

CODE MIXING BETWEEN INDONESIAN AND ENGLISH IN THE WEBSITE “*FEMALE DAILY REVIEW*”

Tira Nur Fitria

Institut Teknologi Bisnis AAS Indonesia

tiranurfitria@gmail.com

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Abstract

This research describes the code-mixing found in the website *Female Daily*. This research is qualitative descriptive. The analysis shows that code-mixing is a phenomenon where two or more languages are used in one sentence or discourse without changing the grammatical structure of each language. *Female Daily* uses various language types to convey reviews, tips, and discussions about beauty. In the beauty and makeup industry, many English-derived terms and phrases are commonly used, both among professionals and consumers. Formal language is used for objective and informative product reviews, while informal language is used for relaxed and personal reviews. Technical language is used for discussing beauty products, while emotional language expresses excitement, disappointment, or personal experiences. Praise or criticism language is used for positive or negative reviews, while instructional language provides tips or guidance on product use, skincare, or makeup looks. *Female Daily* users often mix languages or code-mixing in their reviews due to their preference for English terms or the globalization of the industry. This allows users to convey their experiences with beauty products more accurately and precisely. Code mixing in product reviews on *Female Daily* is a common phenomenon due to factors such as a multilingual audience, global audience, culture, speaking style, influence of social media and globalization, expression of identity, vocabulary limitations, perceived quality or excellence, and connected online community. Users may create unique sentences or phrases by combining Indonesian and English words to make their reviews more interesting or different.

Keywords: Code-Mixing; Code-Switching; English-Indonesian; Female Daily

Abstrak

Penelitian ini mendeskripsikan tentang campur kode yang terdapat pada website *Female Daily*. Penelitian ini bersifat deskriptif kualitatif. Analisis menunjukkan bahwa campur kode merupakan fenomena penggunaan dua bahasa atau lebih dalam satu kalimat atau wacana tanpa mengubah struktur gramatika masing-masing bahasa. *Female Daily* menggunakan berbagai jenis bahasa untuk menyampaikan ulasan, tips, dan pembahasan seputar kecantikan. Dalam industri kecantikan dan tata rias, banyak istilah dan frasa turunan bahasa Inggris yang umum digunakan, baik di kalangan profesional maupun konsumen. Bahasa formal digunakan untuk review produk yang obyektif dan informatif, sedangkan bahasa informal digunakan untuk review yang santai dan personal. Bahasa teknis digunakan untuk membahas produk kecantikan, sedangkan bahasa emosional mengungkapkan kegembiraan, kekecewaan, atau pengalaman pribadi. Bahasa pujian atau kritik digunakan

untuk ulasan positif atau negatif, sedangkan bahasa instruksional memberikan tips atau panduan tentang penggunaan produk, perawatan kulit, atau penampilan riasan. Pengguna *Female Daily* sering kali mencampurkan bahasa atau mencampur kode dalam ulasan mereka karena preferensi mereka terhadap istilah bahasa Inggris atau globalisasi industri. Hal ini memungkinkan pengguna untuk menyampaikan pengalamannya dengan produk kecantikan dengan lebih akurat dan tepat. Campur kode dalam review produk di *Female Daily* merupakan fenomena umum yang disebabkan oleh faktor-faktor seperti audiens multibahasa, audiens global, budaya, gaya berbicara, pengaruh media sosial dan globalisasi, ekspresi identitas, keterbatasan kosa kata, persepsi kualitas atau keunggulan, dan keterhubungan. Komunitas online. Pengguna dapat membuat kalimat atau frasa unik dengan menggabungkan kata bahasa Indonesia dan bahasa Inggris agar ulasannya lebih menarik atau berbeda.

Kata kunci: Campur Kode; Alih Kode; Inggris-Indonesia; *Female Daily Review*

INTRODUCTION

Undoubtedly, humans, being social creatures, engage in communication daily. Individuals engage in communication, whether orally or in writing, to acquire and transmit information with other members of society (Auliabella, 2022). Language is an essential component of effective communication. Due to the pervasive impact of globalization and the internet, individuals are increasingly able to engage in interactions with individuals from different countries. Consequently, bilingualism has become a prevalent state, significantly influencing the motivations of those individuals to acquire and utilize additional languages. Moreover, additional research revealed that a substantial proportion of the global populace possesses bilingualism or even multilingualism.

The use of different languages in an utterance is a definite result of bilingualism or multilingualism. Sometimes, we use a foreign or regional language because of the limited vocabulary we have in the main language. More than that, we also often mix elements of other languages into the language we are currently using—in this case Indonesian—because of a change in topic or conversational atmosphere. In general, bilingualism denotes

the proficiency of an individual or a collective of speakers in employing multiple languages (Auliabella, 2022). As a result, bilingual individuals have an enormous propensity to utilize a wide variety of linguistic varieties. These variations in language are illustrated by code-switching and mixing. Code changes occur because there are certain reasons that the interlocutor can accept, even though the speaker is speaking inside his head. In addition to changing the code, speakers can also use code mixing which includes at least two or more languages. Also, it can be in other languages (Rachmawati, 2022).

