



Variations In "Code-Mixing" Patterns Within Informal Language Styles Among Gen Z In South Jakarta

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Article Information:

Received June 5, 2026

Revised June 5, 2026

Accepted June 5, 2026

Abstract

This study examines the phenomenon of "code mixing," popularly known as the "Anak Jaksel" (South Jakarta youth) language style, among Generation Z in South Jakarta as of 2025. In the era of globalization, language has transformed from a mere pragmatic communication tool into a vital instrument for forming cultural and social identities. This research aims to comprehensively analyze the variations of code-mixing patterns, the underlying sociocultural factors, and their implications for social identity construction within a global urban society. Using a qualitative approach and in-depth interviews, the study found that the most dominant form of code mixing is *intrasentential*, specifically the insertion of English lexical words into Indonesian sentence structures. Common terms such as "anxious," "literally," or "make sense" are often used spontaneously, influenced by social circles, digital media exposure, and the internet. The findings indicate that this practice serves as a linguistic strategy to create more relaxed, comfortable, and expressive communication. Furthermore, based on Social Identity Theory, codemixing functions as a group identity marker that fosters a sense of belonging and confidence among Gen Z. However, the study also reveals a process of identity negotiation; informants consciously adjust their language by reducing code mixing and using formal Indonesian when interacting with lecturers or older individuals to maintain professionalism and politeness.

Keyword: *Communication, Code Mixing, Social Identity, Gen Z, South Jakarta.*

Journal Homepage <https://ojs.iainbatusangkar.ac.id/ojs/index.php/semantik/index>

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How to cite: Syafitri, I. R., Hendra, T., & Gistituati, N. (2022). The Influence of Principal Leadership and Teacher Dicipline on Teacher Performance. *Al-Fikrah: Jurnal Manajemen Pendidikan*, 10(1), 27. <https://doi.org/10.31958/jaf.v10i1.6007>

Published by: Universitas Islam Negeri Mahmud Yunus Batusangkar Press

INTRODUCTION

Language is a dynamic entity that continuously evolves alongside the social changes of its speakers, especially amidst the borderless flow of globalization in 2025. In metropolitan cities like Jakarta, language is no longer just a pragmatic communication tool; it has transformed into a vital instrument for forming cultural and social identities. One of the most prominent linguistic phenomena sparking widespread discourse is the "code-mixing" style associated with South Jakarta, popularly known as "Anak Jaksel" language. This phenomenon

reflects how shifts in social values and global cultural exposure influence the communication styles of the younger generation. The use of mixed Indonesian and English in daily conversation among Generation Z (Gen Z) in South Jakarta is not merely a fleeting trend, but a form of self-expression signaling modernity and a cosmopolitan urban lifestyle.

In the context of South Jakarta, this phenomenon thrives due to a supportive ecosystem, ranging from bilingual academic environments to the massive influence of social media. According to (Dewi, 2024), language in social media serves as a digital linguistic study that shapes the style of Millennials and Gen Z, where terms like "anxious," "literally," or "make sense" are used spontaneously. From a sociolinguistic perspective, this code-mixing is categorized as *intrasentential*, involving the insertion of English lexical words into Indonesian sentence structures. As noted by (Prasetyaningrum, 2024), social media significantly influences language styles in Indonesian writing among teenagers, creating a linguistic strategy for more relaxed and expressive communication. This style serves as an "identity marker" that distinguishes social groups and affirms the speaker's position within the social hierarchy of the capital city.

RESEARCH METHODOLOGY

The research method is a regularly arranged technique that is used by the author to collect data in conducting research that is tailored to the research object, which in this study focuses on the linguistic patterns of Generation Z in South Jakarta. Methodology is also a general approach to studying research topics, which is influenced by a theoretical perspective that can be used to conduct research, while that theoretical perspective such as *Sociolinguistics and Social Identity Theory* is an explanatory framework that allows researchers to understand data and relate complex data to other situations or events. The research methodology that the author will use is as follows: The method used in this study uses *qualitative research methods* with a descriptive approach, which is an analytical method for studying communication patterns to be analyzed through deep exploration of social interactions.

As stated by (Sugiyono, 2018), qualitative research is a method used to examine the condition of natural objects, where the researcher is the key instrument. Because the analysis of code-mixing is a meaning that is not inherent merely in sentence structure but in the social context of urban communication. The activities of the informants are at the center of attention, where their choice of mixed language popularly known as "Anak Jaksel" language is considered not to lead to arbitrary meaning but has profound social significance. Each linguistic choice emphasizes the interpretation of the subject's identity, by unfolding the layers of daily informal conversation to see the deepest meaning behind their self-expression.

