A SOCIOLINGUISTIC ANALYSIS OF CODE MIXING USAGE AMONG GENERATION Z AT MUHAMMADIYAH UNIVERSITY OF TANGERANG

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A B S T R A K

Penelitian ini membahas fenomena code-mixing di kalangan Generasi Z, khususnya mahasiswa Universitas Muhammadiyah Tangerang, sebagai bentuk komunikasi dinamis yang dipengaruhi oleh media sosial dan perkembangan teknologi. Menggunakan metode kualitatif, data dikumpulkan melalui kuesioner dan analisis konten Instagram. Hasil penelitian menunjukkan bahwa 87,5% responden merasa bahwa code-mixing meningkatkan relevansi konten mereka di Instagram, dan 93,8% percaya bahwa praktik ini mempermudah penyampaian pesan. Selain itu, 68,8% responden menganggap code-mixing memberi kesan "keren" dan mencerminkan identitas bilingual mereka. Temuan ini menegaskan bahwa code-mixing berfungsi tidak hanya sebagai alat komunikasi, tetapi juga sebagai simbol kreativitas dan identitas sosial, serta adaptasi terhadap konteks global. Kesimpulannya, penggunaan code-mixing oleh Generasi Z mencerminkan fleksibilitas bahasa yang terus berkembang, dipengaruhi oleh perubahan sosial, budaya, dan teknologi, serta memperkuat koneksi sosial di era digital.

A B S T R A C T

This research discusses the phenomenon of code mixing among Generation Z, especially students of Universitas Muhammadiyah Tangerang, as a form of dynamic communication influenced by social media and technological developments. Using qualitative methods, data was collected through questionnaires and Instagram content analysis. The results showed that 87.5% of respondents felt that code-mixing increased the relevance of their content on Instagram, and 93.8% believed that this practice made it easier to convey messages. In addition, 68.8% of respondents considered code-mixing to be "cool" and reflective of their bilingual identity. These findings confirm that code-mixing functions not only as a communication tool, but also as a symbol of creativity and social identity, as well as adaptation to the global context. In conclusion, Generation Z's use of code-mixing reflects the evolving flexibility of language, influenced by social, cultural and technological changes, and strengthens social connections in the digital age.

INTRODUCTION

Language is a powerful tool for communication, serving as a reflection of cultural identity and continuously evolving. In today's digital age, Generation Z plays a key role in shaping how language is used. Born between, this generation is significantly influenced by fast-paced technological changes, which have created new norms for digital communication and social media interaction. As a result, their language often features frequent code mixing and the use of unique slang, reflecting their distinct communication style (Puspita & Ardianto, 2024).

Sociolinguistics is one of linguistics that is very important to study because is a science that studies how a language is used in the life of a society. In relation to instructor code mixing in the teaching and learning process of English, the language that appears during code mixing varies greatly because the language used in the place where the code-switching takes place also varies. (Jamiluddin, 2023).

Sociolinguistics provides valuable insights into how language functions in various social settings, revealing that language use is not static but adapts based on context, audience, and purpose. In the case of instructor code-mixing during English teaching, the specific language choices reflect the linguistic diversity and needs of the learners, as well as the cultural environment in which the teaching occurs. For example, an English instructor in Indonesia might mix English with Indonesian or local dialects to ensure that students understand complex ideas, bridge cultural nuances, or make the learning environment more inclusive and relatable. This practice highlights the role of sociolinguistics in understanding how language operates as a dynamic tool that adjusts to facilitate communication and learning, shaped by the cultural and social context of each educational setting.

Code-mixing is a sociolinguistic phenomenon that reveals how language and culture intersect, providing a deeper understanding of language and its role in society. In the same way, sociology looks at social structures through the use of language, highlighting the strong connection between communication and social dynamics. The growing use of English in daily life, both in formal and informal settings, has encouraged the rise of bilingualism and multilingualism. In Indonesia, this is especially visible among teenagers who often blend English with their native language, particularly on social media. For Generation Z, social media is not just a platform for self-expression but also a means to connect, learn, and form relationships. This shows how English continues to play an important role in shaping communication and interactions in multilingual contexts (Tarihoran et al., 2022).

