

Code Mixing in Reizuka Ari's TikTok Vlogs: An Analysis of Indonesian–English Language Use

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Abstract

This research is urgent because analyzing code mixing in Reizuka Ari's TikTok vlogs reveals how Indonesian–English language use on social media shapes contemporary communication practices and youth linguistic identity. This research is motivated by the phenomenon of *Digital Multilingualism* in the digital era which has transformed social media into a space for identity negotiation through the use of language. The purpose of this study is to identify and classify Indonesian–English *code mixing patterns in Reizuka Ari's TikTok vlog*. Using a descriptive qualitative method with Muysken's theoretical framework, this study analyzed 15 speech data from the video "SPILL RUMAH REIZUKA ARI". The results of the data analysis show that code mixing practices are dominated by the *Insertion* type at 53.33% (8 data), followed by *Alternation* at 26.66% (4 data), and *Congruent Lexicalization* at 20.01% (3 data). The dominance of the *Insertion* type can be seen in the use of single words or phrases such as "before", "literally", and "dream house" which are inserted without changing the basic structure of the Indonesian sentence. Another unique finding shows the existence of deep morphological integration through the provision of Indonesian affixes to foreign words, such as in the words "heels" and "cealing". The conclusion of this study confirms that in spontaneous digital communication, language boundaries become very flexible and the use of mixed languages has become a new communicative competence to maintain the relevance and attractiveness of content in cyberspace.

Keywords: *Code Mixing, Sociolinguistics, Tiktok*

Introduction

The contemporary digital era has brought about drastic changes in the way humans interact, where social media is no longer just a platform for sharing information but a space for negotiating identity through language (Isnarini et al., 2025). A global phenomenon known as Digital Multilingualism has become a central issue, explaining how digital platforms indirectly force users to become spontaneously multilingual to remain relevant in fast-paced global communication trends (Babazade, 2024). In this ecosystem, English is no longer viewed as a rigid foreign language but as a crucial expressive tool for content creators to build engagement with a broader audience (Richman et al., 2023). Consequently, national language boundaries have become fluid, giving birth to the practice of code-mixing as a new norm in everyday cyber communication in Indonesia.

This linguistic phenomenon can be clearly observed in daily vlog content, which is characterized by its spontaneous, personal, and casual nature (Nugraha et al., 2024). A representative object for study is the vlog of Reizuka Ari on TikTok, specifically in the video titled "SPILL RUMAH REIZUKA ARI". In this research data, a pattern of Indonesian language use is found that is consistently interspersed with English elements, ranging from single words to full clauses. This code-mixing practice emerges as a natural communication strategy to emphasize

certain points or express concepts that are perceived as more popular when delivered in English, reflecting how digital identity is formed through the mastery of global language in public spaces (Hussain et al., 2025; Putri et al., 2024).

The collected utterance data shows that English code insertion occurs at various levels of language function, such as using adverbs for emotional emphasis or descriptions of state (Margareta et al., 2025). A clear example is seen in Reizuka Ari's utterance: "*Selamat datang di rumah aku, tapi ini video before ya literally belum jadi*" (Welcome to my house, but this is a 'before' video, it's literally not finished yet), where the words "before" and "literally" are used spontaneously to strengthen the description of the house's physical condition. Additionally, the intensive use of other terms such as "dream house," "quality time," and technical social media terms like "engagement" and "exposure" is evident. This proves that for the speaker, using these foreign terms feels more efficient and natural in conveying meaning within the relaxed atmosphere of a daily vlog aimed at a modern audience (Blynova et al., 2024).

Theoretically, this research is based on the integration of sociolinguistic frameworks from Wardhaugh and the code-mixing typology. Wardhaugh's theory provides the foundation for understanding the relationship between digital society and language, while Muysken's theory offers a precise analytical tool to categorize findings into three main types: Insertion, Alternation, and Congruent Lexicalization (Astri & Fian, 2020). The suitability of Muysken's theory in this study is highly visible in its ability to dissect the structure of foreign element insertion into sentences, allowing the researcher to observe how English elements are integrated morphologically and syntactically into the Indonesian framework acting as the base language (Haryati & Prayuna, 2020).