Myers-Scotton (2002) states that code-switching is the use of two varieties or variations (codes) of language in the same conversation. Code-switching is different from borrowing, transferring, and interference. Context is not the only factor behind speakers' code-switching. Social identity, education, and even other special intentions also encourage speakers to implement code-switching. Code-mixing is widespread in both spoken and written languages (Pangkerego et al., 2023). Code mixing is the phenomenon of using two or more languages in conversation or writing (Fitria, 2020). This often occurs in situations where the speaker or writer has proficiency in

more than one language and feels comfortable switching between them.

The act of code mixing and code switching is very difficult to distinguish. Another characteristic of code-mixing symptoms is that the language elements or their variations that are inserted in other languages no longer have their functions. These elements have been integrated with the language they are inserted and as a whole only occupy one function.

In maximum conditions, code mixing is a linguistic convergence, where the elements come from several languages, each of which has given up its function in supporting the function of the language it is inserted. Such elements can be divided into two groups (1) originating from the original language with all its variations, and (2) originating from a foreign language. The code-mixing group (1) is called code-mixing in, while group (2) is called code-mixing out.

Code mixing is a phenomenon in the form of the use of elements from a particular language in one sentence or another language discourse (Fitria, 2021). Code mixing is an activity of mixing two or more languages in one communication or verb interaction. Where one language is the main code or basic code that is used and has its function, while other languages or codes involved in the event are only fragments of words. The mixing of the two language codes can occur without a situation that requires the formation of a mixture of these languages. In essence, using one language but in, there elements of another language, both in formal situations and informal situations.

Rubén (2013) states that code-mixing can be considered a different phenomenon to code-switching although the terms are sometimes used interchangeably as the concepts they describe often overlap. According to Alimin &

Ramaniyar (2020) code mixing markers are: 1) there are aspects of addiction characterized by the use of two or more languages usually in situations informal, casual, or intimate, 2) linguistic convergence of inserting languages support inserted language function 3) mix the code does not exceed the form of the sentence; can be the use of words, phrases, idioms, baster, money words, and clause, and 4) use of code mixing sometimes means to show the social identity of the speaker.

Code mixing is a linguistic phenomenon that naturally occurs in multilingual societies (see Fitria, 2022; Sari et al, 2021; Kartika et al, 2020). This phenomenon is commonly observed in multilingual societies where individuals are proficient in multiple languages and regularly interact with speakers of different linguistic backgrounds. Code mixing can occur for various reasons, such as expressing cultural identity, conveying nuanced meanings, or simply because the speaker feels more comfortable using certain words or phrases from one language while conversing in another. In such contexts, code mixing is a natural and fluid aspect of communication, reflecting the linguistic diversity and complexity of the community. It allows speakers to draw upon their linguistic repertoires to effectively convey their thoughts, emotions, and intentions in a dynamic and contextually appropriate manner.

Besides, code-mixing can occur in a variety of contexts, including on social media and online platforms such as review accounts on makeup and beauty products. The phenomenon of code-mixing and code-switching in makeup and beauty product review accounts reflects several factors that are generally encountered in this context such as: 1) Globalization of the beauty industry: the beauty industry is heavily influenced by global trends, where many terms and

concepts originate from the English language. Therefore, users often use English terms in their reviews. 2) Language limitations: some terms or concepts in beauty may not have exact equivalents in the local language. This causes users to end up using English terms to describe their products and experiences. 3) Influence of social media and the internet: many makeup and beauty users are accustomed to content in English through platforms such as YouTube, Instagram, or blogging sites. This can affect the way they communicate and express themselves, including in product reviews. 4) Choice of language style: some users may feel that using English terms adds a contemporary or trendy touch to their reviews. This can be part of the writing style or a way to grab the reader's attention. 5) User convenience: users often use language mixing or code-switching because they feel comfortable or are more familiar with English terms when talking about beauty products. This phenomenon is becoming increasingly common as the use of English has become a kind of "lingua franca" in the beauty community, where different cultures and backgrounds meet to share information and experiences.

Female Daily Review is a popular online platform in Indonesia that provides beauty product reviews, beauty tips, and discussions about beauty and lifestyle topics. On *Female Daily Review*, users can read beauty product reviews from other users, seek product recommendations, share personal experiences, and engage in discussions with communities focused on beauty and self-care. Many *Female Daily* users use Indonesian in their reviews, but because *Female Daily* users may have multilingual backgrounds or due to outside cultural influences, code-mixing can occur in various forms.

