

Forms and Functions of Indonesian-English Code-Mixing on the YouTube Channel "Kok Bisa?": A Digital Sociolinguistic Study

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ABSTRACT

The development of digital media has transformed societal communication patterns, including the use of code-mixing between Indonesian and English. This study aims to describe the forms and functions of code-mixing in educational YouTube content. A qualitative descriptive method and digital sociolinguistic approach were applied, as the study examines the relationship between language use and the social context of digital communication in a bilingual society. Data were collected from 20 videos uploaded to the "Kok Bisa?" channel during January-June 2024 using non-participatory observation and note-taking techniques. Data analysis followed the Miles and Huberman model through stages of data reduction, data presentation, and conclusion drawing. The results yielded 126 code-mixing instances: word-form 72 (57%), phrase 39 (31%), clause 15 (12%). Code-mixing functions include communication effectiveness 48 (38%), closeness with Gen Z 35 (28%), modern identity 27 (21%), and emphasis of meaning in digital communication 16 (13%). The study found that code-mixing in educational YouTube content is functional and serves as a communication strategy in digital media.

INTRODUCTION

The development of digital technology has brought about major changes in societal communication patterns, including language use on social media. Language is no longer used in a formal and rigid manner; instead, it evolves dynamically in line with the demands of digital communication that is fast, practical, and interactive. One of the digital media platforms that has had a significant influence on current communication patterns is YouTube. This platform is not only used as an entertainment channel but has also grown into a digital learning medium widely utilized by the younger generation.

A digital sociolinguistic approach is employed in this study because the code-mixing phenomenon on the "Kok Bisa?" YouTube channel relates to language use in the context of modern society's digital communication.

In linguistic studies, changes in language use within digital media can be analyzed through a sociolinguistic approach. According to Chaer and Agustina (2019), sociolinguistics is a branch of linguistics that examines the relationship between language and society.

Furthermore, digital sociolinguistics is a branch of sociolinguistic study that addresses language use in digital media and communication, such as YouTube, TikTok, Instagram, podcasts, and other social media. This field investigates the relationship between language, society, and the development of digital technology. According to David Crystal (2011), the growth of the internet and digital media has created new forms of communication that cause language to become more flexible, concise, interactive, and dynamic. In digital media, language users frequently employ code-mixing, abbreviations, and foreign terms to adapt their communication style to their audience.

A sociolinguistic approach is applied in this study because the code-mixing phenomenon on the "Kok Bisa?" YouTube channel is related to language use within the social context of digital communication. The use of Indonesian and English in educational content reflects the influence of the social environment, digital culture, and audience characteristics on speakers' language choices.

Code-mixing refers to the incorporation of elements from another language into the primary language in a given speech situation without altering the main function of the language in use. According to Suwito (2018), code-mixing occurs when speakers insert elements of another language—in the form of words, phrases, or clauses—into their speech. Meanwhile, Muysken (2000) explains that code-mixing is a bilingual phenomenon that arises from language contact in multilingual communities. In digital communication, code-mixing is frequently observed because social media users often employ foreign terms that are considered more practical, popular, and modern.

Generation Z is a group of internet users closely associated with digital and social media. According to a Jakpat (2024) survey, YouTube is one of the most widely used social media platforms in Indonesia, with a penetration rate of 76% among social media users. Jakpat is an Indonesian digital survey agency focused on researching the behavior of internet and social media users. In addition to Jakpat data, the We Are Social and Meltwater (2024) report indicates that

Indonesians spend an average of more than 7 hours per day using the internet and social media. Data from the Katadata Insight Center (2024) also shows that Gen Z considers social media as their primary source of information and digital learning. These figures indicate that digital media, particularly YouTube, has become both a communication space and a learning environment that influences the language use patterns of the younger generation.

In the context of digital learning, educational YouTube channels serve as effective media for conveying information to audiences. One popular educational channel in Indonesia is "Kok Bisa?" ("How Come?"), which presents various popular knowledge content with a relaxed and communicative style. In delivering its material, the narrator frequently uses code-mixing between Indonesian and English, such as the terms subscribe, content, problem solving, mindset, and literally. This phenomenon indicates the presence of code-mixing practices in modern digital communication.