The results of the data analysis show a significant finding where the code-mixing phenomenon in the vlog is dominated by the Insertion type, reaching a percentage of 53.33% or 8 data points out of a total of 15 findings. This dominance indicates that communication patterns on social media lean heavily toward the insertion of single words or phrases into the Indonesian structure without changing the overall sentence framework (Natsir et al., 2020). The use of phrases such as "super big," "runway," and "dream house" provides a stronger and more relevant emphasis on the digital lifestyle concepts that the speaker intends to highlight to his followers on TikTok (Basongan et al., 2025).

Another interesting discovery is the presence of deep morphological integration, where foreign words undergo affixation following Indonesian grammatical rules (Fadillah et al., 2021). Concrete examples are found in the words "heelsnya" and "cealingnya" (sic), where English morphemes are combined with the suffix "-nya," which is a characteristic of the Indonesian language. This phenomenon reinforces the indication that English has permeated the speaker's word-formation system to support spontaneous communication efficiency. It shows that code-mixing in the digital age does not only occur at the lexical surface level but has begun to merge structurally with the speaker's native language system (Riaz, 2019).

Despite numerous studies on code-mixing, there is a significant research gap that underlies the urgency of this study: the lack of research focusing on spontaneous short-form video genres on TikTok (Ulfiana, 2021). Most previous studies tend to focus on formal education, official speeches, or the YouTube platform, which features longer durations and more structured production. There is still little research examining how Indonesian-English code-mixing patterns are formed in highly casual, concise, and unplanned communication situations like those in TikTok Daily Vlogs, which have a faster speaking rhythm and highly contemporary terminology (Karunianingsih, 2022). This gap serves as the primary basis for the researcher to identify and

classify the 15 data utterances that appear in Reizuka Ari's digital communication. Through a critical analysis of Insertion, Alternation, and Congruent Lexicalization, this study seeks to provide a broader picture of how language boundaries become highly flexible in digital communication situations (Rustan & Ajiegoena, 2023).

The novelty of this research lies in its focused exploration of English not merely as a lexical insertion but as a cognitive and discursive bridge in Reizuka Ari's TikTok vlogs. Specifically, this study highlights how English discourse markers such as "So," "Look," and the nonstandard form "And than" (sic) emerge naturally to connect clauses, organize thoughts, and structure spontaneous speech. By examining these markers in a digital, informal context, the research offers new insight into how bilingual speakers strategically employ English to manage flow, emphasis, and coherence in Indonesian-dominated discourse, an aspect that has received limited attention in previous code-mixing studies.

This research offers a dual contribution, both theoretically and practically, to the development of linguistics in Indonesia. Theoretically, this study enriches the sociolinguistic treasury by providing the latest empirical data on Digital Multilingualism practices on trending social media platforms, particularly in the context of rapidly evolving online communication. The findings extend existing sociolinguistic theories by illustrating how multilingual speakers strategically negotiate language choice, identity construction, and audience engagement in digital spaces. In doing so, this research highlights the dynamic interaction between global languages and local linguistic resources, demonstrating how digital environments reshape traditional concepts of language boundaries, norms, and functions.

Furthermore, the study contributes to the refinement of sociolinguistic frameworks by positioning digital platforms as active sites of language innovation rather than merely channels of communication. Practically, the results serve as a valuable reference for educators, researchers, and digital content creators in understanding contemporary language use, offering insights that can inform language education, digital literacy programs, and effective communication strategies in Indonesia's increasingly multilingual and digitally connected society (Nurhidayah, 2025).