Muysken (2000) emphasizes that in general code mixing also includes the fusion

of the lexicon and grammar of two languages in one utterance. There are three types of code mixing, namely insertion, alternation, and congruent lexicalization. First, is insertion. This is the process of code mixing through insertion relates to lexical borrowing or foreign phrases that are inserted into the structure of another language. 2) Alternate. We usually find alternation code mixing at the clause level. 3) Congruent Lexicalization. In this type, code-mixing allows the use of two different language grammars at the same time. Congruent lexicalization tends to be applied randomly to two languages that have similar structures.

Bhatia & Ritchie (2008) state that there are six forms of code-mixing, namely: insertion of words, the insertion of phrases, the insertion of clauses, the insertion of reduplication, the insertion of idiom, the insertion of hybrid. 1) Insertion of Word. This word refers to the practice of introducing words into English sentences. The term 'word' refers to the minimum, unrestricted version of a language. 2) Insertion of Phrase. A phrase is a grammatical term for a single part of a structure that often contains many words. In addition, it lacked the subject-verb structure characteristic of sentences. Phrase insertion here sequence of words, which refers to a sequence of words that is semantically and frequently syntactically constrained and functions as a unit. 3) Insertion of Clauses. 4) Clauses are grammatical units that are smaller than sentences but larger than phrases, words, and morphemes. 5) Reduplication is the repetition of a word or the act of repeating the root. 6) Hybrid. The hybrid form is artificial. According to the example given below, the English term *mensupport* is pronounced differently in Indonesia.

Female Daily Review allows users to:
1) Read and write beauty product reviews:

Users can find beauty product reviews of various brands and product types, as well as write their reviews based on their personal experiences with the products. 2) Search for product recommendations: Users can search for product recommendations according to their needs or preferences, as well as view reviews from other users to assist in decision-making. 3) Share beauty and self-care tips: Users can share their beauty tips, tricks, and routines, as well as gain insight and advice from the *Female Daily Review* community. 4) Engage in discussions and forums: Users can participate in various discussions and forums related to beauty, lifestyle, and other related topics with members of the *Female Daily Review* community. Through *Female Daily Review*, users can connect with a community that shares their interest in beauty and self-care, and gain useful information to help them on their beauty journey.

Examples of code-mixing that may occur in review accounts on Female Daily for example 1) Mixed language: Using words or phrases in Indonesian and English together in one sentence or review. Using English terms in Indonesian sentences, 2) Use of phrases or words in other languages that are relevant to the topic being discussed, 3) Use of acronyms in English. The use of abbreviations or acronyms that are generally of English origin, such as “OMG” (Oh My God), “TBH” (To Be Honest), “LOL” (Laugh Out Loud), and so on, in the context of a review beauty product, 4) Use of words or phrases in regional languages or other foreign languages that refer to certain concepts or products. Code mixing like this can improve communication between Female Daily users and reflect the rich culture and multilingualism that exists in Indonesia. 5) Use of Mixed Technical Terms: Use of technical terms in English related to beauty products, such as “matte finish”, “coverage”, “pigmented”,

and so on, even when the review is submitted in Indonesian. 6) Use of a mixture of language styles and slang. The use of language styles or slang originating from English, such as “on point”, “slay”, “goals”, and others, may be mixed with Indonesian in product reviews. 7) Use a mixture of famous phrases or quotes: Use of famous phrases or quotes in English mixed with sentences or comments in Indonesian. 8) Use of mixed product abbreviations: The use of product or brand abbreviations that are often of English origin, such as “MAC” (Make-up Art Cosmetics), “NYX” (Named After the Greek Goddess of the Night), and so on. 9) Use of visual code mix. The use of emojis or emoticons in reviews to express feelings or reactions to a product is often a universal visual code among internet users.

The diverse use of code-mixing in product reviews on the *Female Daily Review* reflects a dynamic and evolving communication style among the site’s user community. On the Female Daily account, users often code mix in their reviews to express their thoughts more accurately and variedly. By using code mixing, Female Daily users can convey their opinions and reviews in a richer and more varied manner, and adapt their style to a diverse audience. By using code mixing, Female Daily users can express their opinions more diversely and according to their communication style.

There are several previous studies related to code-mixing on social media. First, Shima (2019) explains how Indonesian beauty vloggers code-switch and code-mix in their vlogs concerning understanding the four factors of participant solidarity, status, and topic based on Holmes’ theory. The results of this research show that there are 78 utterances containing English-Indonesian code switching and code mixing used by Indonesian beauty vloggers. The factors that occur most often

are related to the topics, solidarity, and the last status.

Second, Auliabella, (2022). Explains the use of Indonesian-English code mixing in one of Molita Lin's YouTube videos as a beauty vlogger. This finding indicates that the transcribed video of Molita Lin contains three distinct forms of code mixing: intra-sentential code mixing, intra-lexical code-mixing, and a change in pronunciation. The factors of mixed language include discussing specific topics, conveying emphasis, demonstrating group identity or solidarity, and employing repetition to clarify.

