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Agnes Erna Wantiyastuti dan Ignatius Suprih Sudrajat

ASM MARSUDIRINI

**SANTA MARIA
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SOCIOLINGUISTIC STUDY: CODE-MIXING IN THE “DOKTOR MOBIL INDONESIA” PODCAST

Yohanes Maryono

Abstrak

Penelitian ini bertujuan mendeskripsikan bentuk-bentuk campur kode dalam podcast Youtube Dokter Mobil Indonesia episode #MendangMending serta menjelaskan fungsinya dalam komunikasi bertema otomotif. Penelitian menggunakan pendekatan deskriptif kualitatif dengan sumber data berupa tuturan host pada empat episode podcast yang membahas perbandingan dan rekomendasi kendaraan. Data dikumpulkan melalui teknik simak dan catat, kemudian dianalisis menggunakan tipologi campur kode Pieter Muysken yang meliputi insertion, alternation, dan congruent lexicalization.

Hasil penelitian menunjukkan bahwa campur kode direalisasikan dalam ketiga bentuk tersebut dengan dominasi insertion. Bentuk insertion terutama muncul melalui penyisipan istilah teknis otomotif, teknologi kendaraan, transaksi, dan perawatan mobil yang berasal dari bahasa Inggris. Sementara itu, alternation ditemukan dalam penggunaan frasa dan klausa bahasa Inggris yang relatif utuh, sedangkan congruent lexicalization tampak pada integrasi unsur bahasa Inggris dengan sistem morfologis bahasa Indonesia. Dominasi insertion menunjukkan bahwa kosakata bahasa Inggris dipandang lebih spesifik, ringkas, dan familiar dalam komunitas otomotif.

Temuan penelitian juga menunjukkan bahwa campur kode tidak hanya berfungsi sebagai fenomena kebahasaan, tetapi juga sebagai strategi pragmatis untuk memperjelas informasi teknis, memperkuat argumentasi, membangun kredibilitas penutur, serta menciptakan kedekatan dengan audiens. Dengan demikian, campur kode menjadi salah satu ciri penting dalam pembentukan register otomotif pada media digital, khususnya podcast yang membahas perbandingan dan rekomendasi kendaraan.

Kata kunci: *campur kode, podcast Youtube, register otomotif, sosiolinguistik.*

1. Introduction

Language is a tool of communication used by humans in various social activities. In use, language does not appear uniformly; rather, it varies according to the situation, communicative purpose, the relationship between interlocutors, and the domain of activity under discussion. In sociolinguistic inquiry, this phenomenon is associated with language variation. Hudson (1980) regards sociolinguistics as the study of the relationship between language and society, while Wardhaugh (2006) explains that language variation arises as a consequence of the social functions of language.

The advancement of digital media has facilitated the emergence and visibility of

diverse forms of language variation. One rapidly expanding medium is the podcast, often disseminated via YouTube. Podcasts function not only as channels for information dissemination but also as interactive spaces that bring together speakers and audiences from heterogeneous social backgrounds. Such conditions permit the emergence of diverse linguistic phenomena, including code-mixing in communicative interactions.

A frequently observed phenomenon in media-mediated communication is code-mixing. Muysken (2000) defines code-mixing as the use of elements of one language within utterances in another language, a pattern commonly found in

bilingual communities. Code-mixing may take the form of inserted words, phrases, or other linguistic units. Gumperz (1982) further contends that the deployment of particular language elements serves not only linguistic functions but also social functions, such as clarifying meaning, constructing rapport, and accommodating interlocutors.

This phenomenon is observable in the *Dokter Mobil Indonesia* podcast, particularly in the episode *Mendang Mending*. Broadly, the podcast addresses topics such as vehicle selection, automotive components, oils, vehicle maintenance, and modification. Its technical subject matter, presented in an informal register, encourages the use of automotive terminology interwoven with English elements that have become conventional within the automotive domain. In this context, code-mixing constitutes an integral component of the communicative strategy used to convey information to the audience.

Studies on code-mixing in podcasts include work by Meilani, Artika, and Fatmawati (2026) on the *Upgrade Mindset & Hati Kamu* podcast featuring *Cinta Laura*; their findings indicate that external code-mixing in the form of English insertions is the most dominant type. Suratiningsih and Cania (2022) documented various forms of code-switching and code-mixing in the *Deddy Corbuzier* podcast with *Cinta Laura*, influenced by the bilingual backgrounds of the speakers. Both studies suggest that YouTube podcasts constitute rich sites for observing code-mixing phenomena.

Additional research on code-mixing in YouTube podcasts has been conducted by several scholars. Utomo et al. (2024) examined code-switching and code-mixing in the *Deddy Corbuzier* podcast with *Jerome Polin* and found that Indonesian–English code-mixing manifests in various forms shaped by speakers’ bilingual backgrounds. Prasasti et al. (2024), investigating a YouTube podcast featuring Maudy Ayunda and Aliyah Natasya,

identified code-switching and code-mixing at word, phrase, and clause levels, with code-mixing relatively predominant in discussions of lifestyle and finance. Noviana et al. (2025) studied the *Login* podcast with *Habib Jafar and Onad*, concluding that code-mixing phenomena are influenced not only by speakers’ bilingual competence but also by communicative context and the characteristics of digital media. Furthermore, Kasanah et al. (2024) analyzed code-mixing in the *Raditya Dika* podcast with *Xaviera* and reported a dominance of outward code-mixing characterized by English insertions into Indonesian discourse.