Generation Z, often called "Anak Zaman Now," is the current generation of young people, around 10 to 24 years old. Growing up in a fast-paced, tech-filled world, they tend to learn new things quickly. Known for being creative, this generation constantly evolves the language they use when socializing. New words pop up as they create their own terms, giving their way of speaking a unique and distinct style, often referred to as Gen Z. Language growth naturally follows social changes, so as society changes, language does too. This isn't just about dissatisfaction with existing language but more about wanting something fresh and different. Teens, as the new wave of language users, bring their own creativity to communication, whether with peers or across generations. They often come up with new terms, sometimes reinventing words they already know (Murdiono & Fadillah, 2023).bedide that, Hoffman (1991), as cited in(Salamat et al., 2022), identifies three types of code-mixing: 1) Intra-sentential Code Mixing: This occurs when elements from one language (e.g., a phrase, clause, or sentence) are mixed into another within the same sentence. For example, mixing English words like "submit," "check," and "share" into Indonesian sentences without altering sentence structure. 2) Intra-lexical Code Mixing: This involves mixing elements within a single word, such as combining English words with Indonesian affixes (e.g., "di-print," "men-save"). 3) Pronunciation Change: Code-mixing at the phonological level, where foreign words are adapted to fit the native language's phonological structure, as seen when Indonesians pronounce "telephone" as "telpon" or "television" as "televisi."

The use of code-mixing by Generation Z not only reflects their adaptability and openness to global influences but also showcases a distinctive linguistic identity that blends both local and foreign elements. Code-mixing, where individuals switch between languages within a single conversation or even within a sentence, has become more common as digital platforms make language boundaries more porous. For Gen Z in Indonesia, English is often integrated into their everyday language, allowing them to express themselves in a way that resonates with their peers both locally and internationally. Muhammadiyah University of Tangerang serves as a microcosm of this linguistic trend, with students frequently engaging in code mixing during conversations in both academic and social settings. This phenomenon is indicative of broader social and cultural shifts, as English and Indonesian, along with regional dialects, merge to form a unique communication style. Sociolinguistic studies suggest that code-mixing among young people is often influenced by identity, social context, and the desire to belong to specific social groups or to reflect particular social values.

The first previous research finding comes from (Tarihoran et al., 2022) in their study titled "The Impact of Social Media on the Use of Code Mixing by Generation Z." This research was conducted at Serang Raya University and examined how social media contributes to Generation Z's frequent code-mixing between English and Indonesian. Through a survey of 336 students, the study found that social media platforms encourage code-mixing due to individual motivations, such as self-expression and

identity, which accounted for 75% of the causes. Additionally, social and cultural influences contributed 15% and 10%, respectively. The similarity between this research and the current study lies in their shared focus on Generation Z and the impact of social media on language use. However, while Tarihoran et al.'s research broadly considers the influence of social media, the current study specifically examines code-mixing behaviors in both academic and social contexts at Muhammadiyah University of Tangerang.

The second previous research finding was conducted by (Ahmad et al., 2024) in their study titled "Crossing the Boundaries of Languages: Code-Switching and Code-Mixing Tendencies in the Young Generation in Bangladesh." This research investigated how exposure to foreign media, online platforms, and globalization drives young people in Dhaka to frequently mix English, Hindi, and Bengali in daily communication. Using qualitative methods, the study found that foreign entertainment and digital media significantly influence bilingual language behaviors in social settings. While this study and the current research both explore code-mixing as a sociolinguistic phenomenon among youth, Ahmad et al.'s work focuses on cultural influences in Bangladesh, whereas the current study investigates code-mixing in an Indonesian academic context.

The third previous research by (Sari, 2022) "Code Switching and Code Mixing in Classroom Presentation of Indonesian EFL Students," explores the types and motivations behind code-switching and code-mixing among EFL students at UINSI Samarinda. Using a descriptive qualitative approach, Sari found that inter-sentential code-switching was the most common type, where students switched languages between sentences to aid comprehension. Less frequent types included intra-sentential switching (within sentences) and tag switching (inserting short phrases from English into Indonesian statements). The study identified several reasons for these practices: discussing specific topics, quoting others, emphasizing ideas, interjecting naturally, and clarifying points for better understanding. Sari's findings demonstrate that students use code-switching and code-mixing strategically to communicate complex ideas, bridge language gaps, and support audience comprehension in bilingual classroom settings.

