


## Code Mixing as an Indicator for Culinary Expertise and Identity Construction in MasterChef Indonesia

 <https://doi.org/10.31004/jele.v10i4.1273>

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### A B S T R A C T

A lot of research has been done on code mixing, which frequently happens in multilingual communities, especially on its variations, causes, and goals. Research on code mixing techniques in professional mass media and their connection to identity formation is still lacking, though. By analyzing code mixing in the television program MasterChef Indonesia and concentrating on how it denotes culinary proficiency and shape's identity, this study closes that gap. 20 utterances from several video during seasons 10–12 MasterChef Indonesia are examined in this study. Using a descriptive qualitative methodology and analyzed through analytical approach by using several theories from Muysken (2000), Hoffman (1991), and Bucholtz & Hall (2005). According to the study's findings, insertion is the most prevalent kind of code mixing and is employed to express ideas, feelings, and culinary phrases. It also aids in the development of identities, such as those of experts, mentors, or students.

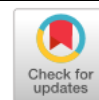
**Keywords:** *Code Mixing, MasterChef, Identity Construction, Sociolinguistics*

#### Article History:

Received 12<sup>th</sup> July 2025

Accepted 06<sup>th</sup> August 2025

Published 08<sup>th</sup> August 2025



### INTRODUCTION

Language is a communication tool that has many uses. In Indonesian society, which is bilingual and multilingual, people often mix different languages. Mahajani et al., (2017) explain that bilingual individuals have a primary language and a secondary language that is rarely used. This is due to the many ethnic groups in Indonesia that have their own regional languages and are also influenced by family environments where multiple languages are spoken (Poeste et al., 2019). This phenomenon is known as code mixing, a linguistic practice that integrates two or more languages into a single sentence (Vitiugin et al., 2024). Code mixing has become a common phenomenon that often occurs in bilingual and multilingual communities. Code mixing can occur spontaneously when speakers switch between two or more languages while speaking. There are two categories of code mixing: internal, where speakers use local languages mixed with Indonesian, and external, where Indonesian is mixed with English (Astuti & Budiawan, 2022). According to Muysken (2000) from Hakimov, (2021), he defines code-mixing as when lexical items and grammatical characteristics from two different languages are combined in one sentence. The three basic processes of code-mixing are known as congruent lexicalization, which occurs when the corresponding lexicalizations have the same language structure that can be filled with elements from another language; alternation, which occurs when the lexicalization and grammar change; and insertion, which occurs when lexical elements are inserted from one language into another. The complexity of language use by speakers demonstrates how they adapt in a bilingual environment through code mixing (Mutmainnah et al., 2022). This does not occur randomly but serves specific communicative purposes or functions (Hoffmann, 1991). He also divides the functions of code mixing into seven categories: interjection, quoting someone else, expressing group identity,

repetition for clarification, discussing a specific topic, emphasizing something, and clarifying the content of speech.

Code mixing can be found in various ways, not only in direct communication. We can find code mixing on social media, in storybooks, films, radio programs, TV shows, and many others. One example is in the MasterChef Indonesia cooking competition television program. As a cooking competition, this show certainly features interactions between the judges and contestants during the competition. When judges and contestants interact, code mixing occurs, which can be seen when judges and contestants discuss cooking techniques, concepts, ingredients, presenting dishes, and during meal evaluations. English terms frequently appear and are inserted into Indonesian sentences, reflecting the distinctive language style commonly found in professional culinary discourse. Translating terms that have no direct equivalents into another language can cause confusion and lose the meaning of the term. Indirectly, this highlights the importance of English in a culinary context that the role of English is very significant, especially when there is no equivalent in Indonesian. The code mixing that occurs allows contestants and judges to express themselves and convey more contextual meaning (Sastra et al., 2021). Therefore, this makes linguistic phenomena a very important tool in professional culinary discourse for more contextual communication.