Differing from prior studies that typically examine code-mixing and code-switching in podcasts addressing motivation, education, entertainment, or general conversation, the present study focuses on the automotive podcast *Dokter Mobil Indonesia*, episode *#MendangMending*. This research adopts Pieter Muysken’s typology of code-mixing—insertion, alternation, and congruent lexicalization—thereby aiming to provide a more specific account of code-mixing patterns within the automotive register in digital media, particularly video podcasts uploaded to YouTube channels.

Accordingly, this study aims to describe the forms of code-mixing and the functions underlying their use in the automotive podcast on the *Dokter Mobil Indonesia* YouTube channel, with particular emphasis on the *#MendangMending* episode. The study is expected to enrich sociolinguistic scholarship on language variation in digital media, specifically concerning code-mixing in automotive-themed podcasts.

2. Research Methodology

This study employs a qualitative descriptive approach because the data analyzed consist of spoken utterances in a podcast rather than numerical data. According to Moleong (2013), qualitative

research aims to understand and describe a phenomenon in depth based on data in the form of words, utterances, and the surrounding social context. This approach was chosen because the study focuses on describing the forms of code-mixing and their functions in the *Dokter Mobil Indonesia* podcast.

The data source for this study is the *Dokter Mobil Indonesia* podcast episodes uploaded to YouTube, specifically four topics in the *#MendangMending* series: (1) “Buat Kamu yang Butuh Saran Perbandingan Otomotif!”, (2) “Yakali H-1 Dibanding Sama Luxio”, (3) “130 Jutaan, Mending CR-V Gen 3 atau Harrier Gen 2?”, and (4) “8 Mobil yang Layak Dibeli di 2026”. The data consist of utterances containing code-mixing produced by the speaker (host) in those podcast segments. These data were selected because they represent language use in digital communication that combines technical automotive terminology with elements of other languages in the delivery of information to an audience.

The selection of these four podcast episodes was conducted purposively to obtain a representative range of automotive discussions. Although each episode focuses on a different topic, such as vehicle comparisons, purchase recommendations, and automotive trends, they share the same communication setting, host, target audience, and podcast format. This variation of topics allows the researcher to observe whether code-mixing consistently occurs across different contexts of automotive discussion rather than being limited to a single topic. Consequently, the findings are expected to provide a broader description of the code-mixing phenomenon in the *Dokter Mobil Indonesia* podcast and support an analytical (rather than statistical) generalization regarding language use in Indonesian automotive podcasts with similar characteristics.

Data were collected using attentive listening and note-taking techniques. The researcher repeatedly listened to the podcast

episodes and transcribed the utterances, using YouTube’s Closed Caption (CC) feature to facilitate record-keeping. Utterances relevant to the study focus were then identified, recorded, and classified into groups of code-mixing data.

Data analysis proceeded in three stages: data reduction, data presentation, and conclusion drawing. In the reduction stage, the researcher selected utterances containing code-mixing. The selected data were then classified according to the analytical categories employed. Code-mixing was analyzed using Muysken’s (2000) typology—insertion, alternation, and congruent lexicalization—however, the present study narrows its analytical focus to the insertion type, as this pattern appeared most dominantly in the dataset. After classification, the data were presented in descriptive narrative form to explain the forms and functions of code-mixing within the podcast communication context.

The final stage involved drawing conclusions by formulating the study’s findings based on the data analysis. Through these stages, the research seeks to explain how code-mixing is employed as a communicative strategy in information delivery on the *Dokter Mobil Indonesia* podcast.

3. Theoretical Framework

3.1 Sociolinguistics

Sociolinguistics is a branch of linguistics that examines the relationship between language and society. Hudson (1980) explains that sociolinguistics studies language in relation to its social use. Wardhaugh (2006) likewise emphasizes that language cannot be separated from its social context, since language variation arises from differences in situation, participants, and communicative purpose. In this light, language use in podcasts constitutes a sociolinguistic practice because it is influenced by setting, audience, and topic.

3.2 Code-Mixing

Code-mixing refers to the use of elements from one language within another language in a single utterance. Muysken (2000) notes that code-mixing is frequently observed in bilingual communities and can be analyzed according to structural patterns that appear in speech. This phenomenon is inseparable from bilingualism, which enables speakers to master and employ more than one language in daily interactions.

Hamers and Blanc (2000) argue that language contact is a natural consequence of individual bilingualism and societal bilingualism. Such conditions permit speakers to use more than one language in everyday interaction, making the appearance of elements from different languages within a single utterance commonplace. In this context, code-mixing is understood as one manifestation of bilingual language behavior in which speakers simultaneously draw on linguistic resources from multiple languages. Hamers and Blanc (2000) define code-mixing as the process of inserting elements of one language into the base language used in an utterance. Unlike borrowing, which is generally limited to lexical items, code-mixing may involve multiple linguistic units, from words and phrases to entire clauses. Beyond serving as a means to overcome particular lexical limitations, code-mixing also functions as a communicative strategy to express social identity, stance, and the speaker's communicative intentions.

3.3 Types of Code-Mixing

In analyzing code-mixing in the *Dokter Mobil Indonesia* podcast, this study adopts Muysken's (2000) typology, which distinguishes three primary types: insertion, alternation, and congruent lexicalization. Insertion and alternation are particularly related to structural boundaries in language mixing.