In conclusion, the linguistic behavior of Generation Z, particularly their frequent use of code mixing, reflects the evolving nature of language as influenced by social, cultural, and technological changes. As a generation that has grown up in a digitally connected world, Gen Z seamlessly blends languages, creating a unique communication style that allows them to express their identities and connect with others across cultural boundaries. This trend is visible among students at Muhammadiyah University of Tangerang, where code mixing in both academic and social contexts signifies the intersection of local and global influences on language use. Sociolinguistically, code mixing serves as a bridge that accommodates diverse linguistic backgrounds, enriches communication, and fosters a sense of belonging within the group. Ultimately, the phenomenon of code mixing underscores the adaptability of language in response to societal shifts, highlighting its role as a dynamic tool that reflects and reinforces cultural identity and social connection.

METHOD

In this research uses a method with a phenomenological approach to explore the experiences of students. Data were collected through Questionaire and Analysis content on Instagram. (Creswell, 2014)state that qualitative research is an approach that aims to explore and understand the meaning given by individuals or groups to a social or humanitarian problem. The process involves evolving questions and procedures, data collection that is usually carried out in the participant's environment, and inductive data analysis, starting from specific things to more general themes. The researcher provides an interpretation of the meaning of the data obtained. The final report has a flexible structure, reflecting a research approach that values an inductive style, focuses on individual meaning, and emphasizes the importance of describing the complexity of a situation.

The researcher conducted a content analysis through Instagram stories and questionnaires with a population of 16 students from the Faculty of English Education, University Muhammadiyah of
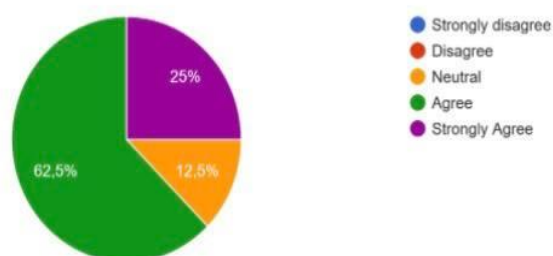
Tangerang, semester 7, class A2. From this population, the researcher selected a sample of 5 students using a questionnaire to explore their experiences with code-mixing on social media, particularly through the Instagram application.
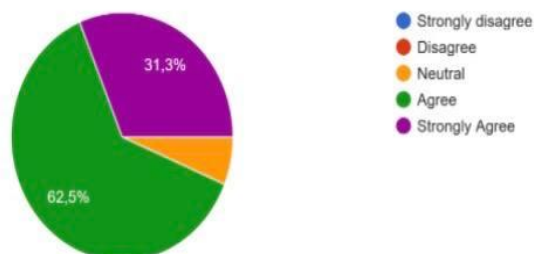
RESULT AND DISCUSSION

Finding

    a. **Questionnaire**

1. I often mix two languages when creating Instagram Stories.
16 jawaban

Based on the statement "Codemixing makes my Instagram stories more relatable to my friends," the questionnaire results show that the majority of respondents choose the following distribution of responses: Strongly Agree 25%, Agree 62.5%, and Neutral: 12.5%.

2. Codemixing helps me more easily convey what I mean on Instagram Stories.
16 jawaban

Based on the statement "Codemixing helps me more easily convey what I mean on Instagram stories" the questionnaire results show that the majority of respondents choose the following distribution of responses: Strongly Agree 31,3%, Agree 62.5%, and Neutral: 10.4%.

## 3. Mixing languages on Instagram Stories makes my content look cooler.

16 jawaban

- ● Strongly disagree
- ● Disagree
- ● Neutral
- ● Agree
- ● Strongly agree

50%   18,8%   25%
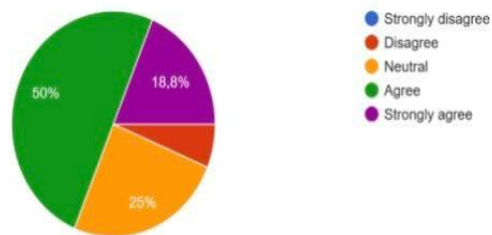
Based on the statement "Mixing language on Instagram stories makes my content look cooler," the questionnaire results show that the majority of respondents choose the following distribution of responses: Strongly Agree 18.8%, Agree 50%, Neutral 20%, and Disagree 10.4%.

