

Code Mixing Used in Deddy Corbuzier's YouTube Video Podcast**Nurochman^{1*}, Suardi², Hendro Prabowo³**

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Abstract: This study analyzed the phenomenon of code mixing in the realm of Indonesian digital media, particularly in podcast content on YouTube. The study focused on the use of code mixing by Deddy Corbuzier, a prominent YouTuber and podcast host, in one episode of the “Close the Door” segment featuring Cinta Laura Kiehl. Using a qualitative descriptive approach, the data were obtained through careful transcription of the conversation and systematic identification of code-mixing instances. The analysis was conducted by referring to Suwito's (1985) theory of code-mixing form classification and Hoffman's (1991) theory of motives. The results indicate that there are 110 instances of code mixing, with clause forms (39%) and word forms (35%) being the most dominant types. Meanwhile, the primary motive for code-mixing usage is expressing group identity (56%), followed by discussing particular topics (19%). These findings reveal that code mixing in Deddy Corbuzier's podcast functions not only as a pragmatic communication tool but also as a sociolinguistic strategy to build closeness with young audiences (Gen Z and millennials) who are multilingual, as well as to assert a modern and global identity within contemporary digital media discourse.

Keywords: Code Mixing, Deddy Corbuzier, Podcast, YouTube, Sociolinguistics.

INTRODUCTION

Language plays an essential role as a tool for expressing ideas, emotions, and identity in social interaction. Language functions not only as a means of communication but also as a core component in shaping individual and group identity and strengthening social cohesion in diverse societies, such as those found in India and Arab communities (Sarkar, 2025; Mahmoud, 2024). Emotional expression through language is crucial in building interpersonal relationships, where emotional nuances in speech and nonverbal cues enrich communication and empathy between individuals (Jangabaevna, 2025; De Stefani & De Marco, 2019). Language also serves as a medium for negotiating social membership and positioning oneself within a group, which may influence social inclusion or exclusion, particularly in multilingual educational contexts (Woltran & Schwab, 2025). Furthermore, language reflects patterns of thought, cultural values, and social ethics that shape an individual's positive image in society (Alejandro, 2024). Overall, language is a powerful instrument for conveying ideas, emotions, and identity, while simultaneously building and maintaining complex social relationships (Mailani et al., 2022; Fedorenko et al., 2024).

Multilingualism in Indonesia is reflected in the use of more than one language in daily communication, including Indonesian, local languages, and English. Indonesia is known as a country with extremely high linguistic diversity, with approximately 700 local languages still in use, although Indonesian as the national language dominates formal and public contexts (Sakhiyya & Martin-Anatias, 2020). English has become increasingly important as a global language and lingua franca, particularly in education and international communication; however, its presence sometimes poses challenges to the preservation of

local languages (Zein, 2018; Mubarak et al., 2024). Practices such as code mixing and translanguaging are common, where speakers combine Indonesian, local languages, and English to express identity, facilitate communication, and support social integration (Hasbi et al., 2025; Rasman, 2018; Huda et al., 2025). The use of local languages remains strong in everyday interactions, especially within local communities, although there is a growing tendency toward broader use of Indonesian and still-limited use of foreign languages (Kurniawati et al., 2025; Rahmatullah et al., 2025). Inclusive and contextual multilingual education approaches are strongly recommended to maintain a balance between mastery of Indonesian, preservation of local languages, and development of English proficiency (Rahmatullah et al., 2025; Rasman, 2018).

Globalization and technological advancement, particularly social media and the digital industrial revolution, have strengthened the role of English as a global lingua franca that facilitates cross-cultural and transnational communication (Melnik & Kyselova, 2024; Nafee & Farid, 2025). English has undergone significant changes, including the emergence of new varieties influenced by local and digital contexts, such as the use of slang, abbreviations, and emojis that enrich informal communication on digital platforms (Rahmani & Karimi, 2025; Umiro et al., 2025). Digital technology also drives language evolution through intensive online interactions, leading to changes in grammar and vocabulary and accelerating the spread of English terms into other languages (Antony & Trambo, 2023). However, the dominance of English also presents challenges, such as the marginalization of local languages and the risk of losing linguistic diversity and local cultural identity (Eslami et al., 2023; Nafee & Farid, 2025). This process of linguistic globalization not only results in the spread of English but also in its localization, producing variants that reflect local needs and cultures (Meyerhoff & Niedzielski, 2003; Melnik & Kyselova, 2024). Therefore, it is important to develop balanced language policies to preserve linguistic diversity while benefiting from the global communication advantages offered by English (Nafee & Farid, 2025).

