

Sociolinguistic Insights into Youth Language Phenomena: Patterns and Influences in South Jakarta through the Lens of #BeritaAkhirPekan Podcast

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ABSTRACT

Language use among urban youth, particularly in South Jakarta, has become an intriguing topic in sociolinguistic studies. This study analyzes the phenomena of code-mixing, code-switching, and language interference in the digital platform of the #BeritaAkhirPekan podcast. Using a qualitative approach and content analysis method, data were collected through podcast selection, verbatim transcription of conversations, and categorization based on the observed linguistic phenomena. The findings reveal that code-mixing is frequently employed to reflect modernity, global exposure, and social status, whereas code-switching is strategically used to clarify messages and create a professional and global impression. Language interference occurs at the morphological and phonological levels through the adaptation of terms. These findings have significant implications for language education, particularly in teaching strategies for bilingual or multilingual students. The patterns of code-mixing and code-switching can serve as authentic resources in language learning to enhance linguistic awareness and effective communication. Furthermore, this study's findings can inspire curriculum development that is more adaptive to the modern linguistic dynamics of urban environments. The integration of digital platforms such as podcasts in language learning can also enrich digital literacy, critical thinking, and cultural awareness. In teacher training, it is crucial for educators to recognize and incorporate students' bilingual practices to create an inclusive learning environment. From a language policy perspective, this study recommends support for bilingualism in schools and adjustments to assessment standards to better reflect real-world linguistic practices.

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1. INTRODUCTION

The phenomenon of language use among young people in South Jakarta (Jaksel) has become an intriguing subject in sociolinguistic studies. As part of the digital generation, Jaksel youth demonstrate highly dynamic language tendencies, particularly on digital media platforms such as podcasts on YouTube. One of the main characteristics that stand out is the widespread practice of code mixing, code-switching, and language interference between Indonesian and English (Fitria, 2024). This phenomenon not only reflects the complex social and cultural realities but also indicates a shift in language attitudes and social identity among urban youth (Rosenmann, Reese, & Cameron, 2016; Rachman, et al., 2024).

The language phenomenon observed among Jaksel youth in various informal communication platforms, such as podcasts, illustrates complex linguistic dynamics, notably in the popular podcast #BeritaAkhirPekan. This podcast serves as a medium that accommodates code mixing, code switching, and language interference as forms of social identity expression and urban lifestyle. Jaksel youth tend to combine Indonesian with English in their utterances to enhance the sense of modernity, globalization, and belonging to a particular community (Alfiansyah, 2024). From a sociolinguistic perspective, this code-mixing practice is influenced not only by situational factors, such as the context of conversation or interlocutors, but also by social factors, such as status, education, and digital presence (Gonzales & Tsang, 2023). The #BeritaAkhirPekan podcast plays a significant role as a digital public sphere, facilitating the emergence of this hybrid language variety, thereby reinforcing the distinctive communicative style of Jaksel youth as a symbol of flexible, creative, and cosmopolitan communication.

The primary issue arising from this phenomenon is how Jaksel youth use language as a communication tool reflecting their social identity. Code mixing and code-switching practices are often employed not merely due to a lack of language proficiency but as a form of expression of a modern and cosmopolitan identity (Hall & Nilep, 2015). Frequently, they mix Indonesian and English within a single sentence or conversation to convey a sense of global lifestyle, social status, and familiarity with Western popular culture.

The state of the art in research on language use among youth indicates that most previous studies have focused on language use in formal and non-formal domains, such as schools and workplaces. Some studies have also examined code-mixing and code-switching phenomena on social media, but in-depth research on language use in podcasts as an audio-visual communication medium remains relatively scarce. Podcasts on YouTube, as an interactive and popular communication platform among youth, have not received much attention in the context of urban sociolinguistics, particularly regarding mixed language usage. Several previous relevant studies can be noted.