## 4. I feel relaxed and comfortable mixing languages when creating Instagram Stories.

16 jawaban

- ● Strongly disagree
- ● Disagree
- ● Neutral
- ● Agree
- ● Strongly agree

75%   12,5%   12,5%
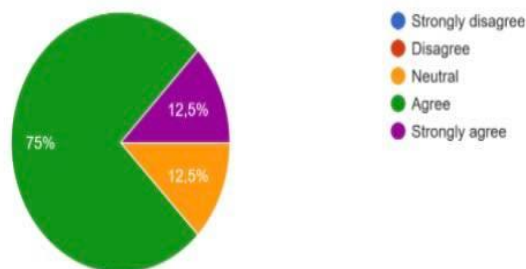
Based on the statement "I feel relaxed and comfortable mixing language when creating intagram stories" the questionnaire results show that the majority of respondents choose the following distribution of responses: Strongly Agree 12,5%, Agree 75%, and Neutral: 15.4%.

## 5. Codemixing makes my Instagram stories more relatable to my friends.

16 jawaban

- ● Strongly disagree
- ● Disagree
- ● Neutral
- ● Agree
- ● Strongly agree

25%   62,5%   12,5%
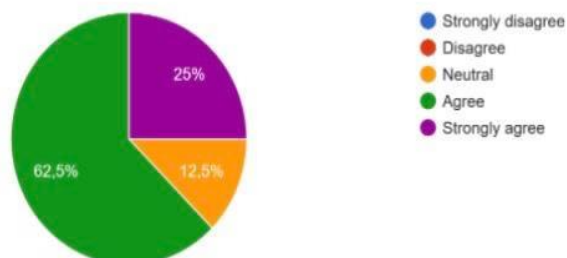
Based on the statement "codemixing makes my instagram stories more relatble to my friends" the questionnaire results show that the majority of respondents choose the following distribution of responses: Strongly Agree 25%, Agree 62,5%, and Neutral: 12.5%.

6. Using codemixing on Instagram Stories shows my personality.

16 jawaban
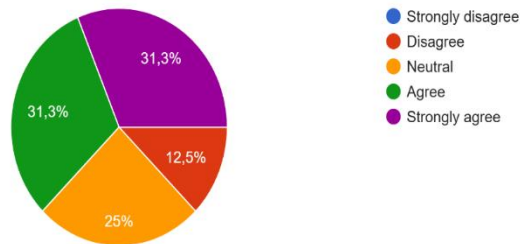
Based on the statement "Using codemixing on Instagram stories shows my personality" the questionnaire results show that the majority of respondents choose the following distribution of responses: Strongly Agree 31,3 %, Agree 31,3 %, Neural 25%, and Disagreen12,5%.

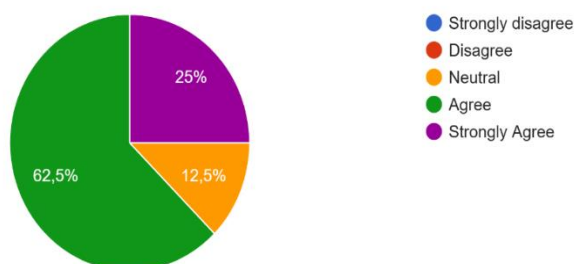7. I mix languages on Instagram Stories because many of my friends do it too.

16 jawaban
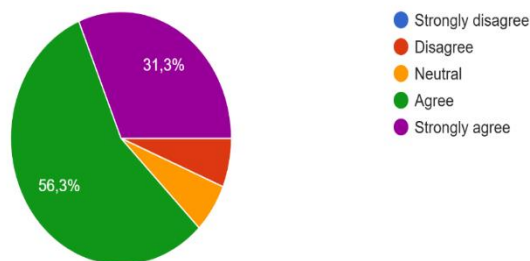
Based on the statement "I mix language on Instagram stories because many f friends do it too" the questionnaire results show that the majority of respondents choose the following distribution of responses: Strongly Agree 31,3%, Agree 56,3%, Neutral 10,2%, and Disagree 10,2%.