YouTube plays a significant role as a social media platform that facilitates interaction and the expression of new identities, especially among Indonesian adolescents and youth. YouTube users can express their social and personal identities through widely produced and consumed video content, shaping intense processes of self-recognition and social acknowledgment (Balleys et al., 2020; Chen, 2016). In the political context, YouTube also serves as an effective medium for youth political expression, where social identity and source credibility influence participation in public discourse (Venus et al., 2024). Additionally, translanguaging practices—alternating between different languages—on YouTube help creators communicate messages, assert identity, and reach culturally and linguistically diverse audiences (Shalihah, 2024). The phenomenon of glocalization is also evident, where YouTube content integrates global and local dynamics, enabling the formation of unique local identities within a global framework (Permatasari, 2024). Overall, YouTube is not only an entertainment medium but also an important space for digital identity construction and complex social interaction in the era of social media (Bajič, 2025).

As an Indonesian YouTuber, Deddy Corbuzier frequently uses English–Indonesian code mixing in his podcast content, which has attracted researchers’ attention to analyze the patterns and motivations behind its use. Previously known as a professional mentalist and illusionist, Corbuzier has transformed into one of Indonesia’s largest podcast content creators, with a YouTube channel boasting millions of subscribers (Kumparan, 2021). His content, particularly the “Close the Door” segment, often features public figures and discusses current issues in a dynamic and accessible conversational style, especially for

young audiences. In his interactions, Corbuzier often naturally mixes English and Indonesian, a practice that not only reflects his bilingual background but also functions as a communication strategy to strengthen connection with millennial and Gen Z audiences who are familiar with English vocabulary through digital media and pop culture (Tirto, 2020). This pattern is interesting to examine further because it goes beyond mere speaking style and reveals sociolinguistic functions such as identity construction, expressive emphasis, and adaptation to conversational contexts with guests who are often bilingual. Through this analysis, the study seeks to understand how code mixing is used as an effective communication tool and as a reflection of linguistic dynamics in contemporary Indonesian digital media.

Previous studies on code mixing in YouTube digital media content, such as those on Maudy Ayunda's YouTube channel, indicate that the most dominant type of code mixing is intra-sentential switching, followed by intra-lexical switching, with emphasis as the primary communicative function. These studies employed a qualitative descriptive approach based on Hoffmann's and Holmes's theories and found additional functions such as lexical need, quoting others, repetition for clarification, and discussing particular topics (Fahlefi et al., 2024; Rahayu et al., 2024). Meanwhile, studies on Gita Savitri Devi's YouTube channel identified three types of code mixing—intra-sentential, intra-lexical, and pronunciation change—with motivations including discussing specific topics, expressing empathy or emotion, and repetition for clarification (Perlina & Agustinah, 2022; Astri & Fian, 2020). In Gita Savitri's videos, intra-sentential mixing was also the most dominant type, and code mixing functioned as a communication strategy that facilitated language learning and social identity expression (Susiana, 2018). Both studies confirm that code mixing on YouTube is not merely a linguistic phenomenon but also an important medium for social and emotional expression in bilingual or multilingual digital communication. However, caution is needed in the use of code mixing to avoid diction or structural errors that may hinder comprehension (Perlina & Agustinah, 2022).

Another study using a qualitative descriptive approach with data from 14 episodes of Kick Andy (June–September 2019) found 120 instances of code mixing by host Andy F. Noya and his guests. Two main types of code mixing were identified: intra-sentential and intra-lexical, with no pronunciation-change mixing observed. Five out of six causal factors were found: bilingualism, speaker and interlocutor, social community, situation, and vocabulary, while the prestige factor was absent (Usemahu, Pamantung & Lasut, 2022).

This study positions itself to fill an academic gap by focusing on Deddy Corbuzier—as a YouTuber with a massive follower base and a unique communication style—and his popular podcast as the main object of analysis. This distinctiveness allows the study to contribute new insights to sociolinguistic research by offering a fresh perspective on code-mixing practices within the context of digital podcast media in Indonesia. Thus, this research is highly relevant as it directly responds to and examines rapidly growing media trends, where podcasts and digital audio content increasingly dominate the public communication landscape. That is why, the writers propose to have the following problem formulations:

1. What types of code mixing are used by Deddy Corbuzier in his podcast videos?
2. What motivations underlie the use of code mixing?

RESEARCH METHOD

This study employs a qualitative descriptive design to provide an in-depth and detailed depiction of the code-mixing phenomenon in digital media. The primary data source was one episode of Deddy Corbuzier's podcast entitled "*CINTA LAURA KIEHL*:"

BUAT COWO YANG MAU DEKETIN DIA...” in the *CLOSE THE DOOR* segment. Data were collected through full transcription of the entire conversation in the video, followed by careful identification of each instance of code mixing uttered by Deddy Corbuzier as the research subject.

Data analysis was conducted in two main stages: first, classifying the forms of code mixing (such as words, phrases, clauses, or repetition) based on Suwito’s (1985) classification theory. Second, analyzing the motives or functions behind each instance of code mixing by referring to the social and psycholinguistic motivation categories proposed by Hoffman (1991), such as expressing identity, topic mastery, or expressive emphasis.