Insertion occurs when elements from another language are embedded into the

structure provided by a matrix language. In this pattern, the matrix language supplies the primary grammatical frame, while elements from the embedded language function as lexical insertions that conform to that frame. Thus, the mixing does not alter the core syntactic system of the matrix language; it merely supplements it with specific lexical items. Muysken characterizes insertion as a form of code-mixing strongly constrained by the structural limits of the dominant language in the utterance.

Alternation emphasizes structural parity between the languages involved, so that shifts from one language to another occur at points that do not disrupt the grammatical integrity of either language. Accordingly, alternation reflects relatively clear language switches—at lexical and grammatical levels—without fusing both systems into a single syntactic frame.

The distinction between insertion and alternation is that insertion may resemble spontaneous lexical borrowing, whereas alternation denotes an overt switch from one language to another and may involve grammatical as well as lexical elements.

Congruent lexicalization refers to situations in which two languages have highly compatible grammatical structures, allowing lexical items from either language to fill equivalent structural slots. From a sociolinguistic perspective, congruent lexicalization is typically influenced by speakers' bilingual proficiency, the intensity of inter-language contact, and the social contexts in which the languages are used. Muysken notes that this phenomenon does not necessarily result from lexical gaps in one language, but more often from speakers' high fluency in two or more languages within the same community.

3.4 Functions of Code-Mixing

Regarding its functions, Gumperz (1982) explains that code-mixing performs various social functions in interaction, including quotation, clarification, emphasis, building rapport with interlocutors, and

audience accommodation. Thus, code-mixing operates not only as a linguistic strategy to enhance communicative clarity but also as a social instrument for forging closer interpersonal relations and facilitating effective conversation.

In automotive podcasts, code-mixing may also serve to name technical terms that lack concise equivalents in Indonesian. Therefore, in this study the function of code-mixing is understood as part of a communicative strategy intended to clarify utterance content and to maintain the flow of interaction with audience.

4. Code-Mixing in the *Dokter Mobil Indonesia* Automotive Podcast

This study adopts Muysken's typological framework to analyse code-mixing in the *Dokter Mobil Indonesia* automotive podcast, moving beyond a sole focus on insertion. Muysken's model affords examination of multiple mixing strategies—namely insertion, alternation, and congruent lexicalization—as well as hybrid combinations of these patterns at the level of words, phrases, clauses, and technical register. The English elements under investigation comprise technical lexical items, explanatory phrases, full clauses, and routine terms prevalent in automotive discourse (e.g., those pertaining to engines, performance, spare parts, vehicle condition, and maintenance procedures). Employing Muysken's framework enables the study to characterise the types of code-mixing employed by speakers and to evaluate their

communicative functions within the informative and professional interactional setting of automotive discourse.

To facilitate the presentation of findings, the code-mixing analysis is grouped into four sub-sections based on the discussion topics found in episode #*MendangMending* on the *Dokter Mobil Indonesia* YouTube channel. These four topics are: (1) “*Buat Kamu yang Butuh Saran Perbandingan Otomotif!*”, (2) “*Yokali H-1 Dibanding Sama Luxio*”, (3) “*130 Jutaan, Mending CR-V Gen 3 atau Harrier Gen 2?*”, and (4) “*8 Mobil yang Layak Dibeli di 2026*”. This grouping is intended to show the tendency of code-mixing use in each topic and to facilitate the identification of code-mixing forms based on Muysken's typology, namely insertion, alternation, and congruent lexicalization.

4.1 Code-Mixing in the Podcast “*Buat Kamu yang Butuh Saran Perbandingan Otomotif!*”

The first topic analyzed is “*Buat Kamu yang Butuh Saran Perbandingan Otomotif!*”. This topic discusses recommendations and comparisons of vehicles for prospective buyers while incorporating various automotive-related terms. The analysis identified several instances of Indonesian–English code-mixing, which were classified according to Muysken's (2000) typology: insertion, alternation, and congruent lexicalization. The classification of the identified code-mixing data is presented in Table 1.

Table 1. Classification of Code-Mixing Data for the Topic “*Buat Kamu yang Butuh Saran Perbandingan Otomotif!*”

No	Code-Mixing Form	Linguistic Category	Type of Code-Mixing	Meaning/Function
1	fine-fine aja	Adjective	Insertion	fine/okay
2	which is	Phrase	Alternation	that is / in other words
3	value for money	Noun phrase	Insertion	cost-effectiveness
4	value for money-nya	Noun phrase	Congruent lexicalization	cost-effectiveness
5	end user	Noun phrase	Insertion	end user
6	engine	Noun	Insertion	engine

7	coolant	Noun	Insertion	coolant
8	body	Noun	Insertion	car body
9	problem	Noun	Insertion	problem
10	netizen	Noun	Insertion	social media users
11	spare part-nya	Noun phrase	Congruent lexicalization	vehicle components
12	second	Noun	Insertion	used/second-hand
13	cash	Noun	Insertion	cash
14	feel-nya	Verb/Noun	Congruent lexicalization	driving impression/feel
15	nge-feel	Verb	Congruent lexicalization	to feel the character of a car
16	di-replace	Verb	Congruent lexicalization	to replace
17	bear with me	Idiomatic clause/phrase	Alternation	please be patient / please bear with me

Based on Table 1, Indonesian–English code-mixing can be classified according to Muysken’s (2000) typology into insertion, alternation, and congruent lexicalization. Among these three types, the most dominant form is insertion, namely the insertion of English lexical items into Indonesian syntactic structure. In addition, several instances of alternation are found, namely shifts from one language construction to another, as well as a number of congruent lexicalization forms that show the simultaneous use of English and Indonesian elements within the same syntactic frame.

