



Exploring Code Mixing in “What Will Tourism Look Like in The Future” Satuvision Podcast

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Abstract. For adept multilingual speakers, code mixing—the fluid integration of two languages in a single utterance occurs effortlessly. Given its prevalence and significance in multilingual societies, interest in studying code mixing has surged recently. This research aims to investigate the types and motivations for code mixing in the discussion titled "What Will Tourism Look Like in the Future." Using a qualitative research design, the study applies (Muysken, 2000) classification to identify three forms of code mixing: insertion, alternation, and congruent lexicalization. Throughout her interviews, Gilda Sagrado frequently employs code mixing, primarily to assert her identity as a Balinese citizen and a notable figure in local politics. This approach not only personalizes her interaction with the interviewer but also underscores the effectiveness of code mixing as a powerful communication tool for conveying cultural concepts and identities while fostering rapport during discussions. The findings of this study have broader implications for understanding language dynamics and bilingualism in a diverse community like Bali. By examining how skilled multilingual speakers utilize code mixing, we can gain valuable insights into the sociolinguistic aspects of language use and intercultural communication.

Keywords: Code mixing; multilingualism; identity

1. Introduction

Communication plays a vital role in the tourism industry as it forms the basis for interaction between tourists, industry stakeholders and the host community. Effective communication enables the delivery of clear and engaging information about tourist destinations, culture and services, which enhances visitor satisfaction and drives growth in the tourism sector. Communication is essential to facilitate interaction between tourists and locals, allowing for the sharing of information about attractions and customs in an engaging manner. In addition, communication can enhance intercultural understanding, especially given the frequent linguistic and cultural differences between tourists and locals. These dynamics can influence the prevalence of sociolinguistics in the language used during interactions. Sociolinguistics examines the relationship between language and society, focusing on the social role of language and its use in conveying social meaning. Sociolinguistics also explores why people communicate differently in different social context. The widespread use of sociolinguistics is evident in social media, especially among bilingual or multilingual speakers. This conceptual paper reviews research that examines the reasons when individuals switch or mix languages in conversation, even in short phrases, this phenomenon is referred to as code mixing.

The term code-mixing encompasses instances where vocabulary and grammatical elements from two languages appear within a single sentence. The more frequently used term code-switching will

specifically refer to the rapid alternation between multiple languages during a speech event, which will be clarified further (Muysken, 2000). Code mixing plays a vital role in the SatuVision podcast by helping to convey information to international listeners, ensuring they can understand details without cultural or language barriers. In contexts such as tourism, where clear communication is essential, code mixing enhances the interaction between the host and their audience. For example, podcast hosts can blend local languages with English to effectively engage diverse groups of listeners. Code-mixing present in the episode titled "Exploring Code Mixing in 'What Will Tourism Look Like in the Future?'" of the SatuVission podcast. This podcast mainly discusses trending topics and provides insights into Bali's tourism industry. It regularly features a diverse range of speakers, including politicians and key figures in the tourism sector, such as hotel owners, which is one of its notable strengths. The study seeks to identify and categorize the types of code-mixing utilized by both the host and the guests, as well as to investigate the motivations behind their use of code-mixing in these conversations.

On one hand, studies have shown that social factors play a significant role in driving code-mixing, while on the other hands personal motivations also contribute to this linguistic phenomenon (Nordin, 2023). The Research aims to analyze the types of code mixing used in the episode titled "Exploring Code Mixing in „What Will Tourism Look Like in the Future SatuVission Podcast?" primarily covering trending topics offering insights into the tourism industry in Bali.

2. Method

The research employs a qualitative approach with a descriptive methodology to investigate the types of code-mixing between Indonesian and English as identified in mass media. It utilizes documentary techniques to gather data from Indonesian mass media sources, following the framework proposed by (Muysken, 2000) which categorizes code-mixing into three types: insertion, alternation, and congruent lexicalization. The data source for this study is the podcast “What Will Tourism Look Like in the Future?” published by SatuVission, featuring Devia as the host and Gilda Sagrado as the resource person. The data analysis process consists of organizing, interpreting, and deriving conclusions from the qualitative information collected. This method encompasses reading, studying, identifying, classifying, and analyzing the data. Standardized English categorizes code-switching into three types: intra sentential, inter-sentential, and tag switching.