Third, Saraswati et al. (2022) explain the types of code-mixing often used and the reasons for using code-mixing by beauty vloggers in several videos. The findings revealed that intra-sentential code-mixing constituted the prevailing form of code-mixing employed by beauty vloggers. Fourth, Niza et al. (2022) analyze the use of Indonesian-English code mixing done by Lifni Sanders. The analysis revealed 183 examples of code mixing, and intra-sentential code mixing occurred 149 times and intra-lexical code mixing occurred 15 times through the addition of Indonesian affixes. Eight factors are influenced by information about interaction participants, three pieces of information about interaction location, eleven pieces of information about interaction topic, and three pieces of information about interaction purpose.

Fifth, Sagitarini (2023) examines the various types and rationales for code-mixing and determines the factors of mixing language in the Instagram posts and reels of Scarlett Whitening. The findings demonstrate the presence of code-mixing occurs for the following reasons: to discuss a specific subject, to interject, to emphasize something, to cite another person, to elucidate the speech

content for the interlocutor, or to express group identity.

Sixth, Sinulingga (2023) examines the level of code mixing in one of Tasya Farasya's beauty vlogs on the YouTube channel, and the motivations for doing language mixing. The finding shows that Tasya videos employ three distinct forms of code combining. There are various forms of code blending, including intra-sentential, intra-lexical, and pronunciation changes. Furthermore, code-mixing occurs when individuals emphasize a particular point, discuss specific topics, employ interjections, utilize repetition to elucidate, express group identity, or clarify the content of their speech for the interlocutor.

Seventh, Sari et al. (2023) identify the code-mixing techniques and the reason for using code mixing in the YouTube channel Titan Tyra. All types of code-mixing are intra-lexical code-mixing, intra-sentential code-mixing, and code-mixing involving a change in pronunciation are the categories. Code-mixing is employed for the following purposes: discussing a specific subject, interjecting, clarifying through repetition, emphasizing something, and expressing group identity.

Previous research may have discussed code mixing carried out by beauty vloggers on general social media or beauty blogs without considering or reviewing specific platforms such as the *Female Daily Review*. This research aims to explore how code mixing occurs on the platform. *Female Daily Review* is a popular platform in Indonesia, so new research can explore the influence of local culture on the use of language in make-up and beauty product reviews. This can include the choice of vocabulary or phrases that are unique to Indonesian culture, as well as how the language used in the review reflects the user's cultural identity. This research might explore how social media influences, such as

trends and influencers, influence the use of language in beauty product reviews in the *Female Daily Review*. This can involve research into how language use changes over time in response to particular trends or campaigns on social media.

Female Daily Review is an active online community, therefore new research could explore how the dynamics of this community influence the use of language in make-up and beauty product reviews. This can include how communication between users influences language use, as well as how norms and values within the community influence review writing practices. By considering these factors, new research can find novelty in understanding the use of language in make-up and beauty product reviews in the *Female Daily Review* and fill research gaps that may exist from previous studies. Based on the explanation above, the researcher is interested in describing code mixing found in the *Female Daily Review* and the reasons for mixing language in users' posts.

METHOD

This research uses descriptive qualitative research. Qualitative research methods are research methods used to examine the conditions of natural objects, where the researcher is the key instrument (Abdussamad, 2021). Therefore, in qualitative research, the presence of the researcher is absolute, because the researcher must interact with both human and non-human environments in the research field. The data of this research are in the form of comments of users on *Female Daily Reviews* which can be accessed at <https://reviews.femaledaily.com/>.