The use of code-mixing in digital media is influenced by various factors, including communication effectiveness, the development of digital culture, social prestige, and efforts to build closeness with the audience. English is often chosen because it is considered more practical, modern, and more familiar in the context of technology and social media. In addition, certain digital terms are more commonly used in English than their Indonesian equivalents, leading social media users to retain these terms in everyday communication (Azizah & Lakson, 2023).

Research on code-mixing in digital media has been conducted extensively by previous scholars. These studies indicate that the use of code-mixing on social media and YouTube is related to digital communication strategies, social identity, and the development of internet culture. Several relevant prior studies on this subject include:

1. Rahmawati, Hidayat, and Sari (2023)

Their study entitled Code-Switching and Code-Mixing on the Jeda Nulis YouTube Channel found that code-mixing is used to enhance the appeal of digital communication and facilitate the delivery of information to young audiences.

2. Firnanda, Putikadyanto, and Wardani (2024)

Their study, Code-Mixing in the YouTube Vlog Speech of Agung Hapsah, found that the use of English in YouTube content is influenced by digital culture and the communication habits of the younger generation on social media.

3. Nugroho, Santoso, and Lestari (2024)

Their study, Code-Mixing in Raymond Chin's YouTube Channel, demonstrated that code-mixing functions to build a modern and professional image in digital communication.

4. Azizah and Lakson (2023)

Their study, *A Sociolinguistic Study of Code-Mixing in Digital Social Media*, explains that code-mixing arises from the development of communication technology and the influence of internet culture globalization.

5. Fajriah, Siregar, and Susanto (2025)

Their study, *Implicature of Language Variation on Social Media X*, found that language variation and code-mixing develop very rapidly on social media because internet users tend to use flexible and communicative language.

Although research on code-mixing has been conducted extensively, most previous studies have focused primarily on entertainment vlogs, podcasts, or general social media. Studies specifically addressing the forms and functions of code-mixing on educational YouTube channels remain relatively limited, particularly on popular educational channels such as "Kok Bisa?". Moreover, previous research has generally only described the forms of code-mixing without linking them to digital communication functions and the characteristics of Gen Z audiences in digital learning media. Accordingly, this study offers novelty in its research focus: an analysis of the forms and functions of Indonesian-English code-mixing in educational YouTube channels as a strategy for modern digital communication.

This research is important because language use in digital media continues to evolve and influences the communication patterns of the younger generation. A study of code-mixing on educational YouTube channels can provide insight into language adaptation in digital communication while also illuminating the relationship between language, social media, and the digital culture of modern society.

Based on the above background, this study aims to describe the forms of Indonesian-English code-mixing and to explain the functions of code-mixing use on the "Kok Bisa?" YouTube channel within the context of digital communication.

LITERATURE REVIEW

1. Code-Mixing

Code-mixing refers to the use of elements from another language within the primary language in a given speech act without altering the primary function of the language in use. According to Suwito (2018), code-mixing occurs when speakers insert elements of another language – in the form of words, phrases, or clauses – into a conversation. Code-mixing typically emerges in bilingual or multilingual communities.

According to Pieter Muysken (2000), code-mixing is part of bilingual speech that occurs due to language contact in communicative interaction. In digital media, code-mixing has developed because social media users frequently use foreign terms that are considered more practical and popular.

2. Digital Sociolinguistics

Digital sociolinguistics is a branch of sociolinguistics that examines language use in digital media and social media. This field addresses the relationship between language, society, and the development of digital communication technology.

According to David Crystal (2011), the growth of the internet has created new forms of communication, causing language to become more flexible, concise, and interactive. In digital communication, language users frequently employ code-mixing and foreign terms to adapt their communication style to their audience.

3. Social Media and YouTube

YouTube is a video-based social media platform widely used as a medium for entertainment, information, and digital learning. The growth of YouTube has influenced societal communication patterns, including language use in digital media.

According to We Are Social and Meltwater (2024), YouTube is one of the most widely used digital platforms among Indonesians. Language use on social media tends to be more relaxed, communicative, and flexible, giving rise to language variations such as code-mixing.

