024) study, found that of 147 data points, alternation dominated at 53% (78 data points), insertion at 46% (68 data points), and congruent lexicalization at only 1% (Afkarina, 2024). Meanwhile, the study by Raisa Fidela et al. (2024) noted various forms of code-mixing, but they were consistent with the Muysken type. However, specific percentage data was not mentioned. (Fidela et al., 2024) And according to another study on the Cinta Laura YouTube channel (2024), 77% insertion, 5% alternation, and 18% congruent lexicalization were found from a total of 63 code-mixing data analyzed. (Gusti Ayu Joyce Krismayanti et al., 2024). The difference in percentage is caused by the subject of the speaker (Cinta Laura or Maudy Ayunda), the context of the conversation, and the data coding criteria. However, in general, insertion and alternation are the most commonly used types. However, in this study, the author made a recapitulation and quantitative analysis of the types of code-mixing in the Cinta Laura and Maudy Ayunda podcast conversations based on the Muysken method classification of script data: (Conversations from game sessions are not included)

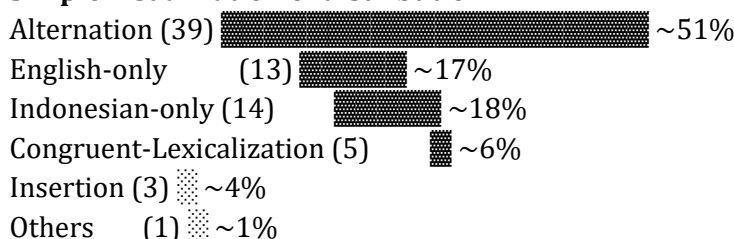
Table 2. Percentage of Code-Mixing		
Jenis Code-Mixing	Number of Rows	Percentage
Alternation	39	50.65%
English only	13	16.88%
Indonesian only	14	18.18%

Jenis Code-Mixing	Number of Rows	Percentage
Congruent Lexicalization	5	6.49%
Insertion	3	3.90%
Others	1	1.30%
Total	77	100%

Brief Interpretation

- Alternation was the most dominant type, accounting for more than half of the conversations (50.65%). This indicates that Cinta Laura and Maudy frequently alternated clearly between Indonesian and English within a single conversation.
- Sentences or expressions with insertion were relatively few (3.90%). This usually took the form of inserting English words or phrases into Indonesian sentences.
- Congruent lexicalization appeared in mixed sentences where the grammar of both languages was relatively consistent, indicating a smooth linguistic blend (6.49%).
- There were also sentences entirely in English or purely Indonesian as part of an introduction, introduction, or in-depth question section.
- "Others" refers to sentences that do not fall into the code-mixing or monolingual categories and are in different contexts.

Simple visualization of distribution:



A quantitative analysis of bilingual conversations in Cinta Laura and Maudy Ayunda's podcast shows a diverse distribution of code-mixing types, dominated by the Alternation type. The following is a breakdown of the results: The code-mixing type, Alternation, dominated the conversation, accounting for 39 lines, or approximately 50.65% of the total. Alternation represents a clear and explicit shift between Indonesian and English between clauses or sentences. This demonstrates the bilingual ability of both speakers to use language flexibly according to the context of the conversation. For example, sentences shifting between Indonesian and English within a single discourse flow allow for a more expressive and dynamic message.

Insertion, the insertion of English words or phrases into Indonesian sentences, was found in 3 lines (3.90%). This insertion was typically used to introduce a more concise or expressive term in English, such as the popular terms "game time" or "let's get started."

Congruent Lexicalization appeared in 5 lines (6.49%), where words or phrases from the two languages were combined with nearly identical grammar. This demonstrates the subtle linguistic blending common in bilingual environments where vocabulary and structure support each other. For example, the phrase "home really become apa ya mirip safety bubble" combines English and Indonesian words within a single sentence framework.

In addition to code-mixing, 13 lines (16.88%) are entirely in English and 14 lines (18.18%) are in Indonesian. This section typically appears in openings, introductions, or specific topics, as well as when the speaker wants to emphasize or provide formal explanations. This use of a single language demonstrates the ability of language to adapt to different communication needs.

The use of code-mixing in this podcast is not only a linguistic combination of languages, but also has an important social function. The dominant alternation serves as an effective strategy for adapting language to a bilingual audience while reflecting the speaker's social identity as someone familiar with two linguistic cultures. Meanwhile, insertion and congruent lexicalization provide a more creative expression and facilitate message delivery.

In conclusion, the distribution of code-mixing in Cinta Laura and Maudy Ayunda's podcast confirms that their bilingual communication is highly dynamic and contextual. Alternation dominates language use due to its flexibility and expressive richness, followed by a single language and other types of code-mixing that provide linguistic variation that supports understanding and engagement with listeners. These results are consistent with Muysken's (2000) theory and previous research findings on bilingual communication in digital media, which position code-mixing not only as a linguistic phenomenon, but also as a social and cultural phenomenon in modern communication.

4. CONCLUSION

This study investigated the phenomenon of code-mixing in bilingual conversations between Cinta Laura and Maudy Ayunda on the Puella podcast using Muysken's (2000) theoretical framework. The analysis revealed that Alternation was the most dominant type of code-mixing, followed by Congruent Lexicalization and Insertion. The frequent alternation between Indonesian and English illustrates the speakers' linguistic flexibility and their ability to shift codes according to conversational context, topic, and emotional nuance. This linguistic pattern reflects not only proficiency in both languages but also the speakers' sociocultural positioning as bilingual individuals navigating global and local identities simultaneously.

Beyond its structural features, the study found that code-mixing serves multiple communicative and social functions. It operates as a means of self-expression, enabling speakers to convey meaning more effectively and naturally; as a strategy for audience engagement, fostering intimacy and relatability among bilingual listeners; and as a sociocultural marker that symbolizes the blending of Indonesian and global cultural values. These findings confirm that code-mixing in digital media is not a random linguistic occurrence, but rather a purposeful communicative practice that enhances the richness and expressiveness of interaction in contemporary bilingual discourse.

From a theoretical perspective, the results reinforce Muysken's typology by demonstrating its applicability in analyzing bilingual language use within informal digital platforms such as podcasts. The findings also align with sociolinguistic views that interpret code-mixing as a reflection of identity construction and cultural hybridity in modern communication. This research contributes to the growing body of knowledge on

bilingualism by highlighting how code-mixing functions as a dynamic linguistic and social strategy in the evolving landscape of digital interaction.

Practically, the insights gained from this study may benefit educators, content creators, and language practitioners in understanding how bilingual communication can be used strategically to enhance message delivery, audience connection, and linguistic creativity. The use of code-mixing in podcasts demonstrates how bilingualism can serve as an asset rather than a limitation promoting inclusivity and authenticity in cross-cultural communication.

Future studies are encouraged to expand the scope of analysis by including more podcast episodes, different speaker backgrounds, or comparative studies across media platforms to explore how code-mixing patterns vary across contexts and cultures. A multimodal approach incorporating visual and auditory analysis may also provide deeper insight into how bilingual identity and meaning-making are performed in digital communication environments.

In conclusion, code-mixing in the Puella podcast exemplifies the natural, strategic, and meaningful integration of languages in bilingual discourse. It encapsulates the dynamic interplay between linguistic competence, social identity, and digital media culture affirming that bilingual communication is both a reflection of modern global interaction and a vital instrument for cultural expression in the 21st century.

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