Thus, through the meaning of these interactions, the researcher can reveal the messages embedded in the social "plot" of Gen Z life. This analysis has meaning and is conveyed by the communicator through *intrasentential code-mixing*, which consists of adding English lexical words into Indonesian sentences. The symbols referred to here include language, specific slang, and digital terms which directly describe the thoughts or feelings of the communicator to the communicant. According to (Dewi, 2024), language in social media serves as a digital linguistic study that shapes the communication style of the millennial generation and Gen Z. This methodology is used to explore, interpret, and at the same time deconstruct the thoughts, values, or interests such as modernity and cosmopolitanism that are behind a social text. With this knowledge base, the analysis departs from the assumption that meaning is not singular but comprehensive. As emphasized by (Prasetyaningrum, 2024), social media exposure significantly influences the language style used by teenagers in their daily lives. In this study, what is meant by the "scene" in the show is the image of each verbal interaction and digital chat made by Gen Z in South Jakarta, analyzed through *In-depth*

Interviews to see how these patterns serve as identity markers in a globalized society.

RESULT AND DISCUSSION

The results of this study were obtained through in-depth interviews and observations conducted in late 2025 and early 2026. A total of five informants participated in this study, all of whom are members of Generation Z residing in South Jakarta. In general, the phenomenon of "code mixing" or the "Anak Jaksel" language style is perceived as a natural and essential part of their daily communication, especially in shaping their social identity. Social media is not merely a typical communication platform; rather, it serves as a digital linguistic space that shapes the communication style of Gen Z, as emphasized by (Dewi, 2024), who states that language in social media acts as a digital linguistic study influencing the style of Millennials and Gen Z.

Based on the results of interviews and field observations, the researcher found that in terms of informal communication, the use of code mixing is capable of influencing individual attitudes and group belonging. The effect of these linguistic patterns reflects how the combination of Indonesian and English can influence social dynamics, from increasing confidence to creating a sense of being "connected" or "sefrekuensi" with their peers. This aligns with the findings of (Prasetyaningrum, 2024), who notes that social media exposure significantly influences the language style used by teenagers in their daily lives.

The communication effects resulting from the "Anak Jaksel" code-mixing patterns among Gen Z students in South Jakarta revealed various impacts:

1. **Cognitive Change: Modern Linguistic Awareness** The cognitive effect occurs when there is a change in what the audience knows or perceives. The findings indicate that the informants use code mixing specifically the *intrasentential* type as a conscious linguistic strategy. They are highly aware of modern terms like *anxious*, *literally*, or *make sense*, and they perceive this style as a sign of being well-informed and cosmopolitan.
2. **Affective Change: Emotional Attachment and Social Comfort** Affectively, students showed an increased sense of social comfort and pride when using mixed language. This style evokes emotional responses such as feeling more relaxed and "cool." Based on the research findings, the emotions expressed by informants included happiness and a sense of belonging to a specific urban community. As stated in the research data, code mixing serves as a symbol of group identity that provides social comfort and confirms membership within their social circle.
3. **Conative Change: Adaptive and Contextual Social Behavior** From a conative perspective, there were observable behavioral changes in how Gen Z navigates different social environments. While they use code mixing actively in informal settings to strengthen group identity, they also demonstrate "identity negotiation." They are able to adjust their behavior by using formal Indonesian when interacting with lecturers or older individuals to maintain politeness, as suggested by the *Social Identity Theory* applied in this study.

Based on the data gathered, the researcher found that the delivery of these "Anak Jaksel" messages reflects how linguistic choices can impact individuals and society in multiple ways ranging from forming a new urban identity to creating positive changes in social behavior and group solidarity.

CONCLUSION

The phenomenon of "Anak Jaksel" code-mixing among Generation Z in South Jakarta has a significant communication effect on youth identity, particularly in three main aspects: *Cognitive*, namely the increased awareness of global linguistic trends and the conscious adoption of English terminology to frame modern concepts; *Affective*, reflected in the development of social pride and emotional attachment to an urban identity that feels more

expressive and inclusive; and *Conative*, demonstrated through students' real behaviors in negotiating their identity by adaptively switching between mixed language in informal circles and formal Indonesian in academic settings. The "Anak Jaksel" style serves as an example of modern linguistic evolution that successfully bridges global influences with the social expression needs of the digital generation, establishing a unique identity marker in contemporary Indonesian society.

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