Research Findings

Types of Code Mixing

A total of 110 instances of code mixing were identified and classified into six types based on Suwito’s (1985) theory:

No. Type of Code Mixing Frequency Percentage		
1.	Clause	40 39%
2.	Word	35 35%
3.	Phrase	17 17%
4.	Hybrid	7 7%
5.	Reduplication	1 1%
6.	Idiom	1 1%
Total		110 100%

Conclusion: The most dominant type of code mixing is clauses (40 data), followed by words (35 data).

Motives for Code Mixing

Seven motives for code mixing were identified based on Hoffman’s (1991) theory:

No.	Code Mixing Motive	Frequency	Percentage
1.	Expressing group identity	57	56%
2.	Talking about a particular topic	19	19%
3.	Repetition for clarification	11	11%
4.	Quoting others	6	7%
5.	Interjection	4	4%
6.	Clarifying speech content	3	3%
7.	Emphasizing something	1	1%
Total		110	100%

Representative Data Examples

1. Types of Code Mixing

- **Clause:**
“*Tapi we know you, orang tau lu, kenapa lu bisa ngomong begitu?*”
- **Word:**
“*Gua shocked karena gua masih di rumah.*”
- **Phrase:**
“*Kadang-kadang pake soft lense?*”
- **Hybrid:**
“*Terus gua nge-gym dulu, so I get my body pumped.*”

- **Reduplication:**
“*Gue tau lah lu punya karir semuanya, I love it, I love it.*”
- **Idiom:**
“*Oh My God!!*”

2. Motives for Code Mixing

- **Expressing group identity:**
“*You know what? Gue tuh literally gue lagi nonton Netflix.*”
- **Talking about a particular topic:**
“*Kadang-kadang pake soft lense?*”
- **Repetition for clarification:**
“*You have that choice, lu punya pilihan itu.*”
- **Quoting others:**
“*Karna tadi lu ngomong bahwa ‘age is just a number’.*”
- **Interjection:**
“*Bukan itu podcast, okay, shit.*”
- **Clarifying speech content:**
“*Gimana caranya orang dealing dengan elu ya?*”
- **Emphasizing something:**
“*Oh My God!!*”

Conclusion: The most frequently occurring motive is expressing group identity (57 data), indicating that Deddy Corbuzier uses code mixing to assert his social and academic identity.

Discussion

Code mixing in the form of clauses (39%) and words (35%) is the most dominant in Deddy Corbuzier’s communication, reflecting functional linguistic considerations. Clause-level code mixing indicates a tendency to express complex and complete ideas in English (e.g., “*we know you*”) for efficiency or conceptual emphasis. Word-level code mixing demonstrates the use of English lexical items (e.g., “*shocked*”) as expressive lexical fillers or due to the absence of equivalent Indonesian terms.

Within the podcast context, these findings align with the characteristics of podcasts as spontaneous conversational media, where the insertion of clauses and single words is more practical and helps maintain a dynamic speech rhythm.

Regarding the primary motive of expressing group identity (56%), a sociolinguistic analysis reveals that Deddy Corbuzier strategically employs code mixing and code switching to construct and reinforce his identity as a modern public figure relevant to young audiences, particularly millennials and Gen Z. The frequent use of intra-sentential switching and alternation reflects global cultural affiliation and bilingual competence, signaling intelligence and familiarity with his audience (Fiorensa & Handayani, 2021; Saqib & Anindita, 2025). Code mixing also serves as a means of expressing social identity and a relaxed yet prestigious communication style, enabling Corbuzier to present himself as globally connected without losing local nuance (Wardana, 2024).

Expressions such as “*you know what?*” function as social markers that create solidarity and a sense of shared group membership between speaker and audience. Such expressions signal shared knowledge and reinforce interpersonal bonds, positioning the audience as part of an ingroup with similar linguistic and cultural orientations (Adam, 2025; Ochieng, 2010). This strategy is particularly effective in engaging young, multilingual audiences in modern digital communication contexts.

CONCLUSION

Based on the analysis of code mixing in Deddy Corbuzier's podcast, several key conclusions can be drawn. Linguistically, code mixing is a dominant feature of Corbuzier's communication style, with clause-level (39%) and word-level (35%) mixing being the most prevalent. This indicates that English insertion occurs not only at the lexical level but also in more complex grammatical units, reflecting bilingual proficiency.

From a motivational perspective, code mixing is used strategically, with expressing group identity (56%) as the primary motive. This suggests deliberate use of code mixing to assert a modern, global, and educated identity aligned with millennial and Gen Z audiences. Other motives, such as discussing specific topics (19%) and repetition for clarification (11%), highlight the role of code mixing in enhancing communicative precision and effectiveness.

This study contributes to sociolinguistic scholarship by shifting the focus from conventional media to rapidly growing digital podcast media. By examining Deddy Corbuzier as a prominent digital figure, the study offers new insights into the evolving functions of language in Indonesia's digital content ecosystem. Overall, the findings demonstrate that code mixing in Deddy Corbuzier's podcast is not merely a speaking style but a complex communication strategy that reflects identity construction and pragmatic meaning-making in multilingual digital media.

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