4.1.1 Insertion

The insertion type appears in the insertion of English words or phrases into Indonesian utterances without altering the main syntactic structure. Data in this category include *engine*, *coolant*, *cash*, *netizen*, *platform*, *parts*, *body*, *comment*, *value for money*, *spare part*, *end user*, *maintain*, *push*, *subscribe*, *like*, *second*, *DP*, and *LCGC*.

“Ini mobil sih benar-benar value for money.”

“Engine lu rawat baik-baik.”

“oli yang bagus, coolant yang bagus.”

“Lu bayarin cash juga enggak ada pentingnya.”

“Lu beli mobil second aja enggak usah beli mobil baru, Bos.”

In these data, the sentence structure remains patterned according to Indonesian syntax, while the English elements function only as lexical insertions. The use of these terms is closely related to the automotive and vehicle-economy register, which is heavily influenced by English terminology. For this reason, foreign terms are considered more practical, more specific, and more commonly used than their Indonesian equivalents.

4.1.2 Congruent Lexicalization

Congruent lexicalization appears when Indonesian and English elements are used simultaneously within a single grammatical construction, such that both languages share the same syntactic frame. In this condition, English elements are not merely inserted as foreign vocabulary but are integrated into the Indonesian morphological system through affixation or cliticization.

“Maksudnya ngerasain mobil itu, mobilnya benar-benar lu ngerti kalau digimanain tuh *feel-nya* seperti apa.”

“Lu belajar *nge-feel*.”

In both data examples, the element *feel* no longer functions as an independent English lexical item but has been adjusted to the Indonesian morphological system

through the addition of the clitic *-nya* and the verbal prefix *nge-*. This integration shows that the English element is used productively within Indonesian constructions, reflecting the characteristics of congruent lexicalization. In the automotive context, the word *feel* refers to the sensation or driving experience, which is considered more concise and more representative than its Indonesian equivalent.

A similar phenomenon is also found in the following data:

“spare part-nya banyak dan murah.”

“*value for money-nya* sebenarnya *drop* banget.” “Sudah banyak *di-replace parts-nya*.”

“Interior juga *di-maintain* sama mereka yang bagus.”

In these data, English elements receive Indonesian affixes or clitics, such as the passive prefix *di-* and the clitic *-nya*, making them part of the Indonesian grammatical construction. This indicates that code-mixing no longer appears as simple lexical insertion, but has developed into the integration of both languages within one shared structure.

Another example showing a more complex integration is found in the following utterance:

“Oke kalau ex-taxi. Lu harus tahu ini mobil capek ya. Jadi biasanya sudah banyak *di-service*, sudah banyak *di-replace parts-nya*.”

In this data, the construction *di-replace parts-nya* shows the simultaneous integration of several language elements: the Indonesian prefix *di-*, the English verb *replace*, the English noun *parts*, and the Indonesian clitic *-nya*. This combination shows that elements from both languages merge within one grammatical construction, thereby reflecting the characteristics of congruent lexicalization. Meanwhile, the form *di-service* shows a similar pattern through the integration of the Indonesian passive prefix with an English verb. The use of these forms indicates that technical automotive terms in English have

become internalized in the communicative practices of the automotive community and are used productively in everyday speech.

4.1.3 Alternation

The alternation type is found when the speaker shifts from an Indonesian construction to a relatively complete English construction.

“Nah karena gua bikin video ini sendiri. Jadi *bear with me, yes*.”

The expression *bear with me* is an English phrase used in full and not integrated into the Indonesian grammatical structure. Its presence shows a code shift from Indonesian to English for pragmatic purposes, namely to ask for the audience’s understanding and patience during the delivery of information. This form also functions to build closeness with viewers and create a more relaxed communicative atmosphere.

In addition, the phrase *which is* is also closer to the alternation category because it functions as an English discourse construction that connects and explains the preceding statement.

“...yang baru pertama kali beli mobil *which is* untuk perawatannya mereka sendiri juga belum terlalu ngerti.”

Overall, code-mixing in the *Dokter Mobil Indonesia* podcast episode #*MendangMending: Buat Kamu yang Butuh Saran Perbandingan Otomotif!* is dominated by insertion, especially in terms of automotive, vehicle transaction, and digital media terminology. This type shows the strong influence of the automotive register, which widely adopts English terminology. In addition, alternation is found and serves to build relationship with the audience and soften the speaker’s communicative strategy, while congruent lexicalization appears in the use of English vocabulary that has integrated into the Indonesian morphological system. These findings indicate that code-mixing in the podcast functions not only as lexical borrowing, but also as a communicative strategy to clarify meaning, improve the

effectiveness of information delivery, and strengthen professional identity in the automotive domain.

4.2. Code-Mixing in the Podcast “*Yakali H-1 Dibandingin Sama Luxio*”

The second topic analyzed is “*Yakali H-1 Dibandingin Sama Luxio*”. This podcast focuses on comparing two multi-purpose vehicles by discussing their

performance, features, maintenance costs, and overall value for prospective buyers. The analysis identified various instances of Indonesian–English code-mixing, which were classified according to Muysken’s (2000) typology: insertion, alternation, and congruent lexicalization. The classification of the identified code-mixing data is presented in Table 2.