Research by Fidela, Asfar, & Syahrani (2024) analyzed various forms of code mixing used in the speech of Cinta Laura and Maudy Ayunda in the *Bicara Cinta* podcast. The findings identified four forms of code mixing: intra-sentential code-mixing, inter-sentential code-mixing, tag-switching, and intra-word code-mixing. Code-switching was influenced by social media, social environment, and the need for self-expression (Shasmeen, Eliana, Areta, & Rahmadhani, 2024). This phenomenon not only reflects social and cultural dynamics but also serves as a medium for adolescents to express identity and interpersonal relationships. Furthermore, research by Eliastuti et al. (2023) identified instances of code-switching between Indonesian and English, as well as instances of interference in mixed language usage.

The research gap identified is the lack of studies specifically addressing the phenomena of code-mixing, code-switching, and language interference in podcasts among Jaksel youth. Podcasts, as a digital communication medium, possess unique characteristics—being informal yet capable of reaching a broad audience (Sullivan, Aufderheide, Bonini, Berry, & Llinares, 2020). Language use in podcasts reflects more natural and spontaneous communication patterns compared to text-based social media, offering richer data for analysis. Additionally, studies on language interference remain limited, particularly in the context of language use in digital media such as podcasts (Yadav, 2021). Language interference, which occurs when elements of a foreign language structure influence the use of the native

language, requires further investigation to understand its impact on the development of the Indonesian language among young people.

The success of this study is expected to provide new contributions to the field of sociolinguistics by highlighting aspects of language use in audio-visual digital media (Mazúr, 2021; Marlina et al., 2024). The novelty of this research lies in its specific focus on Jaksel youth as a social group with distinctive lifestyles and communication patterns, as well as its use of podcasts as the primary data source. This study will enrich the sociolinguistic literature on urban language by presenting a new perspective on the dynamics of mixed language usage in digital environments. The research will not only analyze the patterns of code-mixing, code-switching, and language interference but also explore the social and cultural factors influencing these phenomena (Ulya, 2017; 2022).

The study of linguistic phenomena involving code-mixing, code-switching, and language interference has significant implications for language education, particularly for bilingual or multilingual students in urban settings (Sari et al., 2024; Rachman et al., 2023). The use of mixed languages in podcasts can serve as an authentic learning resource, enabling students to understand differences in language structures and enhance their communication skills in multilingual contexts. Thus, educators can leverage this practice as a more relevant teaching strategy, helping students develop linguistic awareness and comprehend how language use reflects social and cultural identity.

The findings of this study can also contribute to curriculum development that is more adaptive to the dynamics of urban language. In other words, incorporating mixed-language content into learning materials can enhance the relevance and effectiveness of education, preparing students to engage in multilingual interactions in social and professional environments (Afnita, 2022; Afnita, et al., 2021; 2022). Therefore, integrating digital platforms such as podcasts into the learning process can enrich students' digital literacy, train critical thinking skills, and increase their awareness of linguistic variations in digital media, which is becoming increasingly dominant in everyday life (Gani et al., 2022; Kariyati et al., 2024; Ferdiansyah et al., 2023).

In the context of teacher training and language policy, programs are needed to help educators recognize and appreciate the diverse linguistic practices of their students as assets rather than obstacles to learning (Ulya et al., 2022; 2023; Efrianto et al., 2024; Boeriswati et al., 2021; Erni et al., 2021). Adequate training can develop more inclusive pedagogical approaches, support the productive use of mixed languages in the classroom, and create a learning environment that is more responsive to the needs of multilingual students. The findings of this study are expected to support the promotion of bilingual education and the adjustment of assessment standards to better reflect linguistic realities in society so that educational policies can be more inclusive and relevant in addressing the challenges of globalization. Thus, the findings of this study are expected to provide more comprehensive insights into changing language behavior among urban youth and its implications for the development of the Indonesian language in the context of globalization.