Practically, the results of this study provide an in-depth understanding of the shifting communication patterns of urban society in the digital era, where the use of mixed language codes has evolved into a new and effective form of communicative competence. This practice is not merely a linguistic trend, but a strategic choice that allows individuals to adapt to the fast-paced, interactive, and highly competitive nature of digital platforms. By blending languages, speakers are able to express identity, creativity, and social affiliation more flexibly, while simultaneously enhancing message clarity, emotional nuance, and audience engagement. Moreover, mixed language codes function as a tool to maintain social presence and relevance in cyberspace, helping content creators and users sustain visibility, strengthen interpersonal connections, and increase the attractiveness and shareability of digital content. In this sense, code-mixing reflects the dynamic negotiation between global influences and local identities, positioning it as a key communicative resource in contemporary urban digital interaction.

In conclusion to this introduction, the research aims to address future communication challenges by documenting how the Indonesian language evolves to meet the expressive needs of its users on digital platforms. By mapping the hierarchy of code-mixing types used, this study demonstrates that today's societal thought structures are increasingly accustomed to using overlapping grammatical frameworks between national and international languages (Wulandari et al., 2025). Through a descriptive qualitative approach, this study is expected to serve as an

important reference for future researchers in understanding language dynamics amidst the increasingly boundless flow of globalization.

Method

This study uses descriptive qualitative research techniques that aim to identify and classify code-mixing phenomena that appear in digital communication. This technique was chosen because it is considered the most appropriate for answering research questions regarding the pattern of English integration into the structure of the Indonesian language. Through this approach, researchers can systematically describe the data to achieve the predetermined research objectives (Hanafiah, 2022). The main focus of this design is to provide an accurate picture of the linguistic reality in vlog video content. The research procedure is arranged sequentially so that each stage can be followed logically by the reader. Thus, this method provides a strong foundation for analyzing the issue of Digital Multilingualism.

The subject of this study is the linguistic phenomena found in digital content, particularly in vlog videos. The data population includes all utterances containing elements of multilingualism in interactions recorded on the platform (Umami & Ghasani, 2021). Specifically, the researcher collected 15 findings that became a representative sample for further analysis. The selection of these subjects was based on the diversity of code-mixing patterns that appeared spontaneously in this video genre. The researcher provided adequate information about the research subjects so that the data identification process was clear. This ensured that the samples taken were appropriate for answering the research questions (Fadil & Andriani, 2021).

The research instrument used in this study was a structured code-mixing observation checklist and coding sheet developed by the researchers. This instrument was designed to systematically document instances of code-mixing found in vlogs, including lexical items, phrases, and foreign clauses integrated into the discourse. The checklist also contained specific coding categories to record morphological integration features, such as the attachment of Indonesian affixes to foreign words. In addition, a data recording log was employed to note the frequency of occurrence, context of use, and form of each code-mixed element. To support accurate observation, digital media playback tools (e.g., video players with pause and replay functions) were used as auxiliary instruments. The use of these instruments enabled consistent data classification, ensured precision in frequency measurement, and strengthened the objectivity and validity of the collected data, in line with qualitative descriptive research procedures (Fanani et al., 2018).

The data analysis technique in this study uses a descriptive method that refers to sociolinguistic theory regarding types of code-mixing. All collected data are classified into three main categories, namely Insertion, Alternation, and Congruent Lexicalization (Sinamo & Ivone, 2024). The researcher analyzes how each element of English functions in a sentence, either as a single word insertion or clause alternation. This analysis process aims to establish the state-of-the-art of the linguistic phenomenon being studied. In addition, the analysis was conducted to see how language boundaries become flexible in casual communication situations. Each finding is linked back to the context of digital communication to draw logical conclusions.

The researchers also presented the frequency distribution of findings through a percentage table to reinforce the results of the descriptive analysis. Based on the processed data, the frequency distribution shows that the Insertion type dominates with a total of 8 data points or 53.33%. On the other hand, the Alternation type was found in 4 data points (26.66%) and Congruent Lexicalization in 3 data points (20.01%). The use of this table is limited to only those

things that are absolutely necessary to show the hierarchy of data type usage. Through this simple statistic, researchers can clearly show the contrasting differences between the three categories. The explanation of these figures still uses descriptive paragraphs in order to remain in line with the rules of qualitative writing.