Table 2. Classification of Code-Mixing Data in the Topic “*Yakali H-1 Dibandingin Sama Luxio*”

No	Code-Mixing Form	Linguistic Category	Type of Code-Mixing	Meaning/Function
1	number one	Numeral phrase	Alternation	number one / the best
2	very very expensive	Adjectival phrase	Alternation	very expensive
3	expensive	Adjective	Insertion	expensive
4	luxury-nya	Adjective	Congruent lexicalization	luxury / luxury aspect
5	frosting	Noun	Insertion	frosting in the AC evaporator
6	lebih luxury	Adjective	Congruent lexicalization	more luxurious
7	spare part-nya	Noun phrase	Congruent lexicalization	spare parts
8	in general	Adverbial phrase	Alternation	generally
9	very economic	Adjectival phrase	Alternation	very economical
10	ready available	Adjectival phrase	Alternation	readily available
11	full of performance	Adjectival phrase	Alternation	highly performant
12	safety factor	Noun phrase	Alternation	safety factor
13	manufacturer	Noun	Insertion	producer/manufacturer
14	feature-feature-nya	Noun	Congruent lexicalization	features
15	safety	Noun	Insertion	safety
16	budget	Noun	Insertion	budget
17	problem	Noun	Insertion	problem
18	indent	Noun	Insertion	special-order purchase with waiting time
19	performance	Noun	Insertion	performance
20	engine-nya	Noun	Congruent lexicalization	the engine
21	drop	Verb	Insertion	decrease/fall
22	browsing	Verb	Insertion	searching online
23	apply	Verb	Insertion	apply

24	handle	Verb	Insertion	handle/manage
25	depends which one you like	Clause	Alternation	it depends on which one you like
26	headroom-nya	Noun	Congruent lexicalization	space between passenger head and car's roof

Based on Data 2, three forms of code-mixing are found: insertion, alternation, and congruent lexicalization. The most frequent form is insertion, especially technical automotive and vehicle-transaction terms inserted into Indonesian utterances. Meanwhile, alternation appears in the use of English phrases or clauses in full form, while congruent lexicalization is seen in English elements that have integrated into the morphological structure of Indonesian. The presence of these three forms shows that code-mixing is used to support communication that is more effective, specific, and appropriate to the automotive discussion context.

4.2.1 Insertion

In Data 2, the most dominant form of code-mixing is insertion, namely the insertion of English lexical items into Indonesian syntactic structure. The inserted elements include nouns, verbs, adjectives, and phrases related to automotive registers and vehicle transactions.

Among the nouns are *manufacturer*, *feature*, *safety*, *budget*, *problem*, *indent*, *performance*, *engine*, *headroom*, and *frosting*.

“Em Hyundai dan KIA bukan *manufacturer* mobil yang bego.”

“*Feature-feature-nya*.” “lebih sering *problem* di AC-nya.”

“Luxio sih sebenarnya karena *headroom-nya* sama lebarnya.”

The use of these terms shows that the speaker maintains vocabulary that has become part of the automotive register because it is considered more specific and more familiar to the vehicle community. Some elements even undergo morphological integration through the addition of Indonesian clitics, as in *feature-feature-nya*, *headroom-nya*, *engine-nya*,

and *performance-nya*. This phenomenon indicates that English vocabulary is not only borrowed, but has also adapted to the grammatical system of Indonesian.

Insertion is also found in the verb group, such as *tuning*, *browsing*, *apply*, *handle*, and *drop*.

“Mazda memang membutuhkan alat-alat yang khusus untuk bisa kita *tuning*.”

“Nah jadi lu beli lu boleh *browsing*.”

“Gimana caranya *apply* KKB.”

“Mereka sendiri yang *handle*.”

“Mazda lebih *drop*.”

In these data, English verbs are inserted into Indonesian utterances without changing the main syntactic pattern. The use of these forms shows the speaker's tendency to choose terms that are considered more practical and commonly used in everyday communication and digital media.

4.2.2 Congruent Lexicalization

In addition to insertion, several data show characteristics of congruent lexicalization, namely the mixing of Indonesian and English elements within the same grammatical frame.

“*feature-feature-nya*”

“*luxury-nya*”

“lebih *luxury*”

“nge-*tuning* Mazda”

In these forms, English elements no longer appear as simple lexical insertions, but have integrated into the morphological and syntactic elements of Indonesian. For example, *luxury-nya* shows the use of an English noun or adjective combined with the Indonesian clitic -nya, while nge-tuning shows the combination of the Indonesian verbal prefix *nge-* with the English verb *tuning*.

Such integration indicates that English terms are used productively in speech, so that the boundary between the

two languages becomes more fluid. In the automotive podcast context, these forms reflect the strong influence of automotive registers that widely adopt English terminology.

4.2.3 Alternation

Alternation appears when the speaker shifts from Indonesian construction to a relatively complete English construction.

“Dia termasuk yang *number one* di Korea.”

“Kalau Suzuki *spare part-nya* akan lebih murah dibandingkan Toyota ya, *in general*.”

“Datsun Go itu benar-benar dibikin LCGC yang *very economic* ya.”

“Nah kalau Honda itu *sparepart-nya* lebih *ready available* daripada Mazda.”