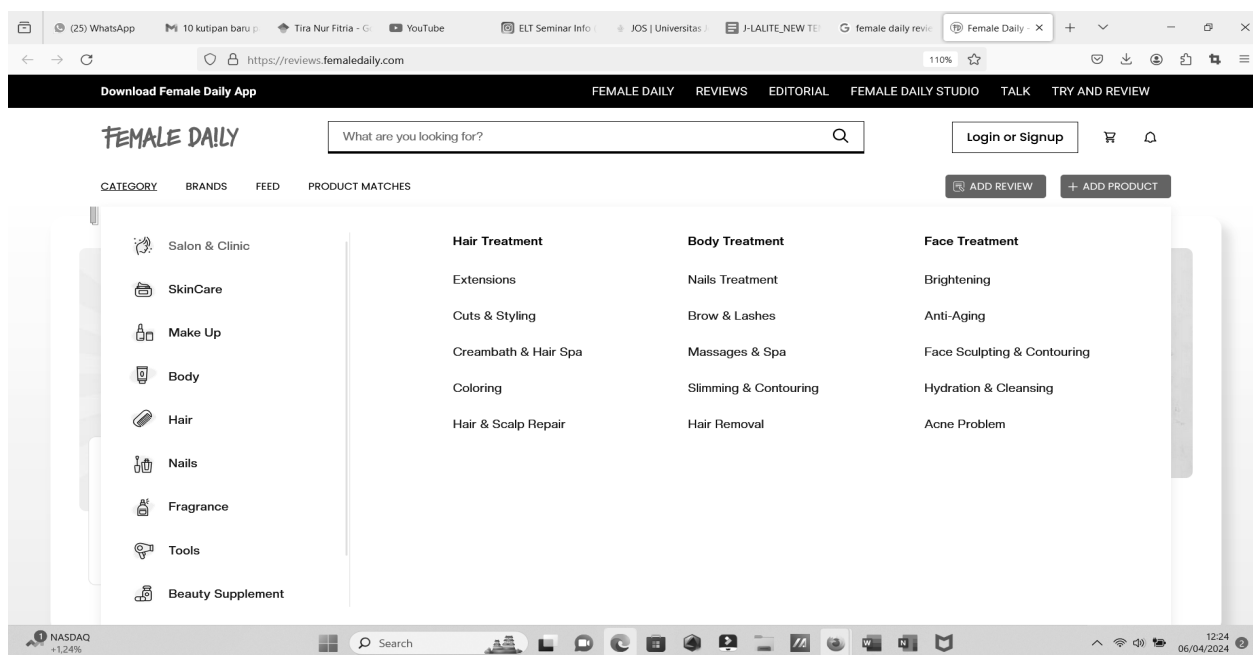


Figure 1: Website of *Female Daily Review*

The method of collecting data uses documentation. Data collection is carried out through searching, selection, and analysis of various literature sources relevant to the research topic (Fitria, 2023). In this research, to gather data, the researcher chose words, phrases, and clauses that best represented code-mixing in a document. The researcher gathers the data, conducts an analysis, and then wraps up the investigation while assessing the data from this study.

FINDINGS AND DISCUSSION

Findings

Code mixing is one of the phenomena that often occur in multilingual conversation or writing. Code mixing refers to the use of two or more languages in one sentence or discourse without changing the grammatical structure of each language. In the context of review accounts on Female Daily, code-mixing can occur when users use words, phrases, or terms from Indonesian and other languages (usually English) in one review. In the context

of review accounts on Female Daily, code-mixing occurs when users use a mixture of languages in one sentence or discourse, while code-switching occurs when users consciously switch from one language to another in their reviews. These two phenomena show users' flexibility and proficiency in using more than one language in their communication.

There are examples of code-mixing that might be found in a review on the *Female Daily Review* for example mixed language of using words or phrases in Indonesian and English together in one sentence or review.

Table 1: Code-mixing found in *Female Daily Review*

No	Code Mixing	Explanation
1.	"Foundation <i>ini adalah salah satu produk wajib dalam</i> makeup routine aku! <i>Formulanya lightweight banget dan coverage-nya bagus sekali. Aku suka banget hasilnya</i> karena bikin kulitku jadi flawless."	The use of the words "wajib" in Indonesian and "makeup routine" in English to refer to the routine of using makeup products. The word "lightweight" is used in English to describe foundation formulations that are light on the skin. The word "flawless" is used in English to state that the foundation gives the appearance of perfect or flawless skin.
2.	<i>Baru-baru ini, aku mencoba toner ini dan hasilnya benar-benar amazing! Teksturnya ringan dan refreshing banget di kulit. Aku suka banget karena gak ada alcohol di dalamnya, jadi nggak bikin kulit kering</i>	The word "refreshing" is used in English to describe the refreshing sensation felt by the skin after using toner. The use of the word "alcohol" in English to refer to certain chemicals often found in toner, and confirms that the toner does not contain them. The word "dry" is used in Indonesian to refer to dry skin conditions.
3.	<i>Palette eyeshadow ini adalah salah satu favoritku! Warna-warnanya pigmented banget dan blendability-nya bagus sekali. Aku suka banget hasilnya, bikin mata jadi pop dan stand out.</i>	The use of the word "blendability" in English refers to the ability of eyeshadow to blend well. The use of the phrase "stand out" in English means that the eyeshadow makes the eyes stand out or attract attention.
4.	<i>Bedak ini adalah holy grail-ku! Teksturnya super smooth dan coverage-nya juga bagus banget. Aku suka banget karena gak bikin muka jadi cakey."</i>	The use of the term "holy grail" in English indicates that the powder is a well-liked favorite. The use of the word "smooth" in English to describe the texture of powder. The word "coverage" is used in English to refer to the level of powder coverage.
5.	<i>Eye liner ini bener-bener waterproof dan stay-nya lama banget! Aku suka banget warna hitamnya, sangat pigmented dan gak smudge sama sekali.</i>	The word "waterproof" is used in English to refer to the eyeliner's resistance to water. The use of the word "stay" in English refers to the eyeliner's resistance to smudging or fading. The use of the word "smudge" in English refers to the effect of smudging or changing the shape of eyeliner.
6.	<i>Produk lip cream ini emang amazing! Formulanya super hydrating dan pigmentasinya juga bagus banget. Aku suka banget warna pink-nya, cocok banget buat daily wear.</i>	The word "hydrating" is used in English to refer to the moisture provided by lip cream. The word "pigmentation" is used in Indonesian to refer to the level of pigmentation or color produced by lip cream. The use of the word "daily wear" in English to refer to everyday use.