In cooking competitions, time is an important factor that must be considered. Therefore, code mixing plays an important role in improving communication, especially in conveying culinary expertise and communication effectiveness. This emphasizes the dynamic nature of language that occurs in every conversation, showing how time influences language choice (Wibowo et al., 2022). Code mixing often occurs because there are no translations for the cooking terms that the speaker intends to convey (Rakhmasari, 2022). This indicates that not all culinary terminology has an Indonesian equivalent. By using English terminology or terms, speakers can demonstrate their expertise in the culinary field. According to Rakhmasari (2022), code mixing in cooking shows can reveal the complex relationship between language use and communication effectiveness among contestants and judges. Code mixing can occur due to factors influencing speakers to engage in code mixing, such as the topic being discussed (Wibowo et al., 2022). Another factor that can cause code mixing is a lack of mastery of the code being used (Arfani & Mahmudah, 2020). Beside that, Fadil & Andriani (2021) stated that there are other factors driving code mixing, particularly in the MasterChef Indonesia cooking competition, such as limited vocabulary, social context, professional terminology, situational needs, and the speaker's background. In this context, code mixing in the MasterChef Indonesia cooking competition highlights that language is not only a tool for conveying meaning but also represents expertise, power, and social identity. This indicates the use of language strategies in shaping professional communication within specific fields of study (Rahman & Akter, 2023). This program offers a complex discursive space where interactions between judges and contestants involve linguistic strategies rich in social and cultural meaning. Not only does this emphasize that code mixing is not merely a linguistic choice but it also reflects social dynamics, such as group identity and a sense of belonging, especially in competitive environments like MasterChef Indonesia (Fadil & Andriani, 2021). According to Arfani & Mahmudah (2020), code mixing serves functions such as creating humor, establishing a relaxed atmosphere, expressing social status that can indicate the speaker's identity, and showing respect for the interlocutor. These functions enable individuals to navigate and adapt by using language as a reflection of themselves, their abilities, and their extensive knowledge in a multicultural environment (Arfani & Mahmudah, 2020). This certainly highlights that language is not only an effective communication tool, but can also signify social identity, professional identity, and the status of speakers in the context of the MasterChef Indonesia cooking competition.

Code mixing can also reflect the social identity of the judges and contestants on MasterChef Indonesia. Bucholtz & Hall (2005) argue that identity is dynamic because it is formed through interaction involving language. There are 5 main principles of this theory: emergence, where identity arises from interaction; positionality, which builds identity by positioning ourselves within a social relationship; indexicality, which is formed from the

language chosen by the speaker; relationality, which is formed from relationships with other identities; and partialness, which shows that the construction of identity is always context-dependent and flexible. Arfani & Mahmudah (2020) in their research state that the extensive language knowledge of speakers can reflect their social status and identity. Beside that, frequently hearing and practicing code mixing during communication can influence the formation of their social identity. This is because their prolonged experience in a particular field over time influences their knowledge (Lau et al., 2025). Using a mix of Indonesian and English can help improve vocabulary, self-expression, and build confidence in communication (Lau et al., 2025). They also emphasize the importance of understanding code mixing as a social reflection and communication strategy in a multilingual environment. In the research Lau et al. (2025) and Sarakatsianou et al., (2023) states that code switching is used consciously by individuals to build identity, establish power, and regulate social relations. This can be briefly explained as language being used in social interactions to construct meaning. Therefore, Romansyah & Adam (2023), in their research, state that ethnic identity can be demonstrated through bilingual or multilingual interactions that highlight each culture, thereby strengthening the identity markers of a group. Class differences can also be demonstrated through the use of code mixing, as Romansyah & Adam (2023) said that the upper class exhibits greater control over the use of code mixing and code switching to reinforce status, while the lower class tends to use more accommodating language. Thus, it can be concluded that code mixing is a natural aspect dependent on the communication of bilingual or multilingual speakers within their environment (Fadil & Andriani, 2021). Code mixing and code switching enhance understanding and engagement within a group, which can support academic success in expressing an individual's cultural background (Kipchoge, 2024). He also believes that code switching can facilitate communication among diverse teams, thereby fostering a more inclusive environment. Kipchoge (2024) stated that code switching can be used to affirm ethnic, cultural, or group identity, demonstrate professionalism, manage interpersonal relationships, and express solidarity. For example, in his research, which draws examples from communities in several countries, he shows how code switching is used to maintain ethnic pride and resist full assimilation. Additionally, code switching and code mixing are also used to balance education with cultural heritage (Kipchoge, 2024). Therefore, it can be concluded that code switching and code mixing are powerful strategies for cultural preservation, social integration, and the development of professional forms in multilingual societies (Kipchoge, 2024). It can be concluded that code mixing in the context of the MasterChef Indonesia cooking competition is a linguistic tool that can shape the social identity of speakers, demonstrate their expertise in the culinary field, and reveal their background in the bilingual sphere.

