

An Analysis of Code-Mixing Used by Gaby Hartanto in The Indah G Show YouTube Content

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Abstract

This research focuses on Gaby Hartanto's utterances in a podcast entitled *'Stigmas Against Models & The Unspoken Dark Side of Being Physically Attractive'* on Indah G Show's YouTube channel. The study intends to analyze the types of code-mixing used by Hartanto and the factors that influence its use. The researchers used a descriptive qualitative method to collect data from a video transcript. The researchers applied Hoffman's theory, which categorizes code-mixing into different types, to analyze the data. The findings highlight how bilinguals apply code-mixing as both a linguistic function and a means of expressing identity, as well as the factors behind it. After analyzing Gaby Hartanto and Indah's podcast videos, the most common type of code-mixing used by Hartanto is insertion code-mixing, followed by alliteration and congruent lexicalization. The main factor influencing the use of code-mixing is talking about a particular topic; that is, the utterance is more accurate or relevant when explained in a foreign language.

Keywords: *Sociolinguistics; code-mixing; Indah G Podcast*

1. Introduction

Sociolinguistics recognizes people from diverse regions communicate using multiple languages. These multilingual individuals, however, differ in their level of language proficiency and use different linguistic resources. According to Wardhaugh (2015), multilingual individuals possess a "flexibility" that allows them to adapt their language use to suit different situations. Indian sociolinguist Mohanty demonstrates this concept by highlighting the use of languages in different contexts: English in professional contexts, Bengali when interacting with domestic employees, Sanskrit in religious rituals and prayers, and the use of Oriya for family daily conversation. Based on sociolinguistic theory, individuals who are proficient in more than one language are According to sociolinguistic theory, individuals proficient in multiple languages are classified as multilingual, and this linguistic competence is frequently used in daily communication (Rajend, 2019; Fadilah et al., 2023; Sari et al., 2022).

Linguistic phenomena used to be mainly studied through books and records, which were the main sources of information in the past. However, these same phenomena are now apparent on online platforms like YouTube that reach a wide audience. Salsabila, Siregar, I., & Sosrohadi, S. (2021) argue that YouTube offers information in the form of videos, where

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creators—commonly referred to as YouTubers—have the freedom to express themselves by choosing the theme and language used in the content. Astri and Fian (2020) highlight YouTube as a modern digital platform for users to express their ideas through spoken content such as podcasts. One of the most famous YouTubers in Indonesia, Indah Gunawan, with her YouTube channel, The Indah G Show. The contents of this channel aim to educate and entertain through candid discussion about some topics related to daily life. In her podcast video featuring Gaby Hartanto—a Chinese-Indonesian model, actress, speaker, and entrepreneur—titled "*Stigmas Against Models & The Unspoken Dark Side of Being Physically Attractive*," two languages are used throughout the discussion. The language exchange in this discussion offers a case study in code-mixing between Indonesian and English through the language exchange.

According to Cenoz (2013), multilingualism is characterized as a various and interdisciplinary phenomenon that can be approached from both an individual and a society-wide perspective. It is not a recent development but has been widely present in history, with individuals and societies often engaging in the use of multiple languages. Rajend (2019) notes that the study of multilingualism begins with questions about why people learn more than one language, the worldwide distribution of linguistic diversity, and the number of languages in existence. Multilingualism examines how social and cultural transformations driven by capitalist and neoliberal governments lead to the commodification of language and changes in speakers' subjectivity (McKinney, Makoe, & Zavala, 2023). According to Hoffman (2014) and Tanjung (2020), multilingual learners acquire at least one language as a first language during childhood through natural exposure within their families, independent of formal education. In Indonesia, using more than one language in daily life has long been part of society. Indonesians use the local language in daily life, Indonesian is a unifying language, while English is a global language.. This is increasingly reinforced in the education system and public sphere (Zein, 2018).

Code-switching and code-mixing, appear when a person uses two different languages in conversation. As defined by Wardhaugh (2015), code-switching involves switching between two distinct languages at the level of the sentence, while code-mixing involves mixing different languages at the level of the word. Based on a study conducted on the topic, it was found that code-mixing and code-switching have various types. Researchers often apply Muyskens' (2000) theory to the study of code-mixing. Muysken (2000) states that code-mixing has three types: insertion, alternation, and congruent lexicalization. In insertion, lexical elements or phrases from one language are inserted into the sentence structure of another. Alternation involves switching between languages based on grammatical structure, such as using language A in one part of a sentence and language B in another. Finally, congruent lexicalization occurs when elements from two languages are mixed into one syntactically equivalent structure.