<p>7. <i>Produk lipstick ini emang amazing! Warna-warnanya super pigmented dan formulanya juga hydrating banget di bibir. Aku suka banget warna merahnya, sangat bold dan eye-catching</i></p>	<p>The use of the word “pigmented” in English refers to the high color intensity of lipstick. The word “hydrating” is used in English to refer to lipstick’s ability to keep lips moist. The use of the phrase “eye-catching” in English to express that the color of the lipstick attracts attention.</p>
<p>8. <i>Pensil alis ini emang bagus banget! Teksturnya creamy dan pigmented, jadi gampang banget diaplikasikan. Aku suka banget warna cokelatnya, natural banget dan gak terlalu bold.</i></p>	<p>The word “creamy” is used in English to refer to the texture of an eyebrow pencil that is soft and easy to apply. The use of the word “pigmented” in English refers to the richness of color produced by an eyebrow pencil. The use of the phrase “very natural” is a mixture of words in Indonesian and English to refer to the natural appearance produced by the eyebrow pencil.</p>
<p>9. <i>Blush on ini emang bagus banget! Warna-warnanya pigmented dan buildable, jadi bisa disesuaikan sama warna kulit. Aku suka banget warna peach-nya, sangat natural dan cocok untuk daily makeup</i></p>	<p>The use of the word “pigmented” in English refers to the rich color produced by blush. The use of the word “buildable” in English refers to a blush’s ability to build to a desired intensity. The use of the phrase “daily makeup” is a combination of words in English and Indonesian to refer to daily makeup.</p>
<p>10. <i>Pemakaian sunscreen adalah langkah penting dalam skincare routine. Produk ini memiliki SPF tinggi dan tidak meninggalkan white cast di wajah</i></p>	<p>The use of the word “sunscreen” in English to refer to sun protection products. The use of the phrase “skincare routine” is a combination of words in English and Indonesian to refer to a skincare routine. The use of the phrase “white cast” is a combination of words in English and Indonesian to refer to the white residual effect that sunscreen may leave behind.</p>
<p>11. <i>Primer ini adalah langkah pertama dalam makeup routine saya. Formulanya sangat smooth dan memberikan hasil yang matte.</i></p>	<p>The use of the word “primary” in English to refer to primary products. The use of phrase “makeup routine” is a combination of words in English and Indonesian to refer to the user’s routine for using makeup. The use of the word “smooth” in English to describe the soft texture of a primer.</p>
<p>12. <i>Concealer ini benar-benar amazing! Teksturnya super blendable dan coverage-nya bagus banget. Aku suka banget banget warna beige-nya.</i></p>	<p>The word “blendable” is used in English to refer to a concealer’s ability to blend well. The word “coverage” is used in English to refer to the level of coverage provided by concealer.</p>
<p>13. <i>Maskara ini memang bagus banget! Formulanya waterproof dan volumenya juga oke banget. Aku suka banget brush-nya, gampang banget untuk diaplikasikan.</i></p>	<p>The word “waterproof” is used in English to refer to mascara’s resistance to water. The use of the word “volume” in English refers to the effect of giving volume to the eyelashes. The use of the word “brush” in English to refer to a mascara applicator or brush.</p>
<p>14. <i>Compact powder ini hasilnya bagus banget! Teksturnya smooth dan coverage-nya juga oke. Aku suka banget shade-nya, cocok banget dengan skin tone aku.</i></p>	<p>The words “smooth” and “coverage” are used in English to refer to the texture and good covering ability of compact powder. The use of the word “shade” in English refers to the color or feel of compact powder.</p>
<p>15. <i>Warna lipstick ini sangat pigmented dan cocok banget dengan skin tone aku. Teksturnya juga sangat creamy dan gampang di-blend.</i></p>	<p>The use of the word “pigmented” in English refers to the rich color of lipstick. The use of the word “skin tone” in English to refer to skin color. The word “creamy” is used in English to describe the smooth, creamy texture of lipstick.</p>
<p>16. <i>Foundation ini bener-bener pigmented! Teksturnya super blendable dan coverage-nya juga oke. Aku juga suka banget shade-nya.</i></p>	<p>The use of the word “pigmented” in English refers to the rich color of the foundation. The word “blendable” is used in English to describe the ease of application and blending with the skin. The use of the word “shade” in English refers to the color of the foundation.</p>