Although there have been many studies discussing code mixing in the context of everyday conversation, social media, or education, the main focus is often limited to the types, usage, and factors that influence speakers to engage in code mixing. In fact, in other contexts, such as researching the television program MasterChef Indonesia, code mixing can be used as representative material for speakers, which can be seen from their expertise in the culinary field. Additionally, the use of code mixing can also be analyzed to help understand how an identity is constructed by the speaker. By analyzing the conversations between the judges and contestants of MasterChef Indonesia, this study aims to show how language, particularly the use of code mixing can be used as an indicator of culinary expertise by the judges and contestants on MasterChef Indonesia. Furthermore, this study also aims to reveal how code mixing is used in the construction of social identity by the judges and contestants of MasterChef Indonesia. This study is expected to contribute to sociolinguistic research, particularly in understanding the social functions and meanings of code mixing in media contexts focused on professionalism and as a tool for demonstrating identity in public communication. Pelealu & Manus (2020) state that language use in media can play a role in understanding sociolinguistics in Indonesian media. Therefore, based on the objectives mentioned above, the following topics were formed for discussion:

*How is code mixing used in MasterChef Indonesia to express culinary expertise?**What are identities constructed through code mixing in MasterChef Indonesia?*

## METHOD

This study uses qualitative research methods with a descriptive qualitative approach. By using a descriptive approach, researchers can understand and explain how code mixing is used in the MasterChef Indonesia cooking competition television program. According to Creswell (2014), qualitative research aims to enable researchers to understand social reality in depth through the perspectives of meaning constructed by research subjects in a particular context. The data sources in this study consist of video clips from several episodes of MasterChef Indonesia seasons 10, 11, and 12, which can be accessed online through the official MasterChef Indonesia YouTube channel. Data were selected using purposive sampling, where the samples selected in this study have important characteristics related to the phenomenon being studied (Creswell, 2014). This is because the video clips contain a code-mixing of Indonesian and English in the verbal interactions between the judges and contestants. The focus of data collection is on conversations containing culinary terms, cooking techniques, food ingredients, cooking demonstrations, presentation of cooking results, and food evaluation, all of which demonstrate code-mixing.

This sample consists of a group of judges and contestants from MasterChef Indonesia. Samples are needed in a study to select individuals who have experienced or felt the main phenomenon (Creswell, 2014). The judges consist of chefs who already have expertise in the culinary field. They were selected based on their roles in the competition, which provided knowledge about the culinary process and evaluated the culinary skills of the contestants. On the other hand, participants were selected to demonstrate their experience and expertise in the culinary field. This creates interaction between judges and participants, allowing them to engage in conversation. From these conversations, there are nuances of culinary expertise expressed through language, particularly in the use of code-mixing. This sample will analyze the conversations that occur between judges and participants on MasterChef Indonesia.

Data collection techniques were conducted through non-participatory observation, where the researcher observed the phenomenon or group without directly participating in the activity (Creswell, 2014). In this study, the researcher observed the phenomenon through YouTube videos, so the researcher was not directly involved. The research data consists of transcripts of conversations between judges and contestants, written in a non-verbatim format by omitting words, pauses, and non-verbal sounds, making the text shorter and clearer. According to Creswell (2014) transcript is the conversion of spoken data into written data from audio or video recordings used in qualitative research such as interviews and observations. These transcripts will be categorized based on the type of code mixing and its function in communication. After obtaining data from these sources, the researcher will analyze using transcripts where the researcher will select conversation segments that demonstrate code mixing separately. Next, the researcher will use a coding to analyze the type of code mixing and its function. After that, analyze what identities are constructed through code mixing. The researcher will explain how code mixing can shape the identities of the judges and contestants of MasterChef Indonesia.