“Kalau lu bawa Mazda sih memang mantap dan *full of performance*.”

“(It) *depends which one you like*, gitu loh.”

These phrases and clauses appear in relatively complete forms and do not undergo morphological adjustment to Indonesian. Therefore, they are more appropriately categorized as alternation rather than insertion. The use of alternation shows that the speaker utilizes resources from both languages to express evaluation, explanation, and opinion more expressively and communicatively.

In particular, in the utterance “(It) *depends which one you like*,” code shift occurs at the clause level, showing the speaker’s bilingual competence in combining Indonesian and English spontaneously in oral interaction.

Overall, Data 2 shows that code-mixing is dominated by insertion, especially in the form of technical automotive, vehicle-transaction, and product-evaluation terms. In addition, congruent lexicalization is found in forms that have become morphologically integrated with Indonesian, such as *feature-feature-nya*, *luxury-nya*, and *nge-tuning*. Alternation appears through the use of relatively complete English phrases and clauses, such as number one, in general, ready available, full of performance, and which one you like. These findings indicate that code-mixing in the podcast functions not only as borrowing of technical terms, but also as a communicative strategy to clarify information, strengthen evaluation, and build a speaking style that is professional yet close to the automotive community.

4.3. Code-Mixing in the Podcast “130 Jt-an Mending CR-V Gen 3 atau Harrier Gen 2?”

The third topic analyzed is “130 Jt-an Mending CR-V Gen 3 atau Harrier Gen 2?”. This episode compares two popular sport utility vehicles by discussing their specifications, performance, maintenance, and long-term ownership value. The analysis identified several instances of Indonesian–English code-mixing, which were classified according to Muysken’s (2000) typology: insertion, alternation, and congruent lexicalization. The classification of the identified code-mixing data is presented in Table 3.

Table 3. Classification of Code-Mixing Data in the Topic “130 Jt-an Mending CR-V Gen 3 atau Harrier Gen 2?”

No	Code-Mixing Form	Linguistic Category	Type of Code-Mixing	Meaning/Function
1	engine	Noun	Insertion	engine
2	size	Noun	Insertion	size
3	body	Noun	Insertion	vehicle body
4	platform	Noun	Insertion	vehicle platform/basic architecture
5	purely because	Conjunctive phrase	Alternation	solely because

6	spare part-nya	Noun phrase	Congruent lexicalization	spare parts
7	di-acquire-nya	Verb	Congruent lexicalization	obtained/acquired
8	di-overhaul	Verb	Congruent lexicalization	overhauled / fully repaired
9	overhaul	Verb	Insertion	major repair / thorough overhaul

Based on Data 3, Indonesian–English code-mixing is realized in the forms of insertion, alternation, and congruent lexicalization. The most dominant form is insertion, especially in the form of technical automotive terms related to engines, vehicle components, specifications, and maintenance processes. In addition, congruent lexicalization is found, marked by the integration of English elements with the Indonesian morphological system. These findings show that code-mixing is used as a strategy to convey technical information more concisely, accurately, and in accordance with the characteristics of automotive discourse.

4.3.1 Insertion

The insertion form appears in the insertion of English nouns and phrases into Indonesian structures. Data in this category include *engine*, *size*, *body*, *spare part*, *platform*, and *overhaul*.

“Sebenarnya *platform* yang dipakai sama aja, ya.”

“Mereka cuman ganti *body* dikit sama *engine-nya*.”

“Kalau Nissan Juke transmisinya masih bisa *di-overhaul* dan banyak teknisi yang bisa *overhaul* Nissan Juke.”

These terms are used to explain vehicle components, specifications, and technical conditions. The use of English vocabulary shows that these terms have become part of the automotive register and are considered more familiar than their Indonesian equivalents. Therefore, the speaker tends to retain the original form in order to maintain meaning accuracy and communication efficiency.

In addition to single words, insertion is also found in noun phrases:

“Karena Peugeot itu biasanya *spare part-nya* jauh lebih susah.”

In this data, the phrase *spare part* is used to refer to vehicle spare parts. The use of this term shows the speaker’s tendency to retain expressions that are already common in the automotive community.

4.3.2 Congruent Lexicalization

Congruent lexicalization appears when English elements are integrated into the Indonesian morphological system.

“Mereka cuman ganti *body* dikit sama *engine-engine-nya*.”

“Karena Peugeot itu biasanya *spare part-nya* jauh lebih susah ya kan *di-acquire-nya*.”

“Kalau Nissan Juke transmisinya masih bisa *di-overhaul*.”

In these data, English elements are not only inserted as foreign vocabulary, but have also undergone morphological adjustment through reduplication, the prefix *di-*, and the clitic *-nya*. The form *engine-engine-nya* shows a combination of an English noun with Indonesian reduplication and cliticization. Likewise, *di-acquire-nya* and *di-overhaul* show integration of English verbs with the Indonesian affixation system.

This phenomenon shows that the boundary between Indonesian and English becomes more fluid because elements from both languages are used together within the same grammatical construction. In the automotive podcast context, these forms reflect the productive use of technical terms that have become part of everyday communication among automotive practitioners and enthusiasts.

4.3.3 Alternation

Alternation is found in the use of a relatively complete English construction within Indonesian speech.

“Gua lebih pilih Avanza, satu, *purely because* kursinya, Bro.”