8. With codemixing, the stories I create are easier for my followers to understand.

16 jawaban

Based on the statement "With codemixing the stories I create are easier for my followers to understand" the questionnaire results show that the majority of respondents choose the following distribution of responses: Strongly Agree 25%, Agree 62,5%, and Neutral: 12.5%.

9. I mix languages on Instagram Stories as a way of showing that I'm bilingual.
16 jawaban
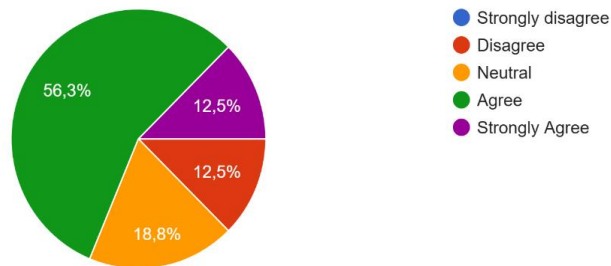
Based on the statement "I mix language on Instagram stories as a way of showing that I'm bilingual" the questionnaire results show that the majority of respondents choose the following distribution of responses: Strongly Agree 12,5%, Agree 56,3%, and Neutral 18,8%.and Disagree 12,5%.

10. Codemixing makes me more creative when creating stories on Instagram Stories.
16 jawaban
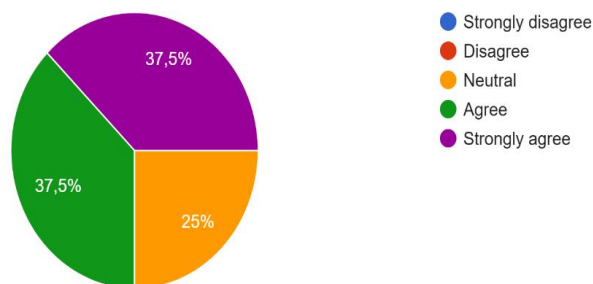
Based on the statement "codemixing makes me more creative when creating stories on Instagram strories" the questionnaire results show that the majority of respondents choose the following distribution of responses: Strongly Agree 37,5%, Agree 37,5%, and Neutral 25%.

b. Analysis Content
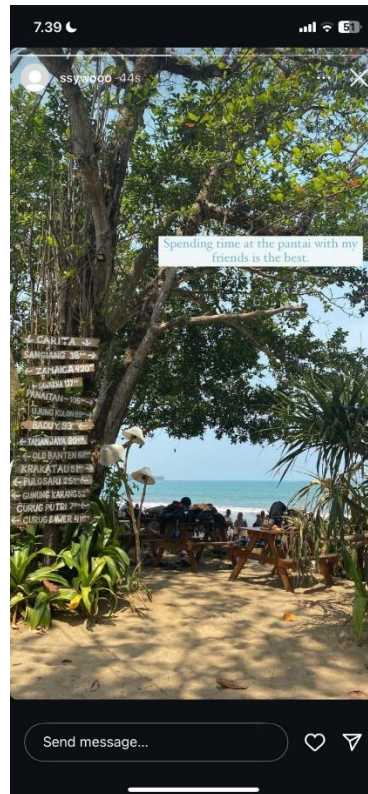
   From the "Instagram Instastory of 'ssywo' (Sekar Wulan Sari) on December 2, 2024 containing the words: "Spending time at the beach with my friends is the best." This sentence belongs to the type of intra-sentential code mixing, because the word 'beach' is a mixture of English and Indonesian that appears in the middle of the sentence.