2. METHODS

This study employs a qualitative approach with a content analysis method. This type of research was chosen because it is well-suited for examining linguistic phenomena in depth, based on data collected from digital media in the form of podcasts (Drisko & Maschi, 2016). The primary objective of this method is to identify and understand patterns of mixed language use and the underlying factors influencing them.

Data were collected from a popular podcast produced by South Jakarta youth, with a total duration of over one hour. The selection of the podcast was based on its popularity, the audience demographics reflecting urban youth, and its thematic relevance to this study, namely the use of mixed language in casual conversations. Podcasts were chosen as the research medium due to their ability to capture more natural language use compared to text-based social media. In podcasts, speakers tend to converse spontaneously with minimal editing, providing more authentic data on

how young people use language in everyday interactions. Furthermore, podcasts allow for the exploration of prosodic aspects, such as intonation and speech rhythm, which are often lost in written text. From an ethical standpoint, respect for the intellectual property rights of podcast creators is a primary concern.

The collected data are used solely for academic analysis without altering or redistributing the original content. Transparency is also maintained by openly stating the research objectives and ensuring that data sources are properly cited. The data collection process involves the following steps: (1) determining data sources, where podcasts are selected based on specific criteria, namely those produced by Jaksel youth, featuring natural conversational content, and utilizing a mixture of Indonesian and English; (2) transcribing data, where all conversations in the selected podcast episodes are transcribed verbatim to obtain textual data encompassing words, phrases, clauses, and sentences; (3) selecting and categorizing data, where portions of the transcripts containing phenomena such as code mixing, code switching, and interference are selected and grouped according to the type of linguistic phenomenon observed; (4) identifying language patterns by recognizing common patterns in the use of code mixing, code switching, and interference; and (5) analyzing causal factors, which involves examining the social, cultural, and linguistic factors influencing these language phenomena through a sociolinguistic perspective.

The data analysis technique is conducted using an inductive approach, where patterns and general themes are identified from the collected data. Inductive analysis allows the researcher to draw conclusions based on specific data without being constrained by rigid initial hypotheses. The researcher does not utilize software tools but relies on manual note-taking to identify key patterns in code-mixing, code-switching, and language interference. Conclusions are drawn through a systematic analysis of linguistic patterns, considering the social and cultural factors underlying mixed-language use.

To ensure the validity and reliability of the data, this study employs a theory triangulation technique. Triangulation is carried out by comparing the results of data analysis with relevant sociolinguistic theories, such as theories on code mixing, code switching, and language interference. In data interpretation, researcher reflexivity is recognized as an essential aspect of this study. To minimize bias, discussions with peers and reflective journal entries were conducted throughout the analysis process. Additionally, theoretical triangulation was applied by comparing the findings with relevant sociolinguistic theories, such as Muysken's (2000) theory of code-mixing and Norton's (2013) theory of linguistic identity, to strengthen the validity of the research findings.

3. FINDINGS AND DISCUSSION

3.1 Code Mixing Phenomena

Code mixing is the process of combining two or more languages in a single utterance, where elements from different languages, such as words, phrases, or clauses, are used simultaneously by the speaker. This phenomenon frequently occurs in bilingual or multilingual societies, particularly in informal situations. In code mixing, speakers do not fully switch from one language to another but rather blend linguistic elements to enrich expressions or facilitate communication. Code mixing is commonly found in bilingual or multilingual communities, where speakers integrate languages as part of their interaction. Based on data classification, instances of Indonesian-English code mixing used by South Jakarta youth can be observed in the YouTube podcast #BeritaAkhirPekan on the online media platform USS Feed. The analysis of code mixing usage is presented as follows:

Data 1:

"Wah jahat sih lu ngatain dia jelek berarti friend kalau kayak gitu."

The code mixing in this sentence can be seen in the use of the word friend from English, which blends with Indonesian. The word friend is typically used to replace the Indonesian word teman. Such usage frequently occurs in informal contexts, especially among South Jakarta youth.