The development of this method concludes with ensuring that all procedures have been described in detail for the purpose of replicating the study in the future. The researchers paid close attention to accuracy in describing each linguistic measurement performed. If new methods were discovered during the classification process, they were explained in depth to ensure they were easy to understand. Overall, this methodological framework aims to provide a transparent overview of how this study was conducted from start to finish, including clear explanations of instrument development and data analysis techniques. To ensure data validity and trustworthiness, the researchers applied careful and repeated observation, systematic data coding, and cross-checking of findings to minimize subjectivity and inconsistency. Detailed documentation of analytical decisions further strengthened the credibility and dependability of the data. Thus, this methodology section serves as a crucial bridge for understanding the research results and discussion as a whole, while also reinforcing the reliability of the study's conclusions.

Results

This research successfully identified and classified the *code-mixing* phenomenon that emerged in the context of digital communication in vlog videos. Based on the analysis of the collected data, 15 data were found which included three main types of code mixing according to relevant sociolinguistic theory. These findings show how English elements are integrated into Indonesian language structures with diverse patterns.

Table 1. Presentase code mixing

Type	Total	Presentase
Insertion	8	53,33%
Alternation	4	26,66%
Congruent Lexicalization	3	20,01%
Total	15	100%

Based on the frequency distribution data of the findings, it is clear that the linguistic phenomenon that emerged was dominated by the Insertion type, with a total of 8 data points or 53.33% of the entire sample. This significant dominance shows that the insertion of certain language elements was the most common pattern used in the context of this study. In second place, the Alternation type appears 4 times with a percentage of 26.66%, reflecting a fairly consistent variation in structure, although not as dominant as the first type. Meanwhile, the Congruent Lexicalization type is the category with the lowest frequency, as it is only found in 3 data points with a total percentage of 20.01%. Overall, a comparison of these figures provides a picture of a fairly contrasting hierarchy of data type usage among the three categories. The imbalance in percentage between Insertion and the other two categories confirms that the data characteristics are heavily skewed towards the insertion process rather than the lexicalization or alternation processes.

The Insertion type appears consistently through the insertion of lexical elements or English constituents into the syntactic structure of Indonesian, which remains dominant as the base language. The data shows the use of single words such as “before,” “literally,” “ceiling,” and ‘engagement’ inserted without changing the main sentence structure. In addition, insertions in

the form of phrases such as “super big,” “runway,” and “dream house” were also found to give stronger emphasis to meaning or more popular concepts. An interesting phenomenon was found in the words “heelsnya” and “cealingnya,” where these foreign words underwent affixation with the addition of the Indonesian suffix “-nya.” This shows that English elements have been morphologically integrated into the base language system to support communication efficiency in the spontaneous video genre.

In the Alternation type, the results of the study show that there are changes in language structure that occur at the clause boundary or as discourse markers that separate English elements from Indonesian clauses. The use of the words “So” and “Look” at the beginning of a sentence functions as a connector or interaction opener that marks the transition from one grammatical system to another. Data analysis also found a more complete language shift in the form of independent clauses, such as in the expressions “So yeah, this is before guys” and “I don't know.” The use of this type indicates a spontaneous change in syntactic patterns as a form of expression in digital communication. This phenomenon reinforces the indication that speakers have the ability to switch between language systems at certain transition points in the discourse they construct.

Finally, the Congruent Lexicalization type is found in the form of flexible mixing of elements from both languages because they share the same grammatical framework. The research data highlights the use of conjunctions such as “And” and the connecting phrase “And than” (a variation of and then) which appear spontaneously as bridges between the speaker's thoughts. In this category, there is no rigid separation of clauses, so that English and Indonesian seem to merge into a single linear, flowing structure. This reflects the flexibility of language boundaries in casual digital communication situations, where foreign vocabulary enters the flow of sentences without creating structural barriers. Overall, these findings reflect the issue of Digital Multilingualism, where content creators consistently use multilingual elements to remain relevant to global communication trends on social media.