4. Relevant Research

Rahmawati, Hidayat, and Sari (2023) found that code-mixing on YouTube channels is used to enhance the appeal of digital communication.

Firnanda, Putikadyanto, and Wardani (2024) stated that the use of English in YouTube content is influenced by digital culture and the communication habits of the younger generation.

Nugroho, Santoso, and Lestari (2024) demonstrated that code-mixing in YouTube channels functions to build a modern and professional image in digital communication.

Azizah and Lakson (2023) explained that code-mixing on social media arises from the development of communication technology and internet culture.

Fajriah, Siregar, and Susanto (2025) found that language variation on social media develops very rapidly because digital communication is flexible and interactive.

Concept Map: Code-Mixing between Indonesian and English on the YouTube Channel "Kok Bisa?"



● Definition ● Types ● Factors ● Functions ● Context ● Impact

METHODOLOGY

This study employs a qualitative descriptive method with a digital sociolinguistic approach. The research object is the use of Indonesian-English code-mixing on the "Kok Bisa?" YouTube channel, accessible at <https://youtube.com/@kokbisa>. Data sources were obtained from 20 videos uploaded during January-June 2024, with a total duration of 4 hours and 35 minutes. Videos were selected based on the following criteria: (1) categorized as popular education content, (2) with more than 100,000 views, and (3) predominantly featuring verbal interaction by the narrator. Research data consist of utterances containing Indonesian-English code-mixing. Data were collected using non-participatory observation and note-taking techniques. The researcher watched all videos and transcribed utterances containing code-mixing into a research data table. Data coding was applied by assigning a specific code to each datum to facilitate identification and analysis. The data code consists of an abbreviation of the channel name, the video number, and the time the data appeared in the video. Examples of data codes:

- KB-01/00:15
KB = abbreviation of the "Kok Bisa?" channel
01 = video research number
00:15 = time the data appeared in the video
- KB-05/02:31
KB = abbreviation of the "Kok Bisa?" channel
05 = video sequence number
02:31 = minute of code-mixing occurrence

All data were then classified by code-mixing form – word, phrase, and clause – and analyzed according to their communicative function in digital communication. Data validity was established through theoretical triangulation and re-checking of data transcriptions. Data analysis followed the Miles and Huberman (2014) model, encompassing data reduction, data presentation, and conclusion drawing.

RESULTS

This study analyzes Indonesian-English code-mixing usage in 20 videos from the "Kok Bisa?" YouTube channel during January-June 2024, with a total duration of 4 hours and 35 minutes. Based on the data analysis, 126 code-mixing instances were identified, comprising word, phrase, and clause forms.

No.	Code-Mixing Form	Number of Data	Percentage
1	Word	72	57%
2	Phrase	39	31%
3	Clause	15	12%

	Total	126	100%
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Based on the table above, the most dominant form of code-mixing is word insertion, at 57%. This form indicates that the use of English terms in digital communication has become part of the habitual communication practices of educational content creators. In addition to word-form code-mixing, phrase and clause forms were also found, albeit in smaller numbers.

Furthermore, this study also analyzed the functions of Indonesian-English code-mixing on the "Kok Bisa?" YouTube channel during January-June 2024. Based on the data analysis, 126 instances of code-mixing functions were identified, encompassing communication effectiveness, building closeness with Gen Z audiences, demonstrating modern identity, and emphasizing meaning.

No.	Code-Mixing Function	Number of Data	Percentage
1	Communication Effectiveness	48	38%
2	Building Closeness with Gen Z Audience	35	28%
3	Demonstrating Modern Identity	27	21%
4	Emphasizing Meaning	16	13%
	Total	126	100%

Based on the results of the analysis, the most dominant code-mixing function is communication effectiveness, at 38%. This indicates that the use of English terms on the "Kok Bisa?" YouTube channel is primarily employed to facilitate the delivery of information in a more practical and communicative manner. In addition, code-mixing is also used to build closeness with Gen Z audiences, demonstrate modern identity, and emphasize meaning in digital communication.