## FINDINGS AND DISCUSSION

### **Code Mixing That Occurs in MasterChef Indonesia**

Code mixing often occurs in the Indonesian MasterChef cooking competition as a linguistic practice that shows that language can be inspired by global cooking practices and has many meanings. This can be seen when the judges and contestants interact with each other, where Indonesian is used as the main language of communication, while English is used to describe something related to cuisine. By analyzing the types of code mixing using Muysken's

theory (2000) and Hoffman's theory of code mixing functions (1991), we can analyze the types and functions that emerge in the conversations between judges and contestants on MasterChef Indonesia as indicators of culinary expertise.

Table 1. Types and functions of code mixing according to Muysken and Hoffman theories (Contestants)

No	Sentences	Speakers	Types	Functions	Descriptions
1	<i>"It's a bit sweet"</i>	contestant	Alternation	Emphatic	English phrases are used to describe the taste of food
2	<i>"Festive style gitu"</i>	Contestant	Insertion	Talking particular topic	Foreign terms are inserted to explain the theme
3	<i>"Browniesnya chef, ganache, dan red currant sorbet"</i>	Contestant	Insertion	Talking particular topic	The term Western food is more appropriate to use
4	<i>"Jadi kurang moist"</i>	Contestant	Insertion	Emphatic	Describing the texture of food
5	<i>"Direst terus digiling kaya pasta gitu"</i>	Contestant	Insertion	Talking particular topic	Rest is more familiar for explaining pasta cooking techniques
6	<i>"Bisa bikin Mexican dish"</i>	Contestant	Insertion	Talking particular topic	Mexican dish as a reference for food types
7	<i>"Challenge yang gimana"</i>	Contestant	Insertion	Talking particular topic	Challenge is a specific term for competition
8	<i>"Aku decide untuk masak dish yang aku paling familiar"</i>	Contestant	Congruent lexicalization	Talking particular topic	Foreign terms are inserted because they are more expressive and clear

Table 2. Types and functions of code mixing according to Muysken and Hoffman theories (Judges)

No	Sentences	Speakers	Types	Functions	Descriptions
1	<i>"Very rustic, very festive"</i>	Judge	Insertion	Emphatic	That sentence conveys a very strong expression
2	<i>"Kamu nggak pakai Liquid dari presto"</i>	Judge	Insertion	Talking particular topic	Foreign terms are inserted because they are more familiar in cooking
3	<i>"Flavor of the turkey gravynya itu masih terlalu tipis"</i>	Judge	Congruent lexicalization	Clarifying speech	Explain the details more clearly
4	<i>"Flavor is good, sambalnya cocok"</i>	Judge	Insertion	Emphatic	The judges emphasized their opinions about the dishes
5	<i>"Get some rest besok kita akan menyaksikan sesuatu"</i>	Judge	Insertion	Interjection	Formal transition phrase
6	<i>"Tidak semua brownie harus dikasih frosting"</i>	Judge	Alternation	Expressing identity	Affirming professional identity as a chef
7	<i>"Tambahin lagi starchnya"</i>	Judge	Insertion	Talking particular topic	Starch is used because it is familiar in culinary terms
8	<i>"Every single night setelah shooting"</i>	Judge	Alternation	Expressing identity	Explaining personal routines
9	<i>"Elevate makanan dari segi anything itu boleh"</i>	Judge	Congruent lexicalization	Talking particular topic	Combining English into Indonesian language structures
10	<i>"Pasti aman dari pressure test"</i>	Judge	Insertion	Emphatic	Expressing feelings clearly
11	<i>"Kesibukannya apa lately?"</i>	Judge	Insertion	Interjection	Lately is a spontaneous expression