Data 2:

"... habis ini nikahan gua lu upload beneran terus nanti terus nanti gak upload."

Code mixing is also evident in the use of the English word upload blended with Indonesian. The term upload replaces the Indonesian equivalent *unggah*. This practice is common among South Jakarta youth, particularly when referring to technological terms.

Data 3:

"Sas sas bukan yang kau soft selling soft selling itu, betul Heeh."

The example above demonstrates code mixing in the form of the English phrase soft selling combined with Indonesian. The phrase soft selling is commonly used in marketing contexts. The speaker may prefer using the original English term due to a lack of an appropriate equivalent or because they find it more convenient to use the English version.

Data 4:

"Sebagai streamer of the year 2024 wajar ya."

This example shows that code mixing among South Jakarta youth involves not only individual words but also phrases. The phrase streamer of the year represents code mixing in the form of an English phrase blended with Indonesian. This clause is used to indicate an award or status, which might be more relevant or commonly used in English within the streaming community.

3.2 Code-Switching Phenomena

In sociolinguistics, code switching refers to the phenomenon of alternating between two or more languages or language varieties within a single conversation or communicative context. This phenomenon frequently occurs in multilingual societies and reflects the social, cultural, and individual identity dynamics. In urban communities, for instance, code switching often serves as a symbol of modernity or group solidarity. The following analysis examines instances of English code switching in the #BeritaAkhirPekan podcast on the online media platform USS Feed.

Data 5:

"We listen, we don't judge juga enggak bisa kanak ba listen aja udah sulit."

The use of the code-switched phrase We listen, we don't judge in this sentence conveys empathy and non-judgment, employing a popular expression frequently found in English-language media. This reflects the distinctive communication style of urban communities that often consume global content, making the expression more relatable to the audience familiar with it. Additionally, English code-switching enhances the message's impact, while Indonesian maintains the connection with the local audience.

Data 6:

"Aja enggak ada yang single satu deh sing a long gitu."

The code-switching in this sentence illustrates pop culture affiliation, where international music terminology becomes part of everyday conversation. The word single refers to either an individual's status or a song, carrying a universal meaning understood by the audience. Moreover, the phrase sing a long refers to the activity of singing together, using a popular English term in music culture. English code switching in this context indicates closeness to global entertainment, enhancing the informal tone and maintaining relevance with South Jakarta's young audience while creating a "trendy" effect.

Data 7:

"Bisa dapat 50% if you tell me in the first cuman memang lu pas lagi."

This sentence uses code-switching in the phrase *If you tell me in the first*. The phrase functions to convey information using a more concise and natural English expression, while the numerical reference *50%* increases the statement's appeal by emphasizing logical values. Additionally, the use of English code-switching emphasizes modern values such as transparency and efficiency, making it suitable for an audience accustomed to similar terms in digital media.

3.3 Interference Phenomena

Interference refers to a linguistic phenomenon in which elements from one language influence the structure or use of another language, occurring at phonological, morphological, syntactic, or semantic levels. Interference often appears in bilingual or multilingual communities, where speakers mix linguistic elements in their daily communication. The following analysis examines instances of English interference in the #BeritaAkhirPekan podcast on the online media platform USS Feed.

Data 8:

"Sekarang kurus gitu tuh pamer-pamer ya gua belum kurus juga kan masih otw lah."

The example above illustrates morphological interference through the use of the English abbreviation *otw* (on the way). Morphological interference is evident in the use of a foreign term (in abbreviated form) to convey the concept of progression toward a goal. This term has been adapted and is frequently used in everyday Indonesian among youth. *Otw* emphasizes an ongoing process, reflecting the influence of English in informal conversations.

Data 9:

"Gaji kan yang dibagiin itu 3 triliun Pren duit Taylor Swift satu orang enggak."