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| 17. <i>Produk ini memiliki shimmer yang cantik dan memberikan glow yang natural pada wajah. Warna peachy-keemasan-nya cocok untuk semua skin tone.</i> | The use of the words “shimmer” and “glow” are English terms mixed with Indonesian sentences. Likewise with the description “peachy-golden”, where “peachy” is a term in English that is used together with the word “golden” in Indonesian. |
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In the beauty and makeup industry, many terms and phrases of English origin are commonly used, both among professionals and consumers. Therefore, Female Daily users often mix languages or code-mixing in their reviews. This happens because these terms sometimes do not have direct equivalents in Indonesian, or because the use of English terms is considered more appropriate or more commonly understood in the context of beauty and makeup. This code-mixing also reflects globalization and the increasingly strong influence of foreign cultures in the beauty industry, where terms and trends are often adopted from Western culture. Thus, language mixing or code-mixing becomes a natural way for users to convey their experiences with beauty products more accurately and precisely.

Language mixing (code mixing) in words and phrases in product reviews on the *Female Daily Review* can occur for several reasons including: 1) Vocabulary limitations. Users may feel that Indonesians do not have the right words to describe certain products or concepts in the beauty industry. Therefore, they use more commonly known or more specific English terms. 2) Social media trends and influence. English terms and phrases are often part of trends and popular culture that spread widely through social media. Users may feel that using these terms will make their reviews feel more relevant or up-to-date. 3) Use of more expressive or interesting phrases. Some phrases in English have stronger nuances or connotations than their Indonesian translations. Users may

choose to use English to express their feelings or opinions more clearly or interestingly. 4) Personal habits and preferences. Some users may be more accustomed to using English in everyday life or certain contexts such as product reviews. This can be influenced by the user’s educational background, work, or social environment. 5) Innovation and creativity. Language mixing can also be considered a form of innovation or creativity in languages. Users may create unique sentences or phrases by combining Indonesian and English words to make their reviews more interesting or different. 6) Communication purpose. Sometimes, the use of English in product reviews can be part of an effort to reach a wider audience, including those who may not be fluent in Indonesian. This can increase review reach and engagement. These reasons can explain why code mixing occurs in product reviews in the *Female Daily Review* and how it reflects communication dynamics and user preferences.

DISCUSSION

At *Female Daily Review*, various types of language are used by users to convey reviews, tips, and discussions about beauty. The following are several types of language commonly used in the *Female Daily Review* including 1) Formal language. Users may use formal language to provide objective and informative product reviews. This formal language often includes precise vocabulary and well-structured sentences. 2) Informal language. Informal language is used to convey reviews in a relaxed and personal manner.

This can include popular terms, slang, or more casual colloquial language. 3) Technical language. When discussing beauty products, *Female Daily Review* users may use technical language or specific terms related to beauty and skincare products. 4) Emotive language: Users often use emotional language to express their excitement, disappointment, or personal experience with a product. This may include the use of fiery words, exclamation marks, or emoticons. 5) Praise or criticism language. Praise or criticism language is used to provide positive or negative reviews about the product. Users may use strong vocabulary to highlight product advantages or problems they are experiencing. 6) Instructional language. *Female Daily Review* users may also use instructional language to provide tips or guidance on how to use a product, care for their skin, or create a certain makeup look. 7) Mixed language (Code Mixing). As previously discussed, *Female Daily Review* users often use code mixing, namely a mixture of Indonesian and English, to express their opinions and reviews. This can include using English terms or phrases in the middle of an Indonesian sentence or vice versa. With this variety of languages, *Female Daily Review* becomes a dynamic place where users can share their experiences in diverse and creative ways.

Code mixing is often found in product reviews on Female Daily. This can be caused by several factors including: 1) Multilingual audience: female daily has a multilingual audience, consisting of individuals who speak more than one language or dialect. This resulted in the use of code-mixing in their reviews. 2) Global audience: Female Daily is accessed by users from various parts of the world with various cultural and linguistic backgrounds. This results in female daily users tending to use code-mixing in their online communications. With easy access to

social media and online content, the use of English vocabulary has become part of the common communication style, especially among the younger generation. Users may feel more comfortable or familiar with using English terms that they encounter widely on online platforms. 3) Culture and speaking style: some languages may be more suitable or more familiar for expressing something in a particular context. Female daily users may use code-mixing to express themselves most comfortably or effectively. Vocabulary and phrases in English are often popularized through popular media such as films, music, and other pop culture. Users may feel connected to or want to express themselves in the same way they see popular content. 4) Influence of social media and globalization: the influence of social media and globalization has increased interaction between different cultures and languages. This may encourage female daily users to use code mixing due to their exposure to different languages and cultures. 5) Expression of identity: some users may use code-mixing to express their identity and affiliation with a particular culture or community. Therefore, the phenomenon of code mixing often occurs in product reviews on Female Daily because users have diverse cultural and linguistic backgrounds as well as the influence of globalization and social media. 6) Vocabulary limitations. Users may feel that there are some concepts or terms that are easier or more precise to express in English than in Indonesian, especially when it comes to technical or specialized terms in the beauty industry. 7) Perceived quality or excellence. The use of English terms in product reviews may also give a professional or modern impression. Some users may believe that using English terms can add to the value or reputation of the product they are reviewing. 8) connected online community.