From the "Instagram Instastory of 'bajaofo' (Aditya Hendri Maulana) on December 11, 2024 containing the words: "I'm gabut today, not doing anything at all." This sentence is a type of intra-sentential code mixing, because the word 'gabut' is an absorption from Indonesian that is often used by young people. This shows the mixing of English and Indonesian that occurs in the middle of the sentence.
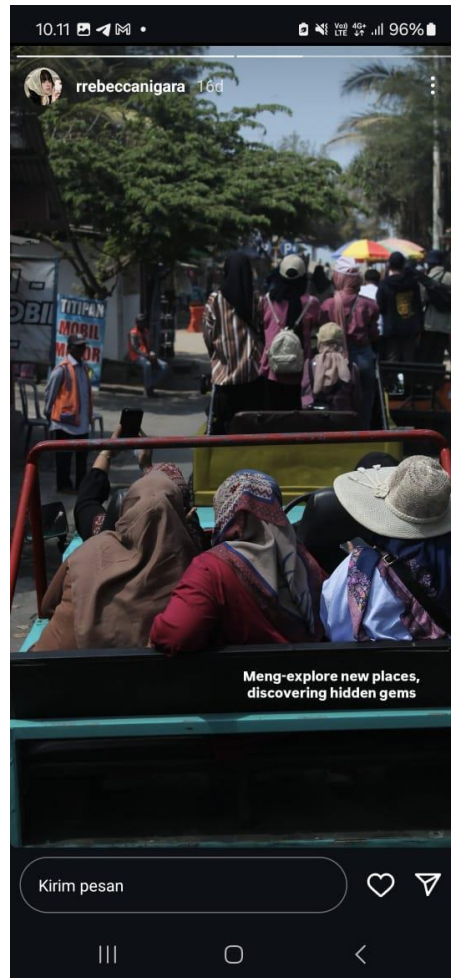
From the "Instagram Instastory of 'rrebeccanigara' (Yunita Lintang Cahyani) on December 12, 2024 containing the caption: "Exploring new places, discovering hidden gems." This sentence is a type of intra-lexical code mixing, because the affix 'meng-' from Indonesian is combined with the word 'explore' from English, thus forming a mixture in one word.
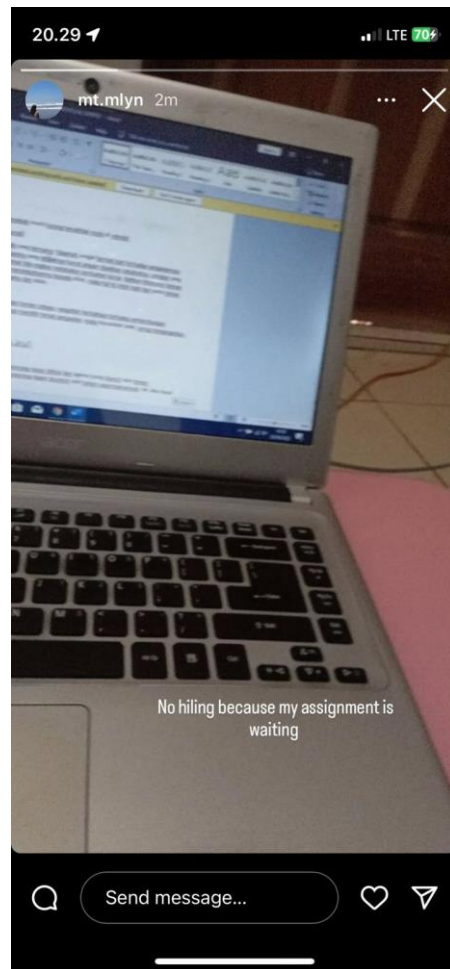
From the "Instagram Instastory of 'mt.mlyn' (Mita Melyana) on December 24, 2024 containing the words: "No hiling because my assignment is waiting." This sentence is a type of intra-sentential code mixing, because the word 'hiling' is an absorption from Indonesian that is often used by young people. This shows the mixing of English and Indonesian that occurs in the middle of the sentence. Hoffman (1991) in Salamat (2022) states that intra-sentential code mixing is a form of language mixing that occurs in a single sentence.

Discussion

The findings of this study underline the use of code mixing in generation z at Tangerang muhammadiyah university, revealing several points of code mixing users from the results of questionnaires and content analysis. These results show that 87.5% of respondents felt that the use of code-mixing in their Instagram stories made the content more relatable or more relevant to their audience of friends. This reflects that many of them believe that code-mixing increases closeness and connectedness with the people around them. This phenomenon can be explained by the influence of more informal and flexible communication on social media. People use social media to express their emotions, acquire information, and connect with new people (Tarihoran et al., 2022). The use of code-mixing allows users, especially Generation Z, to express themselves in a more personalized way, deliver messages closer to their audience, and keep up with prevailing trends on social platforms. Moreover, the frequent use of English in code-mixing may also reflect a tendency to adapt to an increasingly connected global context. Overall, these results show that the use of code-mixing not only facilitates communication, but also strengthens social relationships with friends, making it more relevant and