The word *Pren* (a variation of friend) is an example of phonological interference commonly used in conversation. Phonological interference is observed in the adaptation of the pronunciation of friend into *Pren*, indicating English influence with phonological modifications to suit the Indonesian language structure. The term *Pren* is employed to create a casual and familiar tone in informal speech.

Data 10:

"Berapa konten yang belum diupload lagi e ada dua ada dua masih ada dua yang Mbak."

This sentence exhibits morphological interference with the use of the English term *upload* in a passive Indonesian construction (*di- + upload*). Morphological interference occurs when foreign terms are directly adapted into another language without translation. This term has become widely used in Indonesian, particularly in digital media contexts, to convey information concisely.

Data 11:

"Masih tahu nih first date-nya ngapain nonton gitu-gitu ini ngedate di umur 90."

This example demonstrates morphological interference involving the English terms *first date-nya* and *ngedate*. Morphological interference is seen in the integration of the word *date* into an Indonesian verb form with the affixes *-nya* and *nge-*. These terms reflect the influence of global pop culture, where English terms are used to describe romantic activities.

3.4 Analysis of Indonesian-English Linguistic Phenomena among South Jakarta Youth

The phenomena of code mixing, code-switching, and language interference in the speech of urban communities, particularly among the youth of South Jakarta (Jaksel), reflect the dynamic social and linguistic interplay in multilingual environments. The findings of this study reveal that the

incorporation of English elements into Indonesian speech is not merely a linguistic occurrence but also a reflection of social identity, global exposure, and adaptation to technological advancements.

The code mixing identified in the data shows a preference for using English words or phrases such as *friend*, *upload*, *soft selling*, and *streamer of the year*. This usage frequently occurs in informal contexts, particularly in conversations among peers. This phenomenon indicates that English terms are chosen for their simplicity, conciseness, and higher social appeal compared to their Indonesian equivalents. This finding aligns with Muysken (2008) research, which highlights that code mixing serves to enrich expression while meeting the need for more effective communication.

In the current study, code mixing not only functions as a means of lexical enrichment but also serves as a symbol of social status. The use of English terms, such as *streamer of the year*, often signifies a connection with global culture and modern technology. This observation supports Choudhary (2023) and Riswanto (2023) research, which shows that Indonesian youth frequently use English to project a modern and sophisticated image.

The presence of code-mixing in these sentences suggests that English terms are often employed by Jaksel youth because they better reflect modernity, technology, or global trends. Speakers tend to engage in code mixing in informal situations or when communicating with peers who are familiar with the terms. Furthermore, the instances of code mixing identified in the analysis highlight the dynamic interaction between two or more languages in a multilingual society. This practice reflects linguistic adaptability as well as cultural and social influences.

Code mixing often occurs when speakers cannot find an appropriate equivalent in Indonesian. For example, terms like *soft selling* and *streamer* are technical terms with specific meanings that are difficult to translate without losing their intended nuances. In such cases, using English terms is perceived as more efficient and precise. Code mixing is not solely employed for practical reasons but also as a marker of social identity. By using English terms, speakers can convey modernity, professionalism, or affiliation with the global community. In informal contexts, such as peer conversations, code-mixing can also foster a sense of solidarity and camaraderie among members of specific social groups (e.g., Jaksel youth).

The study findings indicate that code-switching, as seen in sentences like *We listen, we don't judge* and *If you tell me in the first*, is strategically used to achieve specific communicative effects. Switching to English lends an impression of modernity, professionalism, or global relevance, especially when such phrases emphasize international values like empathy, transparency, or efficiency. This aligns with Auer's (2005) theory, which posits that code-switching is often employed to tailor communication style to the audience or context.

Additionally, the instances of language interference reveal how English elements influence Indonesian language structures at the morphological, phonological, and syntactic levels. Examples such as *otw* (on the way), *pren* (friend), and *diupload* illustrate how English words have been adapted to fit Indonesian linguistic structures. The term *ngedate*, for instance, exemplifies the integration of English elements with local affixes like *nge-* and *-nya*. This supports Haugen (1950) findings that interference commonly occurs when there is intensive contact between two languages.