Female Daily Review is an online community platform that connects various users with different backgrounds and preferences. To interact with a wider audience or to adapt to existing communication styles in the community, users may choose to use a mix of languages. For these reasons, code-mixing using English in product reviews on the *Female Daily Review* has become a common occurrence and reflects the communication dynamics that are developing among users of the platform.

The main purpose of code mixing language in the *Female Daily Review* account is similar to the purpose of using this phenomenon in conversation or writing in general. Some of the main goals include: 1) Richer and varied expression: By using code-mixing, *Female Daily Review* users can express their opinions, experiences, and reviews in richer and varied ways. This allows them to express nuances, emotions, and information more precisely and accurately. 2) Personal satisfaction. Some users may feel more comfortable or satisfied when they can use a mix of languages they are fluent in in their communications. This can create a sense of personal identity and pride in their language skills. 3) Effective communication with diverse audiences. Considering that the *Female Daily Review* has users from various linguistic and cultural backgrounds, the use of code-mixing allows users to communicate with a wider and more diverse audience more effectively. This allows them to convey their message in a way that is more easily understood by audiences with different language backgrounds. 4) Creativity and speaking style. Code mixing can also be used as a tool to express creativity and unique speaking styles. *Female Daily Review* users can use a mix of languages to create a humorous effect, attract attention, or show their personality. 5) Adapting to the

communication context. Sometimes, *Female Daily Review* users use code-mixing to adapt to certain communication contexts. For example, they may use formal language in product reviews, but switch to informal language or slang when interacting with community members in discussions or forums. Thus, code-mixing languages in the *Female Daily Review* have varied goals, ranging from expressing oneself richer and more varied to adapting to various communication needs and audiences.

CONCLUSION

Code mixing is a phenomenon where two or more languages are used in one sentence or discourse without changing the grammatical structure of each language. In the beauty and makeup industry, many English-derived terms and phrases are commonly used, both among professionals and consumers. In the context of review accounts on *Female Daily*, code-mixing occurs when users use words, phrases, or terms from Indonesian and other languages (usually English) in one review. This reflects the flexibility and proficiency of users in using more than one language in their communication. *Female Daily* users often mix languages or code-mixing in their reviews due to their preference for English terms or the globalization of the industry. This code-mixing becomes a natural way for users to convey their experiences with beauty products more accurately and precisely.

Female Daily Review uses various language types to convey reviews, tips, and discussions about beauty. Formal language is used for objective and informative product reviews, while informal language is used for relaxed and personal reviews. Technical language is used for discussing beauty products, while emotional language expresses excitement,

disappointment, or personal experiences. Praise or criticism language is used for positive or negative reviews, while instructional language provides tips or guidance on product use, skincare, or makeup looks. Mixed language (code mixing) is used to express opinions and reviews, with Indonesian terms often appearing in Indonesian sentences. This variety of languages allows *Female Daily Review* to be a dynamic platform for users to share their experiences in diverse and creative ways.

Code mixing in product reviews on Female Daily is a common phenomenon due to factors such as a multilingual audience, global audience, culture and speaking style, influence of social media and globalization, expression of identity, vocabulary limitations, perceived quality or excellence, and connected online community. Female Daily's multilingual audience includes individuals who speak multiple languages or dialects, making it easier for users to use English terms in their reviews. The use of English vocabulary is also popularized through popular media, making it more comfortable and effective for users. The influence of social media and globalization has increased interaction between different cultures and languages, encouraging users to use code-mixing. The use of English terms in product reviews can also add to the product's value or reputation.

Language mixing in product reviews can occur for several reasons, including vocabulary limitations, social media trends, expressive or interesting phrases, personal habits and preferences, innovation and creativity, and communication purposes. Users may create unique sentences or phrases by combining Indonesian and English words to make their reviews more interesting or different. This reflects communication dynamics and user preferences in the beauty

and makeup industry. Code-mixing language in the *Female Daily Review* account aims to provide richer and varied expression, personal satisfaction, effective communication with diverse audiences, creativity, and adaptability. Users can express opinions, experiences, and reviews in various ways, allowing for precise and accurate communication. This approach also fosters personal identity and pride in language skills. Code-mixing can also be used to create humor, attract attention, or show personality. Users may use formal language in product reviews but switch to informal language or slang in discussions or forums.

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