Discussion

Insertion

This type occurs when lexical elements or constituents from one language, namely English, are inserted into the syntactic structure of another language, Indonesian. This type is the most dominant type in the data. The following is an analysis of Insertion. “Selamat datang di rumah aku, api ini video before ya literally belum jadi”. The sentence is categorized as an insertion because of the incorporation of foreign lexical elements into the syntactic structure of Indonesian, which remains dominant as the base language. The words “before” and “literally” are inserted individually as single lexical items without altering the overall sentence structure, a defining characteristic of insertional code-mixing in sociolinguistic theory. This finding is consistent with previous studies which report that English single-word insertions are the most frequently used form of code-mixing in informal digital communication, particularly on social media platforms (Androutsopoulos, 2015). Moreover, similar research on vlogs and online videos has shown that speakers often insert English terms to add emphasis, express evaluation, or enhance stylistic appeal while maintaining the grammatical framework of the local language. Thus, the insertion of “before” and “literally” in spontaneous vlog discourse reflects a broader pattern of casual digital communication, where foreign vocabulary is strategically employed for efficiency, expressiveness, and alignment with contemporary digital communication trends.

“And ini ruang tengahnya super big” The sentence is an example of insertion because its basic structure follows Indonesian grammar, but it is inserted with an English constituent, namely the adjective phrase “super big” at the end of the sentence. The word “And” at the beginning of the sentence also functions as a spontaneous insertion of a conjunction in the casual genre of daily vlog videos. The use of the term “super big” aims to give a stronger emphasis on the scale of the room than if only the word “very big” were used. This phenomenon reflects the issue of Digital Multilingualism, where Reizuka Ari, as a content creator, spontaneously uses multilingual elements to remain relevant in digital communication trends on social media.

“Ini ikan run way nya Dimas nanti dengan Heelsnya” The sentence “Ini ikan run way nya Dimas nanti dengan Heelsnya” is categorized as an insertion because it uses foreign terms that are inserted into the dominant Indonesian grammatical framework. The words “run way” and “Heels” function as lexical units (words or phrases) that do not change the basic structure of the original sentence. Interestingly, these two foreign words are combined with Indonesian particles or affixes (such as the suffix -nya), which emphasizes that the English has been “inserted” into the Indonesian morphological system. The use of these terms reflects the phenomenon of Digital Multilingualism, where specific fashion vocabulary is used spontaneously in casual digital communication contexts.

“Ini laundry room, terus disini ada ruangan I don’t know mungkin gudang” The use of the phrase “laundry room” is categorized as insertion because it is the insertion of a foreign lexical unit into the basic structure of Indonesian sentences, which remains dominant. Meanwhile, the use of the clause “I don’t know” is a form of alternation because there is a change in the more complete language structure in the middle of the sentence as a form of spontaneous expression by the speaker. This phenomenon reinforces the global issue of Digital Multilingualism, where content creators on digital platforms consistently insert English elements into casual communication in order to remain relevant to current communication trends.

“Yang aku suka itu ceilingnya tinggi banget jadi sirkulasi udarnya mantap” Based on available sociolinguistic data, the utterance “Yang aku suka itu ceiling-nya tinggi banget jadi sirkulasi udaranya mantap” (What I like is that the ceiling is really high, so the air circulation is great) is categorized as insertional code-mixing. This classification is supported by the insertion of a single English lexical item, “ceiling,” into an Indonesian syntactic framework that remains dominant throughout the sentence. Recent sociolinguistic studies emphasize that insertional code-mixing commonly involves the embedding of individual foreign lexical items into the base language without altering its grammatical structure (Mali et al., 2023). In addition, the attachment of the Indonesian possessive suffix “-nya” to the English word indicates morphological integration, a phenomenon frequently observed in Indonesian digital discourse where foreign elements are adapted to local grammatical norms (Nirwan et al., 2024). Similar findings have been reported in studies on vlog and social media communication, which show that English nouns are often inserted and morphologically adjusted to enhance expressiveness, modern identity construction, and communicative effectiveness in informal digital contexts (Padmadewi et al., 2023; Mali et al., 2023). Therefore, the use of “ceiling-nya” reflects a broader and consistent pattern of insertional code-mixing in contemporary Indonesian digital communication, particularly within spontaneous and casual vlog discourse.