From the above data analysis, it is found that code-mixing on the "Kok Bisa?" YouTube channel occurs in three forms: word, phrase, and clause. The classification of these code-mixing forms can be seen in the following diagram:

[Diagram: Code-mixing forms on the "Kok Bisa?" YouTube channel – word (most dominant), phrase, and clause]

The diagram shows that code-mixing forms on the "Kok Bisa?" YouTube channel consist of word, phrase, and clause forms. The word form is the most dominant because the use of English terms in digital communication is considered more practical and familiar for young audiences.

DISCUSSION

1. Forms of Code-Mixing on the "Kok Bisa?" Channel

A. Word-Form Code-Mixing

Word-form code-mixing is the most frequently found form in this study. Content creators often insert English words into Indonesian speech to explain material in a more practical and communicative way.

Example data:

"*Jangan lupa subscribe supaya tidak ketinggalan video terbaru.*" [Don't forget to subscribe so you don't miss the latest video.] (Data KB-03/01:12)

In this example, the word *subscribe* is used in the middle of an Indonesian utterance. This usage demonstrates the insertion of an English element without altering the primary structure of Indonesian as the base language of communication.

Other examples are found in the use of the words *mindset*, *content*, *skill*, *review*, and *feedback*.

"*Perubahan mindset sangat penting dalam proses belajar.*" [A mindset shift is very important in the learning process.] (Data KB-07/03:45)

The use of these English words is preferred because they are considered more concise and more familiar in the context of digital communication. These terms are also more commonly used by social media users than their Indonesian equivalents.

According to Suwito (2018), word-form code-mixing occurs when speakers incorporate lexical elements of another language into the primary language without altering the overall speech situation. In the context of the "Kok Bisa?" YouTube channel, the use of English words functions to enhance communication effectiveness while adapting the language style to a young audience.

B. Phrase-Form Code-Mixing

In addition to word form, this study found 39 instances of phrase-form code-mixing, or 31% of the total research data.

Example data:

"*Kemampuan problem solving sangat dibutuhkan dalam kehidupan modern.*" [Problem-solving skills are highly needed in modern life.] (Data KB-11/04:02)

The phrase *problem solving* is used to explain a concept that is more widely recognized in English than its Indonesian equivalent. This usage indicates that foreign terms are often retained because they have become part of digital communication culture.

Another example:

"*Metode public speaking bisa meningkatkan rasa percaya diri.*" [Public speaking methods can increase self-confidence.] (Data KB-09/05:11)

In this example, the phrase public speaking is used to describe the ability to speak in public. The content creator chooses the English term because it is considered more widely used in digital media and the modern education world.

This phenomenon indicates that code-mixing does not only occur at the word level but also develops in the form of phrases with specific communicative functions. In the context of digital communication, the use of English phrases is often employed to create an impression of being modern, professional, and more aligned with the communication style of the younger generation.

C. Clause-Form Code-Mixing

Clause-form code-mixing was found in 15 instances, or 12% of the total research data. This is the least frequently found form because its use requires a more complex linguistic structure.

Example data:

"*Kamu harus tetap improve your self every single day supaya berkembang.*" [You must keep improving yourself every single day in order to grow.] (Data KB-15/06:14)

In this example, there is an insertion of an English clause into an Indonesian sentence. The clause is used to add emphasis to the meaning while simultaneously creating a more relaxed and modern communication style.

Another example:

"*Kalau kamu gagal hari ini, that's totally okay.*" [If you fail today, that's totally okay.] (Data KB-19/07:02)

The use of an English clause in this utterance shows that digital language is flexible and does not always follow formal language norms. The content creator utilizes code-mixing as a strategy to build emotional closeness with the audience.

According to Chaer and Agustina (2019), code-mixing can arise due to the influence of social situations, speaker identity, and specific communicative purposes. In digital media, the use of English clauses is often employed to reinforce expression and create more expressive communication.

2. Factors in Code-Mixing Use

a. Communication Effectiveness

The use of English terms is considered more practical and easier to understand in the context of digital communication.