English has become a symbol of modernity, especially among urban communities. Its use signals affiliation with certain social groups, such as youth who are perceived as cosmopolitan and educated. For example, the phrase *We listen, we don't judge* conveys the intended values (tolerance and empathy) more effectively in English, while terms like *single* and *sing a long* signify affiliation with international music or pop culture community. The phrase *If you tell me in the first* replaces a longer Indonesian expression, *kalau kamu kasih tahu aku dari awal*, thereby demonstrating a preference for brevity. In this context, code-switching creates a casual and trendy impression, in line with the informal nature of podcast conversations.

Young people in South Jakarta are frequently exposed to English-language media (films, songs, social media), which influences their communication styles. In certain social groups, the use of English signifies membership in a modern and trendy community. Some terms, such as *single* or *sing*

a long, lack equally efficient equivalents in Indonesian. Additionally, in urban communities, mixed language use is often employed to ensure that messages are comprehensible to audiences with diverse linguistic backgrounds.

Code-switching adds a cosmopolitan and trendy nuance to conversations by combining English and Indonesian. English is used for terms associated with global values such as empathy (we don't judge), social status (single), or pop culture activities (sing along), while Indonesian remains the primary medium to ensure broader local comprehension. In other words, the use of English serves as a marker of modern and urban group identity. The audience of Jaksel youth podcasts is familiar with English, making code-switching acceptable and enhancing the relevance of the conversation.

The use of code-switching in the data demonstrates that English is employed to increase communicative appeal. For instance, the phrase We listen, we don't judge conveys empathy more effectively than its Indonesian translation. In such cases, English is chosen because the audience is presumed to be more familiar with the expression through their consumption of global media content. This finding reinforces Poplack (1980) assertion that code-switching is frequently used to reinforce emotional messages or emphasize certain aspects of a conversation.

Language interference in the data highlights how technology and global pop culture influence the development of Indonesian. Terms such as *upload*, *otw*, and *ngedate* reflect the integration of English elements into everyday conversations, representing the digital lifestyle of today's youth. Such adaptations have long been recognized by Cornips (2014) as a result of intensive linguistic contact.

The use of English elements in the conversations of *Jaksel* youth also reflects identity dynamics. Language choice often serves as a symbol of group solidarity and social identity. In this context, English functions not only as a communication tool but also as a lifestyle marker associated with modernity and globalization. The study findings indicate that the preference for English in informal conversations also reflects the influence of digital media. Podcasts, social media, and other online platforms provide an environment where English vocabulary and expressions are frequently used. This accelerates the adoption of English elements into daily language, particularly among urban youth who are highly exposed to global content.

Compared to previous studies that primarily focused on traditional bilingual communities, these findings offer new insights into how urban youth use language in the digital era. Code mixing and code-switching not only reflect bilingualism but also represent lifestyle and cultural preferences. Moreover, the phenomena revealed in this study have significant implications for sociolinguistic research, particularly in the context of globally connected urban societies. Language is not merely a communication tool but also a means of negotiating identity and social positioning. Therefore, further research is needed to understand how these phenomena evolve in other multilingual communities and their impact on the future development of the Indonesian language.

3.5 Analysis of the Factors Behind the Indonesian-English Language Phenomenon Among South Jakarta Youth

The phenomena of code-mixing, code-switching, and language interference in bilingual or multilingual societies are the result of various factors rooted in linguistic, social, psychological, and cultural aspects. This study aims to identify and explain the driving factors behind the emergence of these phenomena, particularly in the context of urban communities such as South Jakarta (Jaksel).