On the other hand, Hoffman (1991) examines why people engage in code-switching. He also identifies seven reasons why people use code-mixing: quoting other people's opinions, talking about certain topics, interjections, giving emphasis to something, clarifying the content of speech for the speaker, repetition is used to clarify and express the identity of a group. Many studies have been conducted to explore the phenomenon of code-mixing, especially in digital media. Due to the rapid spread of information and culture on digital information platforms such as TikTok, YouTube, and Twitter, and many more, this phenomenon has a great opportunity to be studied as in the research from Salsabila et al. (2021), which examines the type of code mixing used by Jerome Polin in his YouTube content 'Nihongo Mantappu' and finds that the dominant type of code mixing used by Jerome Polin is outer code-mixing. Similarly, code-mixing and code-switching in content from the Mega Kenichiro Official TikTok account was analyzed by Wardhani and Arifin (2025), and it was found that intra-sentential code-mixing often occurs. Additionally, Rahma (2023) discovered that multilingualism on digital platforms, particularly Twitter, is shaped by the habits of speakers and popular trends. In the educational environment, code-mixing and code-switching support language learning. Fanani et al. (2018) researched the three types of code-mixing used by English teachers at MA Khas Kempek Cirebon: alternation, insertion, and congruent lexicalization. Overall, previous research has demonstrated the wide-scale study of code-mixing and code-switching in digital media. Moreover, their role in education emphasizes their effectiveness in facilitating language learning. Therefore, this study examines the code-mixing used by Gaby Hartanto in the Indah G Show Podcast and the reasons behind its use.

2. Method

This research study used a qualitative descriptive approach to investigate Gaby Hartanto's code-mixing in a podcast video entitled '*Stigmas Against Models & The Unspoken Dark Side of Being Physically Attractive*,' which was uploaded to the Indah G Show Podcast YouTube channel. The research focuses on Gaby Hartanto's utterances during the podcast, particularly parts containing code-mixing between Indonesian and English. Gaby Hartanto is the subject of this research as a guest on the podcast, while utterances containing code-mixing elements are the object of the study. The main data source is a publicly available podcast video recording on the Indah G Show YouTube channel. Data was collected through observation and documentation by watching the podcast video and transcribing the entire conversation, focusing on Gaby Hartanto's contributions. Then, the parts that show code-mixing are analyzed.

In analyzing the data, the researchers used the interactive model of analysis by Miles and Huberman, consisting of three stages: (1) data reduction, which involves filtering out irrelevant parts of speech; (2) data presentation, which means organizing data in tables or categories based on the type of code-mixing identified by Muysken (2000) theory: insertion, alternation, and congruent lexicalization; and (3) drawing conclusions, which involves interpreting classified data to find patterns and factors in code-mixing use by speakers. The researchers themselves are the main instruments of this study,

acting as observers, recorders, and data analysts. The researchers are assisted by supporting tools such as laptops, intranet access, and headphones to ensure the accurate data collection.

3. Findings and Discussion

This study classifies the results into two categories, namely: (a) types of code-mixing and (b) factors behind the use of code-mixing. The analysis of each type of code-mixing follows the previously described theory. Based on the Indah G Show video on YouTube that was examined, researchers discovered code-mixing that was used by Gaby. The code-mixing consists of two languages, such as Bahasa Indonesia and English. The findings of the research are classified into three categories of code-mixing: (a) insertion, where single words or short phrases from one language are inserted into a sentence in another language; (b) alternation, where a language switch occurs at the clause or sentence level; and (c) congruent lexicalization, where elements from both languages are mixed within a single grammatical structure. As shown in Figure 1, the most common type is Insertion, with 20 cases accounting for approximately 44% of the data. Meanwhile, Alternation and Congruent Lexicalization are each present in 13 cases, contributing 28% of the total. These types of bilingualism demonstrate how bilingual speakers like Gaby naturally combine both languages in everyday conversation.

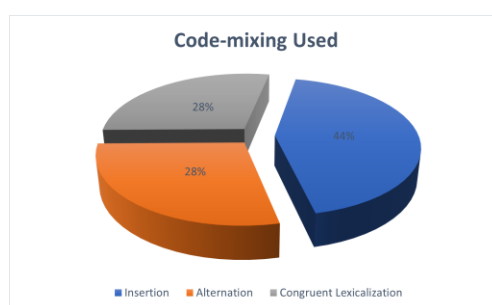


Figure 1. Code-mixing used by Gaby

Insertion

“*Dia mau endorse aku, katanya*”
 (“He wanted to endorse me, he said”)

The sentence above illustrates an insertion situation of code-mixing, where the speaker uses Bahasa Indonesia primarily but inserts English elements. In this example, the main code, or the dominant language, is Bahasa Indonesia, and the anatomy function also follows the grammatical uses of Bahasa Indonesia sentences. This main code is indicated in the phrase “*Dia mau (insertion) aku, katanya,*” where the word *endorse* serves as the insertion. The insertion word does not affect the autonomy function; it just provides merely a fragment.