There were 20 utterances analyzed based on Muysken (2000) theory of code mixing types and Hoffman (1991) theory of code mixing functions. This can be seen when the judges and

contestants interact in the cooking competition, where the judges and contestants often mix Indonesian and English every time they speak. According to the data analyzed from the 20 utterances that occurred in the cooking competition, the most frequently used form of code mixing is insertion. This is evidenced by the large number of English words or phrases inserted when speakers speak in Indonesian, for example, “Kamu nggak pakai liquid dari presto” This sentence shows that liquid actually refers to “cairan” in Indonesian, but the judge used this word to emphasize an important point, that is for the ingredients used in the dish. This shows that insertion is typically used to emphasize specific culinary terms that are more widely understood globally in more professional cooking competitions. Thus, insertion is a spontaneous and common form of code mixing used to express culinary expertise in a bilingual environment during cooking competitions.

The second type that often occurs is alternation. Alternation occurs when the speaker switches from Indonesian to English at the clause or sentence level, for example, “topping yang pecah-pecah, glossy, dan crispy” This sentence shows that the code mixing that occurs here is to emphasize the judges' opinion about the form of the food. This type of code mixing often occurs when the judges evaluate the contestants' dishes. This is because the judges want to emphasize a point, add rhetorical effect, and present information in a formal or more global manner, thereby demonstrating their expertise in the culinary field.

There is the type of code mixing known as congruent lexicalization. This type demonstrates the level of proficiency of the judges and contestants in speaking English. This is because congruent lexicalization is a type of code mixing that combines English and Indonesian vocabulary within the same syntactic structure, as in the sentence “ Aku decide untuk masak dish yang paling aku familiar”. It can be concluded that when judges or contestants engage in this type of code mixing, they have extensive experience and mature expertise in the culinary field because they can understand any terms familiar in the culinary domain.

In addition to the types of code mixing, researchers also examined the function of code mixing according to Hoffman theory (1991) in the 20 utterances, and the findings showed that the function of code mixing often occurred with the aim of discussing a specific topic. According to the coding analysis conducted, the English spoken by the speakers usually refers to culinary concepts, techniques, and cooking ingredients, such as “starch” and “glossy,” which are more commonly known in English.

The second function is being emphatic, which serves to reinforce an opinion or highlight something as an important point, for example in the sentence “it's very good,” where the sentence shows that the judges are emphasizing their opinion about the contestant's dish. The next function is expressing identity. This function shows that speakers use English not only to describe culinary matters but also to establish themselves as professional or global culinary identities. The other two functions, interjection and clarifying speech, are rarely used during code mixing because these functions typically aim to add words or clarify culinary observations.

### **Identity Constructions Through Code Mixing in MasterChef Indonesia**

This study uses Bucholtz and Hall (2005) theory to analyze the identities constructed by judges and contestants during the cooking competition. Using the five main principles of identity theory proposed by Bucholtz and Hall (2005), these are emergence (identity emerges through interaction), positionality (social position), indexicality (language as a marker of identity), relationality (identity is formed through social relationships), and partialness (identity is partial), which will be analyzed based on the code mixing that occurs in this cooking competition.

#### *Emergence*

In MasterChef Indonesia, the identities of the judges and contestants can be seen when they interact while explaining techniques, presenting dishes, revealing strategies, and evaluating dishes. “ Aku decide untuk masak dish yang paling aku familiar” This example shows the speaker answering the judge's question about what she will cook. This sentence indicates that the speaker has high self-confidence because they chose to cook a dish they are

familiar with, making them a reflective contestant. Therefore, the identity formed here is that the speaker is a reflective individual, building the image of a professional chef, and becoming a competent contestant as the interaction progresses.

#### *Positionality*

This principle can be seen when the judges and contestants show their positions in the cooking competition. "Tidak semua brownie harus dikasih frosting." This sentence shows that the judges have a higher position than the contestants with their extensive understanding of brownies. This shows that the speaker is a mentor and judge with extensive experience and knowledge. "Challengenya seperti apa chef?" This sentence shows that the speaker is a subordinate contestant who is deepening their expertise in the culinary field.