Example data:

"*Konten ini akan membantu meningkatkan skill berpikir kritis.*" [This content will help improve critical thinking skills.] (Data KB-06/02:55)

The word skill is preferred because it is more concise than its Indonesian equivalent, keterampilan. In fast-paced digital communication, content creators tend to use simpler and more popular terms.

b. Influence of Digital Culture

Social media has formed new communication habits heavily influenced by English. Digital terms such as content creator, subscribe, live streaming, and podcast have become part of everyday communication among internet users.

Example data:

"*Sekarang banyak content creator edukasi yang berkembang di YouTube.*" [Nowadays, many educational content creators are growing on YouTube.] (Data KB-12/03:33)

This phenomenon indicates that the development of digital culture influences the language use patterns of modern society (Azizah & Lakson, 2023).

c. Building Closeness with Gen Z Audiences

Code-mixing is used to create a relaxed, modern, and communicative impression in order to be closer to young audiences.

Example data:

"*Tenang aja, you can do it.*" [Just relax, you can do it.] (Data KB-17/05:40)

The use of this sentence indicates that the content creator tries to use a communication style suited to the character of the younger generation, who are familiar with social media and English terms.

According to Hymes (1974), language use in communication is influenced by social context and the character of the interlocutor. In educational YouTube channels, code-mixing is used as a communication strategy to make the material feel lighter and more engaging for the audience.

3. Code-Mixing as a Digital Communication Strategy

The research results indicate that code-mixing on the "Kok Bisa?" YouTube channel does not merely appear as a linguistic phenomenon; it also functions as a digital communication strategy. Content creators use English to project a modern, professional, and relevant image aligned with the development of digital culture.

This phenomenon demonstrates that language in digital media evolves dynamically in response to social changes. Language is no longer understood as a rigid system but as a flexible and adaptive communication tool responsive to the needs of the audience.

The findings of this study reinforce the view of Sumarsono (2020), who states that language variation will continue to develop in line with cultural changes and advancements in communication technology. In the context of digital media, code-mixing has become part of the communicative identity of the younger generation in the modern digital era.

CONCLUSION AND RECOMMENDATIONS

Based on the research results, 126 instances of Indonesian–English code-mixing were found on the "Kok Bisa?" YouTube channel during January–June 2024. These data consist of 72 word-form instances (57%), 39 phrase-form

instances (31%), and 15 clause-form instances (12%). The most dominant code-mixing form is the word form, as the use of English terms in digital communication is considered more practical, concise, and more familiar for social media audiences, particularly young ones.

The research results also show that the use of code-mixing on the "Kok Bisa?" YouTube channel does not only function as a language variation but also as a digital communication strategy. Based on the functional analysis, code-mixing is used to enhance communication effectiveness, build closeness with Gen Z audiences, demonstrate modern identity, and emphasize meaning in the delivery of information. The use of English terms in educational content makes communication feel more relaxed, interactive, and consistent with the character of today's digital society.

This study demonstrates that the development of digital media influences society's language use patterns, particularly on YouTube as a digital learning medium. The use of code-mixing in educational content reflects the relationship between language, digital culture, and communication technology development. In this context, the digital sociolinguistic approach is relevant for explaining the phenomenon of language use in social media and online communication.

Accordingly, this study proves that code-mixing on the "Kok Bisa?" YouTube channel is functional and adaptive to the needs of modern digital communication. This study is expected to contribute to sociolinguistic research, particularly regarding language variation in digital media, and to serve as a reference for future studies addressing language and communication in social media.

FURTHER RESEARCH

Based on the research results, 126 instances of Indonesian-English code-mixing were found on the "Kok Bisa?" YouTube channel. The most dominant form of code-mixing is the word form, as the use of English terms in digital communication is considered more practical, concise, and more familiar for social media audiences—consistent with the communication character of today's digital society. The development of digital media influences society's language use patterns. The use of code-mixing in educational content reflects the relationship between language, digital culture, and communication technology development. Future research is recommended to adopt a multi-platform approach by comparing language use across different media—for example, Twitter, TikTok, WhatsApp, Instagram, and online forums such as Reddit or Kaskus—in order to produce a more comprehensive and representative map of digital language variation.

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