One of the primary factors contributing to code-mixing and code-switching is the social context and the need to assert group identity. Young people in South Jakarta often incorporate English elements into their speech to signal solidarity with certain communities or to assert their identity as part of a modern and cosmopolitan group. English is frequently perceived as a symbol of high social status, a global lifestyle, and openness to international culture. This is consistent with Fishman (2020) assertion that language choice can serve as a means of signaling social affiliation.

Globalization has expanded the reach of English as an international lingua franca. The consumption of digital media, such as podcasts, YouTube videos, social media, and streaming

platforms, has accelerated the adoption of English elements into everyday conversations. Terms such as streamer, upload, and soft selling have become part of daily communication due to their frequent use in technological and entertainment contexts. As noted by Figueiredo & Gimenez (2018), digital globalization increases society's direct exposure to English, making it more familiar and relevant.

In daily communication, individuals often engage in code-mixing and code-switching to achieve specific goals, such as clarifying meaning, emphasizing points, or creating emotional appeal. English phrases, such as *We listen, we don't judge*, are often perceived as more expressive than their local language translations. Additionally, speakers may feel more confident using English terms to convey an impression of competence, modernity, or expertise (Wee, 2008).

The limited vocabulary of the Indonesian language in specific fields, such as technology, marketing, or entertainment, encourages the use of English terms, which are considered more specific and relevant. For example, terms like *upload* and *soft selling* are more widely recognized than their Indonesian counterparts, such as *unggah* or *penjualan halus*. This illustrates how the influence of English serves as a practical solution for bridging terminology gaps in the Indonesian language. Urban communities like South Jakarta are often composed of individuals fluent in two or more languages. Intense contact between Indonesian and English in daily life facilitates code-mixing and code-switching. As noted by Cornips (2014), intensive language contact results in interference, particularly when foreign language elements are perceived as more dominant or contextually relevant.

Global pop culture, including music, films, and digital content, plays a significant role in introducing and disseminating English terms among youth. Terms such as *single*, *first date*, and *ngedate* illustrate how English is used to describe experiences closely linked to international pop culture. This factor underscores the dominance of global culture in shaping the linguistic preferences of younger generations. In informal communication, speakers often prefer shorter and more efficient words or phrases. English terms such as *otw* and *upload* are shorter and more direct than their Indonesian equivalents. This efficiency is crucial in modern communication contexts that demand brevity, such as social media conversations or instant messaging.

English is often perceived as having higher prestige in certain societies. Urban youth, in particular, leverage English elements to create an impression of being "trendy" or professional. In some cases, the use of English also reflects the evolving social norms within their communities, where English has become an integral part of daily communication. A high level of education and exposure to English through educational institutions further influence individuals' ability to use English. Young people who have undergone education in bilingual or international systems tend to use English more spontaneously in their conversations. This factor highlights the role of educational institutions in shaping linguistic habits. As a heterogeneous urban area, South Jakarta reflects a dynamic multilingual environment. In such settings, code-mixing, code-switching, and interference become effective communication strategies to adapt to audiences with diverse linguistic backgrounds. These strategies also reflect the openness of urban societies to language variation and innovation.

The findings of this study have significant implications in the context of bilingual education. One of the key aspects that can be leveraged is the use of code-mixing in teaching, which aids students in understanding vocabulary within specific contexts (Gumperz, 1982). By utilizing code-mixing as a pedagogical strategy, educators can create a more inclusive and contextual learning environment for students from diverse linguistic backgrounds. Additionally, language interference observed in bilingual communication can serve as a learning opportunity to enhance students' linguistic awareness, helping them recognize structural differences between languages and comprehend language dynamics more critically (Muysken, 2000). Furthermore, the integration of digital media, such as podcasts, can serve as an authentic tool for language learning. Podcasts featuring code-mixing elements expose students to natural language use in various communication situations, enabling them to develop a more flexible linguistic competence (Crystal, 2003). This approach enriches their learning experience and enhances their language skills in diverse contexts.