#### *Indexicality*

The choice of language used by judges and contestants can shape their respective identities. For example, in this sentence "Bisa bikin Mexican dish" This sentence shows that the speaker positions themselves as a global culinary practitioner. This is because the phrase they chose indicates that they are familiar with international cuisine. In addition, the phrase they chose also shows their proficiency in English.

#### *Relationality*

In this concept, identity is built through social relationships. In MasterChef itself, there are differences between the judges and contestants that can shape their respective identities. "Get some rest, besok kita akan menyaksikan sesuatu" In this sentence, the judge not only presents themselves as an evaluator or mentor but also builds an equal relationship with the contestant. The judges create a closer relationship, thereby establishing themselves as authoritative, entertaining, and supportive figures.

#### *Partialness*

This concept is constructed depending on the context and social situation. In the context of MasterChef, this can be seen when the judges and contestants interact using a mix of Indonesian and English that is inconsistent. They communicate using code-mixing because it suits the context and necessities. "Direst terus digiling kaya pasta gitu" This sentence demonstrates that the contestant is shaping their identity as a flexible bilingual speaker. Speaking according to the context, they explain how the cooking technique is modeled after how pasta is made. This creates a linguistic style that aligns with the discursive needs.

### **Discussion**

#### *Code Mixing As an Indicator for Culinary Expertise in MasterChef Indonesia*

The findings of this study indicate that code-mixing practices are influenced by structural and functional motivations, highlighting that code-mixing can be an indicator of culinary expertise in the MasterChef Indonesia cooking competition. This can be seen from the results of the analysis of the types and functions of code-mixing based on Hakimov, (2021); Muysken (2000) and Hoffmann, (1991) theories. The findings of this study indicate that structurally, insertion is the most common type of code-mixing in interactions between judges and contestants on MasterChef Indonesia. In the context of MasterChef Indonesia, English language elements related to food, such as "moist, ganache, and topping," are inserted into Indonesian sentences to enhance clarity and accuracy regarding ingredients, texture, or techniques in preparing dishes. This aligns with Rakhmasari (2022) research, which states that English terms frequently appear and are inserted into Indonesian to convey a specific linguistic style common in professional culinary discourse. These terms generally cannot be translated into Indonesian without losing their culinary precision (Achسانی et al., 2020). These findings suggest that speakers engage in code-mixing not only intentionally but also after considering linguistic choices that reflect their culinary expertise and understanding of global culinary discourse.

Alternation and lexicalization are transitions between two different syntactic structures between Indonesian and English, while others occur when both languages have syntactic compatibility. Typically, both can be used to make evaluative statements that emphasize certain points (Sahib et al., 2021). Additionally, this also demonstrates the willingness of judges and participants to use English, thereby showcasing their expertise and experience in the

culinary field. This integration can be interpreted as code-mixing that reveals their specific knowledge and skills in bilingual cooking competitions (Fadil & Andriani, 2021). This is similar to the statement by Sastra et al. (2021), who also mention in their research that code-mixing allows participants and judges to express themselves and convey deeper contextual meaning. This shows that they are professional chefs on a global scale.

In the context of this cooking competition, participants are required to create innovative food ideas within a limited time. The use of English terms facilitates effective communication. Additionally, the use of culinary terms with international standards places them within the global culinary discourse. This is reinforced by Lee (2025) statement that the use of culinary terms and cooking techniques can build the professional identity of judges and contestants. This reflects that they are chefs who are aware of professionalism. This study also found that code-mixing can indicate professional identity. For example, when judges evaluate participants' dishes, they often use specialized culinary terminology, indicating that they have extensive experience or have attended specialized culinary schools, thereby demonstrating their unquestionable expertise in the culinary field. From these findings, it can be concluded that code-mixing is a linguistic practice that can indicate linguistic function and expertise in the culinary field. This linguistic practice not only reflects the bilingual abilities of judges and contestants but also builds their awareness of international culinary discourse (Astuti & Budiawan, 2022; Sastra et al., 2021). Therefore, code-mixing in MasterChef Indonesia can be interpreted as an indicator of culinary expertise and professionalism.