This can also be seen in:

“*Gue Ndah, dulu di restoran tuh gak berani minta sendok sama waitress tuh ga berani.*”
 (“Back then, Ndah, I didn’t even have the courage to ask a waitress for a spoon at a restaurant.”)

“*Aku menjadi wanita yang confident sekarang gitu kan.*”
 (“Now I’ve become a confident woman, you know”)

“*Ngapain kamu kasih dia di dunia entertainment gitu kan?*”
 (“Why would you let her get into the entertainment world like that?”)

Additional illustration of insertion:

“Mom can I *cerita* the part where this politician was rude to you but slid in my DMs?”
 (“Mom can I tell the part where this politician was rude to you but slid in my DMs?”)

Consider the example above; the sentence presents an insertion case in which the main code is English, both lexically and structurally. The inserted element “*cerita,*” a Bahasa Indonesia verb meaning telling a story, is used within an otherwise fully English sentence. The insertion here only functions as a fragment and does not disrupt the grammar of English sentences, thus demonstrating the speaker’s bilingual proficiency.

This can also be seen in:

“*Jadi* it’s not all about us but also about the audiences.”
 (“So, it’s not all about us but also about the audiences.”)

Sebenarnya, when you look good, you feel good, right?
 (“Honestly, when you look good, you feel good, right?”)

So, certain expectations to be glamorous *mungkin ya*.
 (“So, certain expectation to be glamorous maybe”)

“*Karena* I come from a very Chinese educational family.”
 (“Because, I come from a very Chinese educational family”)

Alternation

“*Gue ngerasa kaya* I’m caught off guard right here.”
 (“I feel like I’m caught off guard here.”)

“My mom and I can do makeup in like five minutes, *karena cantik itu nggak harus lama*.”
 (“My mom and I can do makeup in like five minutes, because being beautiful doesn’t have to take long.”)

Those sentences above indicate an alternation code-mixing, a situation where a speaker blends two distinct languages, Bahasa Indonesia and English, within a sentence. The examples above indicate that each language retains its own grammatical structure. For example, the Bahasa Indonesia structure “*Gue ngerasa kaya*” is followed by the English clause “I’m caught off guard right here,” and similarly, “My mom and I can do makeup in like five minutes” is followed by “*karena cantik itu nggak harus lama*.” Although these sentences form different language systems, they are combined and become meaningful sentence units.

This can also be seen in:

“*Ada juga yang kejadian* because I was young.”
 (“Something also happened because I was young.”)

“Even there’s no option like this, *semua otak tuh jalan*.”
 (“Even there’s no option like this, everyone’s brain would be working.”)

“*Aku pikir*, this is me.”
 (“I think, this is me.”)

“*Cuman mau satu pasangan doang seumur hidup ya*, of course you gotta help each other to be pleased.”
 (“If you want to be just one person for the rest of your life, of course you gotta help each other to be pleased.”)

Congruent Lexicalization

“*Misalnya aku* photoshoot modeling *nih*, my brain is working.”
 (“Like if I’m doing a photoshoot modeling, my brain is working.”)

“*Jadi* I guess in the way *yang kayak lebih* aware *ketika* I’m on camera.”
 (“Like if I’m doing a photoshoot modeling, my brain is working.”)

The code-mixing from the sentences above presents a congruent lexicalization situation in which two languages, Bahasa Indonesia (A) and English (B), are used in a single sentence unit. Both examples have an ABAB pattern, where the language elements blended within change their grammatical structure. In the first sentence, the clause “*Misalnya aku* photoshoot modeling *nih*” serves Bahasa Indonesia as conjunction and subject and English as predicate and object. This is followed by the clause “my brain is working” that has an independent function as a grammatically correct sentence in English. In the same way, the second sentence, “*Jadi*, I guess in the way,” combines both Bahasa Indonesia and English, where “*Jadi*” works as a conjunction and the rest as subject, predicate, and complement.

“*Karena* modelling school *itu kan nanti dia ada* event fashion show *buat anak-anak*.”
 (“Because the modeling school will have a fashion show event for children.”)

The above example of code-mixing represents Bahasa Indonesia as a main language, offering the basics of its sentence, while English is used in a form that keeps the basic structure. The word and the phrases “*Karena*,” “*itu kan nanti, dia ada*,” and “*buat anak-anak*” fill the roles of conjunction, predicate, and complement in the sentence, whereas the words “modelling school” and “event fashion show” serve as subject and complement. Although the structure of “event fashion show” in English is mistaken, it’s a correct sentence because of the Bahasa Indonesia structure.