The phenomenon of code-mixing and language interference observed in this study can also be compared with language use in rural communities or among older generations. Different social contexts create unique linguistic dynamics, offering additional insights into language development. Further studies could explore how social, cultural, and economic factors influence code-mixing patterns in various communities (Wei, 2013). Moreover, the linguistic changes occurring in bilingual communication may impact the evolution of the Indonesian language in the long term. The integration of English terms into primary usage or shifts in language attitudes could be critical factors in language development (Fishman, 1991). This phenomenon reflects the increasing influence of globalization on language use among younger generations.

The findings of this study also hold value for various stakeholders, including educators, policymakers, and digital content creators. In education, code-mixing strategies can be incorporated into teaching methods to facilitate students' comprehension of academic concepts. For policymakers, understanding language changes can inform the development of more inclusive linguistic policies. Meanwhile, digital content creators can leverage these linguistic trends to produce more engaging and relevant materials for young audiences, thus supporting language learning in a more effective manner.

4. CONCLUSION

The phenomena of code-mixing, code-switching, and language interference in bilingual or multilingual societies, particularly in urban areas such as South Jakarta, reflect complex social, cultural, and linguistic dynamics. These phenomena occur not merely as a result of language interaction but are also influenced by various interrelated factors. Broadly, the factors contributing to these phenomena can be categorized into social, psychological, and cultural aspects. From a social perspective, the use of code mixing and code-switching often serves as a means to assert group identity, foster solidarity, and reflect specific social norms. Urban youth tend to incorporate English elements into their speech as symbols of modernity, a global lifestyle, and social status. For instance, phrases such as "gue lagi meeting" (I am in a meeting) or "mau nge-check tugas dulu" (I want to check the assignment first) are commonly heard in daily conversations, demonstrating how English words seamlessly integrate into Indonesian sentences.

From a psychological standpoint, the need to enhance communication effectiveness, clarify messages, or create emotional appeal is a key reason behind these phenomena. English terms are often chosen because they are perceived to be more expressive, efficient, and linguistically prestigious compared to their local language equivalents. This is evident in marketing discourse, where phrases such as "brand awareness" and "customer engagement" are used instead of their Indonesian counterparts. Meanwhile, from a cultural perspective, globalization and the dominance of international pop culture play significant roles in introducing English terms into daily conversations. Digital content, such as social media, music, and films, accelerates the spread of English elements among urban communities. Moreover, the limited vocabulary of the Indonesian language in certain fields, such as technology and marketing, prompts speakers to use English terms.

Educational environments and exposure to English through bilingual systems or digital media also serve as supporting factors. This linguistic phenomenon holds particular implications for bilingual education and language teaching strategies. For instance, controlled code mixing in classrooms can be strategically employed to enhance vocabulary acquisition among students. Conversely, educators must also address potential language interference in formal instruction to ensure that students develop strong proficiency in both Indonesian and English.

From a cultural standpoint, Indonesian society exhibits both adaptation to and resistance against these linguistic trends. While urban communities, particularly among the younger generation, embrace code mixing as a reflection of modernity and global connectivity, rural areas may show

greater resistance, maintaining linguistic purity as a marker of cultural identity. This divergence suggests that regional context plays a critical role in shaping language attitudes and practices.

Future research could further explore the long-term impact of code mixing on the preservation of the Indonesian language, particularly in non-urban settings where English influence may be less pronounced. Additionally, studies could investigate generational differences in language attitudes, examining whether younger speakers perceive code mixing as a necessity or as a form of linguistic creativity. By contextualizing these observations within specific domains such as technology, entertainment, and education, scholars can gain deeper insights into the evolving role of language in Indonesian society. The phenomena of code-mixing, code-switching, and language interference thus not only illustrate the influence of globalization and modernization but also serve as a testament to the dynamic nature of language as a tool for communication, identity expression, and cultural negotiation in the global era.

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