A systematic approach is utilized to analyze and interpret the qualitative data obtained from the “What Will Tourism Look Like in the Future?” SatuVission Podcast. The data collection process consists of several stages. First, the researcher observes vlog videos that include code-mixing activities. Second, the podcast video is watched repeatedly to ensure thorough understanding. Third, conversations are documented by transcribing the podcast content. Finally, the data is classified into data sheets based on the forms of code-mixing identified.

3. Discussion

Code mixing is a linguistic practice involving the use of more than one language in a single communication context. This research aims to identify the various types of code mixing that emerge in conversations and writings on the SatuVission podcast. Next, the factors influencing code mixing will be explored. These factors include social background, interpersonal context, local innovations and psycholinguistics, as well as the influence of media that can encourage individuals to switch between languages. By understanding these three aspects, it is hoped that a clearer picture of the dynamics of language use in multilingual contexts will be obtained. Through systematic analysis, this chapter will provide insight into how code mixing functions in bilingual and multilingual societies, as well as its implications for intercultural communication. Based on the analysis all types of code mixing were found in the Podcast, namely insertion, alternation, and congruent lexicalization.

Type of Code Mixing in “What Will Tourism Look Like in The Future” Satuvision Podcast.

Insertion

In code mixing, Gilda Sagrado and Devia blend their languages seamlessly, incorporating elements from both languages into English structures. This occurs through word and clause insertion, as demonstrated in their Satuvision podcast.

Data: minutes 19:57/22:56

sekarang nih untuk hospitality business kita bahas sedikit yah bagaimana untuk hospitality business kira kira

Based on the data this sentence uses the term "hospitality business," which is an acronym in English. The use of this term reflects the speaker's familiarity with the language, as they consider English to be more effective in conveying ideas or concepts that are easier to understand. Amidst globalization and international interaction, many English terms are adopted in Indonesian, particularly in industrial sectors such as tourism and hospitality. This demonstrates the dynamic evolution of language, where speakers integrate foreign language skills to enrich communication. Furthermore, the use of this term also indicates that the speaker has a good understanding of the international context, which is increasingly important in the digital age. Thus, terms like "hospitality business" serve not only as a means of communication but also as a symbol of connectedness and modernity in an increasingly multicultural society.

Word Insertion

Words are defined as the smallest units of phonemes that hold distinct meanings and can be pronounced independently. This study identified instances of word insertions in the Satuvision podcast. Below is the analyzed data showcasing these word insertions.

Data: seconds 6:24/22:56

"Ubud paling ramah dan menjadi icon, ternyata Ubud dan Kuta menjadi seimbang."

Based on the data The word "icon" is inserted to clarify the meaning insert to emphasize that Ubud is not only known as a tourist destination, but also as a symbol or representation of a typical tourism experience in Bali. This sentence above contains code mixing in the from of satuvision podcast. This provides a deeper meaning, showing that Ubud has a unique and widely recognized appeal.

Phrase Insertion

A phrase consists of several words that have meaning but do not contain a subject or verb. A phrase must have more than one word, but it cannot have a word limit. A phrase consists of a modifier that describes the head and the head described by the modifier. In the Satuvision podcast upload, the analysis found data in the form of phrase insertions. The data examined, in the form of noun phrase insertions, is as follows: 31 A noun phrase is a phrase formed by combining a noun with a numeral or pronoun. When used as the head or core of a phrase, the phrase is then supplemented with one or more modifiers. In the case of insertional noun phrases, the dam is checked as follows:

Data: minutes 11:41/22:56

Biasanya yang terkenal di dunia adalah the american dream sekarang kita bisa mulai membuat the bali dream

Based on the data, Devia's code mixing in her speech involves phrases. She mentions "the American Dream and the Bali Dream" in her description. Devia integrates English words into her main language, Indonesian. This indicates that "the American Dream and the Bali Dream" can be classified as a type of code mixing, with the phrase itself being a noun phrase. The term "American Dream" is a phrase that signifies the belief that anyone in the United States can attain success and a better life through hard work, regardless of their origins.

Clause Insertion

A clause is a group of words smaller than a sentence, but still contains a subject and an adverb. The insertion of clauses within adverbs is one of the data found in this study. The data examined in the form of clause insertion are as follows:

Data: minutes 17:46/22:56

Sumba is so beautiful so bagus dan dapat award hotelnya the best hotel in the world" Based o the data the speaker uses this information to describe a tourist destination in his native Indonesian language by inserting an adjectival clause in English. The phrases "the best hotel in the world" and "Sumba is so beautiful" are examples of English phrases that are translated into Indonesian. The phrase "Sumba is so beautiful" serves as a lengthy, independent clause in English. However, this is not merely a pair of closely related words rather, it is a combination of two phrases in two different languages.