The phrase *purely because* is used to introduce a reason or argument supporting the speaker’s opinion. Unlike insertion, which only inserts lexical units, this form preserves the English phrase as a whole, indicating a code shift from Indonesian to English at the phrase level.

The use of this form serves to emphasize the reason being presented while also creating a more expressive and communicative speaking style. This shows that code-mixing is used not only to name technical terms, but also to support rhetorical strategies in expressing opinions.

Overall, Data 3 shows that code-mixing is dominated by insertion in the form of technical automotive terms such as *engine*, *platform*, *body*, *spare part*, and *overhaul*. In addition, congruent lexicalization is found in the integration of English elements with the Indonesian morphological system, such as *engine-*

engine-nya, *di-acquire-nya*, and *di-overhaul*. Alternation is found in the use of the phrase *purely because*, which appears as a relatively complete English construction. These findings show that code-mixing in the podcast functions not only as a means of naming technical terms, but also as a communicative strategy to clarify explanations, strengthen arguments, and build a speaking style that suits the characteristics of automotive discourse.

4.4. Code-Mixing in the Podcast “8 Mobil yang Layak Dibeli di 2026”

The fourth topic analyzed is “8 Mobil yang Layak Dibeli di 2026”. This episode presents recommendations for 8 vehicles considered worth purchasing in 2026 by evaluating their performance, reliability, maintenance costs, and overall value. The analysis identified various instances of Indonesian–English code-mixing, which were classified according to Muysken’s (2000) typology: insertion, alternation, and congruent lexicalization. The classification of the identified code-mixing data is presented in Table 4.

Table 4. Classification of Code-Mixing Data in the Topic “8 Mobil yang Layak Dibeli di 2026”

No	Code-Mixing Form	Linguistic Category	Type of Code-Mixing	Meaning/Function
1	Sorry to say	Phrase	Alternation	sorry to say / regretfully
2	smart buyer	Noun phrase	Alternation	smart buyer
3	It's a simple car	Clause	Alternation	it is a simple car
4	it's a car, normal car, normal size car	Clause	Alternation	it is a car, a normal car, a normal-sized car
5	fun drive	Adjectival phrase	Alternation	enjoyable to drive
6	history-nya	Noun	Congruent lexicalization	vehicle history
7	happy	Adjective	Insertion	happy / satisfied
8	basically	Adverb	Insertion	basically
9	nge-edit	Verb	Congruent lexicalization	to edit / modify
10	remap	Verb	Insertion	remap / reprogram the ECU
11	software	Noun	Insertion	software

12	worth it	Adjectival phrase	Alternation	worth buying / worthwhile
13	four seat	Noun phrase	Alternation	four seats
14	small	Adjective	Insertion	small
15	full-size	Adjective	Insertion	full-size / large
16	flat	Adjective	Insertion	flat
17	subscribe	Verb	Insertion	subscribe to the channel
18	like	Verb	Insertion	like / enjoy content

Based on Table 4, which summarizes the code-mixing data found in the #MendangMending podcast episode “**8 Mobil yang Layak Dibeli di 2026,**” Indonesian–English code-mixing is realized in the forms of insertion, alternation, and congruent lexicalization. The most dominant form is insertion, particularly in the use of technical automotive terms, vehicle technology, and evaluative expressions embedded within Indonesian utterances. In addition, alternation appears in the use of complete English phrases and clauses, while congruent lexicalization is reflected in the integration of English elements into the Indonesian morphological system. These findings indicate that code-mixing functions as a communicative strategy to clarify information, express evaluations of vehicles, and create a more engaging and expressive style of communication.

4.4.1 Insertion

The insertion form appears in the insertion of English lexical items into Indonesian utterances. The data in this category include *history*, *software*, *remap*, *upgrade*, *happy*, *small*, *full-size*, *flat*, and *basically*.

“Eh, kalau second lu lihat dulu *history-nya*.”

“Enggak semua *software* juga bisa.”

“Tukang *remap* yang bisa melakukan itu.”

“Berarti Yaris yang udah *upgrade*.”

“*Happy* banget.”

“Tiga baris yang *small* cukup enggak?”

“Yang *full size* sekalian nih.”

“Cuman *basically* kalau gua, gua akan cek itu.”

In these data, the main syntactic structure remains Indonesian, while the English elements function as lexical insertions. The use of these terms shows that the speaker retains vocabulary that is considered more practical, more specific, and more common in the automotive community and digital media.

Some forms also undergo grammatical adjustment, for example *history-nya*, which shows that the English element has integrated into Indonesian construction through the addition of the clitic *-nya*.

4.4.2 Congruent Lexicalization

Congruent lexicalization is found in the following utterance:

“Karena kalau lu mau *nge-edit* itu, itu cuman bisa dilakukan beberapa alat doang.”

The word *edit*, which comes from English, receives the Indonesian verbal prefix *nge-*, forming the hybrid construction *nge-edit*. This form shows that the English element is not only inserted as foreign vocabulary, but has also integrated with the Indonesian morphological system. The phenomenon illustrates the use of both languages within the same grammatical frame.

4.4.3 Alternation

Alternation appears in the use of relatively complete English phrases and clauses in the middle of Indonesian utterances.

“Koh saranin Koh mobil yang masih *worth it*.”

“Ya, gua akan lebih selektif dan akan menjadi *smart buyer* tentunya.”

“Gimana ya itu menyenangkan, *fun drive*.”