“Jadi nanti disini sofanya kita untuk quality time gitu” Based on the available sociolinguistic data, the utterance “So later here we will have a sofa for quality time” is categorized as a form of insertion according to the theory used in this analysis. The sentence is classified as an

insertion because the foreign phrase “quality time” is inserted into the syntactic structure of Indonesian, which continues to act as the base language. The use of this phrase functions as a single lexical unit to express a specific concept without changing the overall sentence structure. This phenomenon reflects the characteristics of Digital Multilingualism, in which speakers consistently insert English elements into spontaneous and casual video genres in order to remain relevant in digital communication trends.

“ya meskipun gue mampu lah beli sendiri cuma kalo mau ekspesor engagement kan lumayan” Based on available sociolinguistic data, the utterance “yes, even though I can afford to buy it myself, but if I want to express engagement, it's not bad” is categorized as a form of insertion. The sentence is classified as an insertion because the word “engagement” is inserted as a single lexical unit into the syntactic framework of Indonesian, which remains dominant as the base language. The use of this technical social media term shows how speakers consistently insert English elements to refer to specific concepts in the digital world spontaneously.

“Sumpah ini bakal jadi dream house banget” The utterance “This oath will be a dream house” spoken by Jinju is categorized as a form of insertion. This sentence is classified as an insertion because the foreign phrase “dream house” is inserted as a single lexical unit into the syntactic structure of Indonesian, which remains dominant as the base language. The use of this term serves to express an ideal concept more concisely and popularly in a casual communication style. This phenomenon reflects the issue of Digital Multilingualism, where social media users spontaneously use English in their daily video content to remain relevant to current digital communication trend.

Insertion

This type occurs when there is a change in structure between Indonesian and English, usually appearing at the beginning of a sentence as a connector or as a complete clause in the middle/end of a sentence. The following is an analysis of the data.

“So, ikutin aku untuk keliling” The sentence is categorized as Alternation because there is a change in language structure that occurs at the clause boundary or as a discourse marker at the beginning of the utterance. The use of the word “So” here functions as a connecting conjunction or interaction opener that clearly separates the English language elements from the Indonesian clause that follows. According to the referenced theory, this type occurs when the speaker moves from one grammatical system to another, which in this context indicates a transition from an opening greeting to instructions for activities in the vlog. This analysis shows that the use of this word is not merely an insertion of a noun or adjective, but rather a spontaneous change in structure that occurs in casual digital communication.

“Look luas banget, kolamnya disana dalam, aku suka banget” The utterance “Look, it's so big, the pool is deep, I really like it” is categorized as Alternation because there is a change in language structure at the beginning of the sentence. The word “Look” functions as an interjection or discourse marker that stands alone before fully transitioning into an Indonesian sentence construction. According to the referenced theory, this type appears when there is a clear change from one language system to another at a certain transition point in a discourse. This analysis shows that the use of this word is a form of spontaneous structural change in the casual genre of vlog videos.

“So yeah, this is before guys semoga dalam tiga bulanan lagi semuanya udah selesai” The utterance “So yeah, this is before guys, hopefully in three months everything will be finished” is categorized as Alternation. The sentence is classified as alternation because there is a

complete change in language structure at the clause level, where the speaker switches from one language system to another at a certain point in a series of discourses. The use of the English clause “So yeah, this is before guys” serves as an independent discourse opener or marker before switching completely to Indonesian sentence construction. This analysis shows a clear change in syntactic patterns between English and Indonesian in spontaneous and casual communication situations.