acceptable among audiences with different backgrounds. The majority of respondents (93.8%) felt that code-mixing helped them convey messages more easily on Instagram stories. This indicates that code-mixing is not only a habit, but also a functional tool in digital communication. Code-mixing allows Generation Z to tailor their expressions to a diverse audience who may be bilingual, use a specific language (e.g., English) to describe concepts that are difficult to translate directly into Indonesian, add an emotional or aesthetic dimension to their messages through language combinations. These results also support the argument that social media is driving language change in response to modern communication needs.

Most respondents (68.8%) felt that mixing languages made their content look more "cool." This reflects how linguistic elements can be used as a means of expressing personal identity and style on social media. Social media is used to explore, access vast amounts of information, and connect with people globally (Sanjiwani et al., 2023). This phenomenon suggests that:1) Linguistic aesthetics: Generation Z tends to use code-mixing to give their content a modern and global feel. 2) Influence of global trends: English, as an international language, is often associated with sophistication and trends, so its use in code-mixing provides visual and emotional appeal. 3) Social context: Social media is a space for building self-image, and the use of code-mixing can help create a certain impression on the audience. These results support the understanding that code-mixing serves not only as a communication tool, but also as a symbol of status and social identity. Based on the results of this questionnaire, it can be concluded that most respondents feel relaxed and comfortable in mixing languages when creating Instagram Stories. With 75% of respondents choosing "agree" and 12.5% choosing "strongly agree", this shows that they feel no inhibitions or tension when using two or more languages in their content. While 12.5% chose "neutral", which may indicate that there is some confusion or uncertainty, but not significant enough to disrupt their comfort. No respondents felt uncomfortable or opposed to the use of mixed languages. In conclusion, the majority of respondents tend to be open and comfortable with the use of mixed languages on platforms like Instagram, which may reflect the tendency of today's social media users to be more flexible in multilingual communication.

The results of this questionnaire show that the majority of respondents felt that the use of codemixing made their Instagram stories more relatable or easier for their friends to understand. With 62.5% choosing "agree" and 25% choosing "strongly agree," it can be concluded that many respondents feel that the use of language blending increases their connectedness with their friends' audience. Meanwhile, 12.5% chose "neutral," indicating that while they may not feel a huge impact, they also don't find it objectionable. No respondents felt that the use of codemixing reduced their connectedness with their friends. In conclusion, the majority of respondents believe that codemixing plays an important role in making their Instagram stories more relevant and relatable to their friends, reflecting the trend towards using more flexible and informal language in social communication. The questionnaire results show that 31.3% of respondents agree that the use of code-mixing in Instagram Stories can reflect their personality. This align with the research from (Azhar et al., 2023), which states that code mixing is often used to express oneself and build social identity on social media. By mixing two languages, individuals can show their social affiliation and personality, which can certainly strengthen interactions with audiences who have the same language background. Meanwhile, the 25% of respondents who chose neutral may feel that code-mixing does not really affect the way they present themselves, or they feel that it is not an important factor in determining social identity. While 12.5% of respondents who disagreed may prefer consistency of language in conveying messages or presenting themselves, as they feel that using one language is clearer and easier to understand. Nonetheless, the majority of respondents still see code-mixing as a more authentic and effective way to show who they are, as it allows them to combine elements from both languages.

The results show that 56.3% of respondents agreed or strongly agreed that they use code-mixing on Instagram Stories because many of their friends do it too. This phenomenon illustrates peer influence, where habits or norms that exist in social groups influence individual behavior. This can be explained by (Lewis et al., 2012), which states that individuals tend to follow the behavior of their friends, either consciously or unconsciously, as a form of self-adjustment to their social group. This means that the habit of using code-mixing among friends can influence individuals to follow the same thing in