Sentence Insertion

Inserting additional sentences or phrases into the main sentence is a technique used in writing and speaking to insert sentences into data from the Satuvision podcast. Sentence insertion is a useful communication tool for providing more information that supports the sentence. By using this technique, writers can create more informative, clear, and insightful writing.

Data: minutes 14:05/22:56

kita melihat kinerja dari pada tourism world ini terfokus kan kepada industri we relate, we support, the industry

Based on the data this sentence mixes English into Indonesian "we relate, we support, the industry" is an insertion sentence that functions as an insertion that provides additional information about the relationship and support for the tourism industry. This sentence has the subject "we" and the predicate "relate" and "support" so it is included in the sentence insertion in code mixing in the Satuvision podcast.

Alteration

In the context of the SatuVision podcast, speakers utilize alternation to effectively organize their discussions, highlight specific concepts, or leverage the cultural significance of each language. This practice not only enhances the clarity and richness of their dialogue but also underscores the speakers' identities as members of both Indonesian and English-speaking communities, adding layers of meaning and sociocultural relevance to their speech.

Data 1: minutes 3:47/22/56

What to do *dengan kalau untuk bekerja sama apakah ada dengan* local community."

Based on the data This phrase contains elements of the English "what to do" and "local community", mixed with Indonesian. This shows the need to collaborate with local communities in the context of tourism, where English terms are often used in professional discussions to convey broader ideas.

Data 2: minutes 4:20/22:56

but for tourism *khusus untuk pariwisata badan promosi*

Based on the data the sentence “but for tourism khusus untuk pariwisata badan promosi” can be interpreted as an example of code mixing, because it combines english and indonesian harmoniously. In this context, the use of the term “but for tourism” reflects the strong influence of global culture in tourism discussions. The use of “but” at the beginning of the sentence shows a clear preservation of language, which often occurs in informal situations where speakers feel more comfortable expressing their ideas. This creates a dynamic communicative nuance, where the switching of elements is clearly visible. Thus, this sentence is a good example of code mixing that reflects the interaction between the two languages in the relevant context.

Congruent Lexicalization

In the context of the satuvision podcast, congruent lexicalization reflects a deeper linguistic blending driven by sustained interaction and frequent use of English in digital and professional settings. This syntactic flexibility not only enhances expressive possibilities but also reinforces the bilingual identity of the speakers.

Data 1: minutes 4:18/22:56

Jadi yang satu yang lainnya itu mungkin general of Corpors kamar dagang but for tourism khusus untuk pariwisata badan promosi.

Based on the data from the Satuvision podcast, this sentence is a congruent lexicalization in English and Indonesian. This sentence mixes Indonesian and English. For example, the phrases “general of corporations” and “but for tourism” use English, while “chamber of commerce” and “specifically for tourism promotion agency” use Indonesian. The speaker uses both English and Indonesian simultaneously, but still within the context of the similarity of meaning in each language.

Data 2: minutes 21:50/22:56 39

berterbuka untuk mau berkolaborasi dan itu sangat menjadi penting gak perlu uang no need money sebenarnya

Based on the data, this sentence is an example of code-mixing because it combines two languages, specifically English and Indonesian, as heard in the Satuvision podcast. Therefore, this sentence is a type of congruent lexicalization that combines the codes “gak perlu uang” In Indonesian, this means dont need money to Collaborate in the contex in satuvision podcast dan "no need money" In English, Although the two use different languages, they have similar meanings.

Social Factors in Code Mixing Satuvision Podcast

The research explains the idea that social factors are major factors in code mixing and language contact in general. It first systematizes the social factors that influence linguistic structure in one vision of bilingual speech podcasts, and then it discusses factors that are especially pertinent to the linguistic community and speakers whose bilingual speech the author analyzes.

Language Dominance In Satuvision Podcast

Word mixing is a common occurrence in human communication when a person employs two different languages with their language supremacy. Data categorized as language dominance can be found in the Sastuvision podcast. The following inforbasedmation is examined using language dominance.

Data: minutes 18:09/22:56

Bisa kita highlight dan bisa kita suguhkan kepada para pengunjung."