“So that shit, aku keringetan banget” The utterance “So that shit, aku keringetan banget” is categorized as Alternation. The sentence is classified as alternation because there is a clear change in language structure at the beginning of the sentence, where the English phrase functions as a discourse marker or spontaneous expression separate from the Indonesian clause that follows. According to the theory used, this type occurs when the speaker switches from one language system to another at a certain transition point in a series of utterances. This analysis shows that the use of this phrase is a complete change in syntactic pattern that is done spontaneously in the context of casual video communication.

Congruent Lexicalization

This type occurs when both languages share the same grammatical structure, allowing elements from both languages to mix randomly in a single sentence. In this data, this phenomenon is seen in the use of bridging prepositions or conjunctions. The following is an analysis of the data.

“And ini kamar aku gede banget ya” The utterance “And ini kamar aku gede banget ya” is categorized as Congruent Lexicalization because the use of the conjunction “And” at the beginning of the sentence indicates the existence of overlapping language structures or the sharing of the same grammatical framework between English and Indonesian. In this type, the speaker uses elements from both languages fluently because both are considered to have equivalent syntactic functions in the context of the conversation. The word “And” appears spontaneously as a connector that bridges the speaker's thoughts without any clear separation of clauses, so that the two languages seem to merge into a single linear structure. This analysis is in line with the theory that congruent lexicalization often occurs in casual communication situations where the boundaries between two language systems become very flexible.

“And than kesini jalan” The utterance “And than kesini jalan” is categorized as Congruent Lexicalization. This sentence is classified into this type because the use of the connecting phrase “And than” (which is a variation of and then) indicates a fusion of structures between English and Indonesian, which share a similar grammatical framework in spontaneous conversation. In congruent lexicalization, elements from both languages appear fluidly and interchangeably because speakers consider both language systems to have the same linear function when bridging clauses. This analysis shows how the boundaries between two languages become flexible in casual digital communication situations, where foreign vocabulary enters the sentence flow without creating rigid structural divisions.

“And than kamu lihat disana, itu lantai tiganya dan itu untuk kamarnya Kevin nanti” The utterance “And then you see there, that's the third floor and that's for Kevin's room later” is categorized as Congruent Lexicalization. This sentence falls into this category because the use of the connecting phrase “And then” indicates a process of congruent lexicalization, in which the speaker uses overlapping grammatical frameworks between English and Indonesian. In this type, elements from both languages appear fluidly in a single linear structure because the speaker considers the two language systems to have equivalent syntactic functions for bridging

information. This analysis shows that the boundaries between the two languages become very flexible in spontaneous communication situations, so that foreign vocabulary enters the sentence flow without creating rigid clause separation.

Conclusion

Based on the results of data analysis, this study concludes that the code-mixing practice in Reizuka Ari's TikTok vlog is dominated by the Insertion type with a percentage of 53.33% (8 data), followed by Alternation at 26.66% (4 data), and Congruent Lexicalization at 20.01% (3 data). The dominance of the Insertion type shows that communication patterns on social media tend to insert *single* English words or phrases such as "before", "literally", and "dream house" into the framework of Indonesian sentences without changing the basic structure. Another unique finding is the existence of deep morphological integration where English morphemes are combined with Indonesian affixes, such as in the words "heelsnya" and "cealingnya". This phenomenon reflects the dynamics of Digital Multilingualism, where language boundaries become very flexible and the use of mixed languages is considered an effective communicative competence for content creators to stay relevant to global communication trends in cyberspace. Although this study successfully maps the hierarchy of code use, the limitation lies in the sample size which only includes 15 utterances from one short video genre. Therefore, future research is suggested to explore broader data on other digital platforms to enrich the sociolinguistic treasury regarding the evolution of the Indonesian language in the era of globalization.

This study implies that code mixing on TikTok functions as a strategic communicative resource that shapes identity, discourse flow, and audience engagement in digital media. However, the research is limited to a single content creator, platform, and language pair, which may restrict the *generalizability* of the findings. Future research is recommended to involve multiple creators, comparative platforms, or different sociolinguistic backgrounds, as well as to explore audience perception and the pragmatic functions of code mixing in broader digital communication contexts

Acknowledgment

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