“Oke *four seat* cukup enggak?”

“Sorry to say, mobil ini banyak dipakai untuk mobil capek.”

“Nah, *compact hatchback* 2018–2020.”

These phrases are used without morphological adaptation to Indonesian. Therefore, they are more appropriately categorized as alternation because the speaker shifts to a relatively complete English construction to convey a concept more briefly and expressively.

Alternation also occurs at the clause level, such as:

“Mobilnya simpel. *It's a simple car.*”

“Dan *it's a car, normal car, normal size car.*”

In both data examples, the speaker uses a complete English clause to strengthen the evaluation of the vehicle being discussed. The use of English clauses allows the speaker to express judgment more firmly and communicatively without reducing the fluency of the utterance.

Overall, Data 4 shows that code-mixing is dominated by insertion, especially terms related to vehicle history, technology, modification, and product evaluation. Congruent lexicalization appears through the integration of English elements with the Indonesian morphological system, as in nge-edit. Meanwhile, alternation appears through the use of relatively complete English phrases and clauses, such as *worth it, smart buyer, fun drive, sorry to say*, and *it's a simple car*. These findings show that code-mixing in the podcast functions not only to name technical terms, but also as a communicative strategy to clarify judgment, strengthen arguments, and create a delivery style that is more vivid and closer to the automotive audience.

5. Research Conclusion

This study shows that the use of code-mixing in the *Dokter Mobil Indonesia* podcast segment #MendangMending is part of the communication characteristics of the automotive domain, which is strongly influenced by English terminology. Analysis of the research data shows that code-mixing is realized in three forms:

insertion, alternation, and congruent lexicalization, with insertion as the most dominant form.

The dominance of insertion indicates that most automotive terms, vehicle technologies, transactions, and car maintenance expressions are more often conveyed through English vocabulary, which is considered more specific, concise, and familiar to the automotive community. On the other hand, the use of alternation and congruent lexicalization shows that the speaker does not merely borrow foreign vocabulary, but also utilizes resources from both languages simultaneously to support communicative effectiveness.

These findings indicate that code-mixing in automotive podcasts functions not only as a linguistic phenomenon, but also as a pragmatic strategy to build speaker credibility, clarify technical information, strengthen arguments, and create closeness with the audience. Thus, code-mixing becomes one of the important features in the formation of automotive register in digital media, especially podcasts that discuss vehicle comparisons and recommendations.

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**PETUNJUK BAGI PENULIS
JURNAL ILMU SOSIAL CARITAS PRO SERVIAM**

1. Naskah merupakan suatu kajian masalah bidang Ilmu Ekonomi, Sosial dan Humaniora baik hasil penelitian maupun hasil pemikiran yang belum pernah dipublikasikan. Naskah ditulis berdasarkan kaidah penulisan Bahasa Indonesia yang baik dan benar Pedoman Umum Ejaan Bahasa Indonesia (PUEBI). Naskah diketik dengan huruf Times News Roman, ukuran 12, spasi ganda, dicetak di atas kertas HVS ukuran kwarto sebanyak 10-30 halaman.
2. Judul tidak lebih 12 kata, ditulis dengan huruf kapital 14, spasi tengah
3. Nama penulis dicantumkan tanpa gelar
4. Abstrak ditulis dalam satu paragraph, maksimum 200 kata, dengan ketikan spasi 1 dan dicetak miring. Abstrak ditulis dalam bahasa Inggris bagi naskah Bahasa Indonesia dan ditulis dalam Bahasa Indonesia bagi naskah Bahasa Inggris. Abstrak disertai kata-kata kunci (*key words*)
5. Sistematika naskah hasil penelitian:
 - a. Judul
 - b. Abstrak
 - c. Pendahuluan
 - d. Metode Penelitian
 - e. Hasil dan Pembahasan
 - f. Kesimpulan dan Saran
 - g. Daftar Pustaka
6. Sistematika naskah hasil Pemikiran:
 - a. Judul
 - b. Abstrak
 - c. Pendahuluan
 - d. Pembahasan
 - e. Penutup atau Kesimpulan
 - f. Daftar Pustaka
7. Ketentuan Penulisan Daftar Pustaka
 - a. Penulis diurutkan berdasarkan alfabetis, nama akhir/ keluarga sebagai urutan pertama atau nama institusi yang bertanggung jawab atas tulisan. Nama penulis diakhiri tanda titik (.)
 - b. Tuliskan tahun terbit karya pustaka dan diakhiri tanda titik (.)
 - c. Tuliskan judul karya pustaka dari seorang penulis lebih dari satu, penulisan diurutkan secara kronologis waktu penerbitan
 - d. Penulisan referensi dari internet terdiri: judul, penulis, alamat website dan keterangan akses/ *down load*
8. Gambar, grafik, dan tabel disajikan dengan diberi nomor urut dan sumber

9. Biodata ditulis dalam bentuk narasi memuat nama lengkap, tanggal dan tempat lahir, keterangan selesai pendidikan S1/S2/S3, pekerjaan, alamat e mail, bidang kerja/ bidang ajar dan karya ilmiah yang pernah ditulis \
10. Naskah yang dikirim dapat:
 - a. Diterima tanpa perbaikan
 - b. Diterima dengan perbaikan dari redaksi
 - c. Diperbaiki oleh penulis dan dipertimbangkan dalam rapat dewan redaksi