“*Jadi*, I guess it’s also part of our task as an individual to care about those things in order for people to *menilai ini orang smart ngga sih, gitu*.”

(“So, I guess it’s also part of our task as an individual to care about those things in order for people to asses, like, is the person actually smart or not.”)

The sentence above stands for congruent lexicalization, in which English serves as a main language and Bahasa Indonesia fragments keep the basic structure. The English phrase. The word “*jadi*” has a role as a conjunction, and the phrases “*menilai ini orang*” and “*ngga sih, gitu*” fill the role as complements. The subject, predicate, object, and also complement of the sentence are in English.

The others example of congruent lexicalization can also be seen in:

“*Kayaknya aku cuma* train, because I am an actress and a model, *dua duanya* it’s like take, cut, action; *gitu gitu aja*.”

(“I think I was just trained that way, because I’m an actress and a model, and both are just like ‘take, cut, action,’ that kind of routine.”)

“Habit *aja*, take, cut, action, retake, keep rolling, *itu kan semua udah biasa dengernya*.”

(“It’s just a habit, ‘take, cut, action, retake, keep rolling’, all those things are pretty common to hear.”)

“So, one day my grandpa just *buka koran* and then I was on the very last page, *gede banget mukanya disitu*”

(“So, one day my grandpa just opened the newspaper, and there I was on the very last page, my face was huge on it.”)

“I didn’t *karena* my mom *bilang*, *yaudah*”

(“I didn’t, because my mom said, ‘just let it be.’”)

The Factors Behind the Use of Code-mixing

1) Talking about a particular topic

The use of code mixing can be influenced by the “talking about a particular topic” factor, especially if the utterance shows the speaker’s comfort in using a particular language to convey the topic. The following is an example of an utterance influenced by the factor of talking about a particular topic, found in Gaby Hartanto’s utterance:

“aku menjadi wanita yang *confident* sekarang gitu kan”

In Gaby Hartanto’s utterance above, Gaby Hartanto mixes Indonesian with the English term “confident” or “percaya diri” because it is considered more familiar and concise when compared to its Indonesian equivalent, such as “percaya diri”. And Gaby is more comfortable conveying it with the word “confident”.

Another utterance is:

“Pokoknya salah satu *politician* ini *slide in my DMs*”

In the utterance above, Gaby is talking about the phenomenon or habit of communication on social media, specifically the term “slide in my DMs” (sending a direct message (DM) to someone via social media), which is a typical expression in English social media. This term is difficult to translate precisely and concisely in Indonesian, so Gaby chose to stick with the English phrase. This shows that Gaby feels more comfortable and expressive using the term when discussing this topic.

2) Quoting somebody else

An utterance can be said to be influenced by someone else's quotation if the utterance contains a quotation of a sentence or word from another person. The following are the utterances that are influenced by other people's quotation factors in Gaby Hartanto's speech.

“*Terus dia bilang gini, “can we meet like for lunch or something” gitu kan before ya*”

In Gaby Hartanto's speech above, it can be concluded that the language shift in the speech is influenced by the factor of quoting others. In this statement, it can be seen that Maudy Ayunda repeats what other people say about the invitation to have lunch together.

3) Repetition used for clarification

An utterance is influenced by the repetition factor if it contains the repetition of words, phrases, or concepts for emphasis, clarity, or to ensure the listener understands the intended meaning. The following are examples of Gaby Hartanto's utterances influenced by the repetition factor for clarification.

“*Tameng? Shield? or like alat bantu that people don't look down on me as a model.*”

Gaby Hartanto's utterance above can be said to be influenced by repetition used for clarification because there is a repetition of words that have the same meaning, namely “*Tameng? Shield?*”. In the question, Gaby Hartanto repeats her words using Indonesian and English to emphasize that the listener understands what she is talking about.

4. Conclusion

Based on the code-mixing analysis of the podcast Gaby and Indah in the Indah G show with the title “*Stigmas Against Models & The Unspoken Dark Side of Being Physically Attractive,*” indicates that Gaby actively uses types of code-mixing between Bahasa Indonesia and English in her conversation. The three types of code-mixing—insertion, alternation, and congruent lexicalization—occur in Gaby's utterance. Several linguistic and situational factors influence the use of code-mixing. The most dominant factor is discussing a specific topic, which is more relevant or accurate if explained using terms from a foreign language, especially English. In addition, code-mixing also appears when Gaby is quoting somebody else in their original language to maintain the meaning and context. Another factor is repetition to clarify the meaning or emphasize the message to avoid miscommunication in the conversation.

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