#### *Identity Constructions Through Code Mixing in MasterChef Indonesia*

The results of this study highlight that code mixing is not only used by judges and contestants as a means of communication, but code mixing can also build the identity of the judges and contestants of MasterChef Indonesia. In a highly competitive cooking competition such as MasterChef Indonesia, the use of language can shape the image and position of judges and contestants. This is supported by (Bucholtz & Hall, 2005) identity theory, which divides identity formation into five main principles: emergence, positionality, indexicality, relationality, and partiality. This theory explains that identity can be formed through interaction and language choice. They also explain that identity is dynamic.

The principle of emergence explains that identity emerges from the interaction between judges and contestants. This principle shows that judges build their identity as professional chefs, while contestants build their identity as confident individuals who are skilled in understanding competitive strategies. The principle of positionality builds the judges' identity as individuals with authority, knowledge, and extensive experience in culinary arts. Managing interpersonal relationships, expressing solidarity, conveying authority and professionalism (Sabater & Moffo, 2019). For the contestants themselves, this principle shows that contestants are learners seeking guidance. Therefore, this identity principle highlights who plays the role of the superior and who plays the receptive role. This is similar to the research by Romansyah & Adam (2023), who state that upper-class control often uses code mixing to reinforce status and issue commands. In their research, they also explain that language can reflect power within social structures.

Indexicality is an identity principle that explains how an individual's language choices can influence their social identity. In Masterchef Indonesia itself, the identity built on this principle is to make the judges and contestants appear professional, competent, and modern (Wibowo et al., 2022). This can be seen when the judges and contestants communicate using mixed language in a single sentence. We can assess the language choices of both parties, which reveal their identities. Moreover, using culinary terms and cooking techniques can also reflect the professional identity of the judges and contestants (Lee, 2025). Relationality, where the identity of the judges is formed as warm and supportive figures. This is because the judges demonstrate a good relationship with the contestants, not only as evaluators but also as good mentors (Sarakatsianou et al., 2023). This aligns with Azahari & Mohamad (2023), which stated that code mixing can express identity and build relationships with others. Partialness shapes the identities of judges and contestants as bilingual individuals who can adapt anywhere. This finding reinforces the research conducted by Romansyah & Adam (2023), which suggests that

code mixing is used to reflect a flexible bilingual identity. This finding also implies that code mixing is a linguistic practice that can build an individual's social identity.

## CONCLUSIONS

The findings of this study indicate that insertion is the most common form of code-mixing, followed by alternation and congruent lexicalization. This pattern suggests that the insertion of English by the judges and contestants of MasterChef Indonesia aims to improve accuracy, clarity, and professionalism in expressing culinary expertise. This is reinforced by the function of code mixing, which can highlight specific topics being discussed, strengthen the identity of the speaker, and emphasize interaction between speakers. This study shows that code mixing can build the identity of judges and contestants. This highlights that judges and contestants use code mixing to position themselves as competent, professional, and globally oriented culinary figures. Code mixing can indicate the status of MasterChef Indonesia judges and contestants, as well as demonstrate their culinary expertise, show solidarity, and highlight the relationship between judges and contestants. This aligns with the research objective, which shows how code mixing is used as an indicator of culinary expertise, as well as the identities constructed by MasterChef Indonesia judges and contestants. Therefore, this study explains that code mixing is not merely a linguistic phenomenon but also part of sociolinguistic practices that can aid in identity formation in the media. The scope of this research focuses on code mixing used as an indicator of culinary expertise and the formation of judges' and contestants' identities. Therefore, these findings are beneficial for other research, such as in English language education, where code mixing can be used as a relevant teaching method, especially in bilingual classrooms. This can enhance students' English language skills. Furthermore, at a higher level, this research can also be applied in the context of ESP, particularly in culinary classrooms.

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