Based on the data the sentence “Bisa kita highlight dan bisa kita suguhkan kepada para pengunjung.” refers to linguistic supremacy in code mixing because it combines English and Indonesian meanings. In the context of professional communication, particularly in tourism, the use of the "highlight" symbol demonstrates the impact of English proficiency and enhances communication between listener and speaker.

Language Attitudes In Satuvision Podcast

The term "language attitudes" describes the sentiments, convictions, and viewpoints that people or groups have regarding both their own and other languages. Positive, negative, or neutral attitudes can have a big impact on how people view and utilize languages in different social settings.

Data 1: minutes 4:46/22:22:56

Sekarang siapa sih yang gak tahu bali island of God bali semua aduh!

Based on the data, the incorporation of English phrases like "island of God" and "heaven" cultivates

a favorable and attractive image of Bali. This demonstrates how English, typically linked with modernity and elegance, can amplify the charm of a destination. Such expressions evoke sentiments of peace, beauty, and paradise, motivating prospective visitors to consider Bali as an ideal vacation spot. Bali is frequently promoted within a global framework, and the use of English phrases aligns with international tourism patterns. By describing Bali with universally resonant terms, marketers can reach a broader audience, making the destination more appealing and accessible. This intentional use of language elevates Bali from a local site to a significant player in the global tourism market.

The strategic application of English phrases in promoting Bali not only creates a positive impression but also mirrors larger trends in global tourism. By harnessing the sophistication and emotional resonance of the English language, marketers can further enhance Bali's attractiveness, positioning it as a premier option for travelers seeking unique and enriching experiences. This strategy not only draws more visitors but also strengthens the connection between the destination and its audience, ultimately benefiting the local economy and fostering cultural exchange.

Data 2: minutes 4:36/22:56

Organisasi juga bergabung everyone's involvnes

Based on the data the phrase highlights a conscious effort to involve various stakeholders in the discussion. By emphasizing the participation of different groups, including media and non-governmental organizations, it demonstrates a dedication to collaborative dialogue. This strategy promotes a sense of community and mutual responsibility among all involved. The initiative to include everyone in conversations, as reflected in the phrase, shows a strong commitment to inclusivity and positive interaction. By recognizing diverse viewpoints and encouraging cooperation among stakeholders, this method not only improves the quality of the dialogue but also fosters trust and credibility. In the end, it cultivates a culture of shared responsibility and motivates continuous engagement, which is essential for tackling the complex issues faced by communities and organizations.

Data 3: minutes 5:14/22:56

Sekarang kira-kira di daerah mana yang kira kira happening banget

Based on the data the combination of Indonesian and English in the phrase illustrates a modern linguistic phenomenon known as code-switching. This practice is becoming increasingly prevalent in multilingual environments and reflects cultural vitality. By weaving English into everyday dialogue, speakers showcase their adaptability and openness to global influences. Using English words like "happening" imparts a sense of modernity and relevance, positioning the speaker within a global dialogue and indicating their awareness of current trends and lifestyles. This contemporary appeal is particularly attractive to younger audiences who seek fresh and engaging experiences. The fusion of Indonesian and English creates an energetic and modern atmosphere that resonates with today's audiences. By incorporating terms like "happening," the speaker expresses a positive outlook on popular trends and locations, making Bali more appealing to potential visitors. This linguistic approach not only highlights cultural dynamism but also boosts the destination's overall attractiveness, establishing it as an exciting and relevant option for travelers in search of unique experiences.

4. Conclusion

This study analysis the phenomenon of code-mixing in everyday communication in multilingual societies, focusing on the interaction between Indonesian and English. Based on the discussion above, the results show that code-mixing is not merely a linguistic technique but also a reflection of social and cultural changes occurring in society. The use of English in everyday conversation provides a modern and engaging feel and creates a stronger connection to global culture. This makes speakers more relevant in international contexts, especially among the younger generation, who are highly exposed to global influences. Furthermore, code-mixing also functions as a tool for expressing group identity and solidarity. By combining two languages, individuals can demonstrate membership in a particular community, while enriching the meaning of communication. Overall, this study concludes that code-mixing plays a crucial

role in strengthening social interaction and creating space for diverse cultural expressions. This phenomenon demonstrates how language can adapt and evolve in the face of change, reflecting the dynamics of an increasingly complex society.

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