communicating on social media. However, although most respondents were influenced by their friend habits, there were also 31.3% of respondents who chose neutral or disagreed with this statement. This shows that not everyone feels compelled to copy their friends' habits. Some individuals may prefer to stick to a communication style that is consistent with their personal preferences, despite being in a code-mixing environment. Therefore, although many friends use code-mixing, not everyone follows the trend, as some people are more comfortable with a single language or communication style that is simpler and easier to understand. The results show that 62.5% of respondents agreed, and 25% strongly agreed that using code-mixing on Instagram Stories makes messages easier to understand. Only 12.5% were neutral, so almost all audiences felt there were benefits from using code-mixing. The result align with the research by (Kartika et al., 2020), which suggests that code-mixing on social media helps audiences better understand the message being communicated. By using two languages, the story becomes easier to digest, especially for people who have different language backgrounds. In addition, using two languages also makes communication smoother, so the audience can more quickly understand the intent and message to be conveyed. In essence, code-mixing not only makes the story more interesting and diverse, but also makes the audience feel closer and understand the material presented.

From the questionnaire result, it's clear that 56.3% of respondents agreed, and 12.5% strongly agreed that code-mixing in Instagram Stories reflects a bilingual identity. This suggests that most people view mixing two languages in social media content as a good way to show bilingual skills. By using two languages, it helps others understand that the person behind the content knows more than one language, which can make it easier to connect with followers who share a similar language background. On the other hand, 18.8% of respondents who were neutral might not see code-mixing as significant in reflecting a bilingual identity or simply aren't impacted by it. The 12.5% who disagreed might prefer sticking to one language, possibly because they feel it's clearer or easier to understand when only one language is used. The questionnaire results show that 37.5% of respondents agreed and 37.5% strongly agreed that the use of code-mixing made them more creative when creating Instagram Stories. This shows that most audiences feel that mixing two languages gives them more creative freedom. By using two languages, content creators can have more freedom to choose different words and expressions, which makes the content more interesting and varied. In addition, it can also create closeness with audiences who have similar language backgrounds. However, the 25% of respondents who chose neutral may feel that creativity can still be achieved even if only one language is used. Meanwhile, the 12.5% who disagreed may prefer content that consistently uses one language, as they feel the message is clearer and easier to understand. Even so, the majority still see the use of code-mixing as an effective way to increase creativity in communicating on social media. Overall, the use of code-mixing on Instagram Stories has proven to give more room for expression and creativity, as well as making the content more engaging for the audience.

In conclusion, based on the analysis of several Instagram Instastories, it is found that the use of code mixing by social media users reflects a common linguistic phenomenon in daily communication, especially among young people. Based on Hoffman's theory (1991) in Salamat (2024), the types of code mixing that appear include intra-sentential code mixing and intra-lexical code mixing. Intra-sentential code mixing occurs when Indonesian and English elements are mixed in one sentence, such as in the use of the words 'beach,' 'gabut,' and 'hiling.' Meanwhile, intra-lexical code mixing is seen in the combination of the Indonesian affix 'meng-' with the English word 'explore.' This phenomenon shows the flexibility of language in social contexts, where young people tend to mix languages to express themselves more creatively and relevant to their environment.

CONCLUSION

The conclusion of this study shows that the use of code-mixing on Instagram Stories by generation Z, especially students of Universitas Muhammadiyah Tangerang, reflects the dynamics of social communication in the digital era. Respondents generally consider that code-mixing not only makes their content easier to understand and relevant to the audience, especially their friends, but also strengthens social relationships in a relaxed and informal atmosphere. In addition, code-mixing is considered to make it easier to convey messages. The use of language combinations allows them to

convey ideas that are difficult to translate directly, while adding an emotional or aesthetic element to their messages. This shows that code-mixing serves as a communication tool that is both practical and innovative. For many respondents, code-mixing is also a way to express identity and creativity. Mixing languages is perceived as making their content look more modern, reflecting their bilingual abilities and giving them more creative freedom. Social factors, such as peer influence and global trends, also encourage the use of English in code-mixing as a symbol of a modern and global lifestyle.

Through content analysis of Instagram Stories, two main types of code-mixing were found, namely intra-sentential code-mixing and intra-lexical code-mixing. Examples such as "gabut," "hiling," and "meng-explore" show how language is used flexibly to meet the needs of social communication and self-expression. Overall, this study confirms that code-mixing is not only an effective means of communication, but also a medium of self-expression, strengthening social relationships, and adapting to global trends. This phenomenon reflects that language continues to evolve following the needs of modern communication in the era of social media.

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