

Sociolinguistic Influence on Kimbab Family Children's Bilingualism on YouTube

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ABSTRACT

This study examines bilingualism in children within the "Kimbab Family" YouTube channel from a sociolinguistic perspective. The increasing number of bilingual and multilingual individuals globally, as a direct consequence of globalization, highlights the complex cognitive, social, and cultural aspects of bilingualism. In bilingual families, language choices are often shaped by family language policies and social norms, reflecting a speaker's social identity and communication strategies. This research aims to describe and analyze the phenomenon of bilingualism in the Kimbab Family children, specifically identifying patterns of code-switching and code-mixing, and the social factors influencing their language choices. Employing a qualitative descriptive approach, the study uses video content from the "Kimbab Family" YouTube channel as its primary data source, focusing on the verbal utterances of Suji, Yunji, and Jio that exhibit code-switching and code-mixing between Indonesian and Korean. Data collection involves observation, transcription, and systematic notation, while data analysis follows Miles, Huberman, and Saldaña's interactive model, comprising data reduction, data display, and conclusion drawing. The findings indicate that the children's bilingualism is manifested through code-switching, primarily triggered by changes in interlocutor, aligning with communication accommodation theory. Code-mixing, the more frequent phenomenon, is driven by lexical factors (e.g., Korean terms without direct Indonesian equivalents) and expressive factors, demonstrating that both languages function as a unified linguistic system for them. Additionally, the topic of conversation and pragmatic functions significantly influence language choice, reflecting a functional domain separation between the two languages and serving as markers of their hybrid identity.

Keywords: Bilingualism; Code-Switching; Code-Mixing; Sociolinguistics; Kimbab Family

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INTRODUCTION

The era of globalization has made intercultural and inter-national interaction a necessity, which directly impacts the increasing number of bilingual and multilingual communities around the world. The phenomenon of bilingualism is no longer foreign, but has become part of the linguistic reality in many communities, including within the family. According to Baker (2011), bilingualism is not only limited to the ability to use two languages, but also involves complex cognitive, social and cultural aspects. In the context of children, the simultaneous acquisition of two languages is a dynamic process that is strongly influenced by the surrounding social environment

The study of language cannot be separated from its social context. Sociolinguistics is a discipline that examines the relationship between language and society, including how social factors such as participants, setting and topic of conversation influence a person's language choice (Holmes, 2013). In a bilingual family, the decision to use a particular language often does not happen randomly, but is based on the family language policy and prevailing social norms. Chaer and Agustina (2010) assert that language choice is a reflection of the speakers' social identity and communication strategy in a speech event. Therefore, analyzing the linguistic practices of bilingual children from a sociolinguistic perspective can provide an in-depth understanding of how they navigate multiple identities and interact with their environment.

Along with the development of digital technology, social media such as YouTube has become a platform that not only serves as entertainment, but also as a source of rich and authentic linguistic data. The YouTube channel "Kimbab Family", which documents the daily life of a Korean-Indonesian multicultural family (Appa Jay and Mama Gina) and their three children (Suji, Yunji, and Jio), presents an interesting case study. Interactions within this family naturally feature the use of Indonesian and Korean, as well as occasional English, in a variety of communicative situations. This phenomenon provides a rare opportunity to observe the process of bilingual acquisition and use (code-switching and code-mixing) in a natural and mediated environment. As Puspitasari & Nugroho (2021) point out, family vlogs on YouTube can be an authentic representation of linguistic practices in contemporary society.

Children in the Kimbab Family are exposed to two languages and cultures intensively from an early age. An analysis of the language choices they make in conversations with parents, between siblings, or in different contexts (e.g., play versus study) can reveal the underlying sociolinguistic factors. Is language choice dictated by a particular interlocutor, topic or communicative function? How do they manage two different linguistic systems? These questions are the main focus of this study.

Based on this background, this study aims to describe and analyze the phenomenon of bilingualism in children in the Kimbab Family YouTube channel from a sociolinguistic perspective. Specifically, this study will identify patterns of language use (code-switching and code-mixing) as well as social factors that influence the language choices of the children (Suji, Yunji, and Jio) in their family interactions.

THEORIES AND METHODS

Research Approach and Type

This research uses a qualitative approach with a descriptive research type. The qualitative approach was chosen because this research aims to understand social phenomena in depth, namely linguistic practices in the natural context of bilingual families (Creswell, 2014). The descriptive research type is used to present

a systematic, factual, and accurate picture of the forms of bilingual speech as well as the sociolinguistic factors that influence it in Kimbab Family children.

Research Sources and Data

The primary data source in this research is the video content uploaded on the official YouTube channel of "Kimbab Family". The research data is in the form of verbal utterances from the children-Suji, Yunji, and Jio-that contain the phenomenon of code-switching and code-mixing between Indonesian and Korean. The data will be taken from relevant episodes featuring diverse communicative interactions uploaded within a certain period of time to ensure data currency.

Data Collection Technique

Data collection was carried out using the listening method with the basic tapping technique and the advanced technique of *simak bebas libat cakap* (SBLC) and note-taking technique (Sudaryanto, 2015). The data collection procedure is as follows:

Observation: The researcher observed and watched carefully the selected videos from the Kimbab Family YouTube channel.

Transcription: The utterances spoken by the research subjects (Suji, Yunji, and Jio) containing the phenomenon of bilingualism were transcribed into text form.

Recording: The transcribed data were recorded and classified in a table format that included the utterance, context (interlocutor, situation, topic), and type of linguistic phenomenon (code switching/mixing).

Data Analysis Technique

Data analysis was conducted using the interactive model of Miles, Huberman, and Saldaña (2014), which consists of three main stages:

Data Reduction: The researcher selects, focuses, simplifies, and abstracts the rough data from the transcriptions. At this stage, utterances that are irrelevant to the focus of the research will be set aside.

Data Presentation (Data Display): The data that has been reduced is presented in the form of narrative descriptions and classification tables. This presentation aims to organize the data for easy understanding and further analysis. The data will be grouped based on the pattern of code-switching, code-mixing, and the driving factors (e.g., interlocutor, topic change).

Conclusion Drawing/Verification: From the data that has been presented, the researcher draws provisional conclusions which are then verified continuously by referring back to the raw data. This process is carried out until a credible and accountable conclusion is obtained regarding the influence of sociolinguistics on the bilingualism practices of Kimbab Family children.

RESULTS AND DISCUSSION

Forms of Bilingual Language Phenomenon in Kimbab Family Children

Based on the analysis of the speech data, two main forms of linguistic phenomena that consistently appear in the verbal interaction of Kimbab Family children are code-switching and code-mixing.

Code-Switching

Code switching occurs when speakers change one language to another language completely in one speech event. The findings show that the code-switching done by Suji, Yunji, and Jio is strongly influenced by the change of interlocutors.

Sample Data

In a breakfast scene, Yunji speaks to his mother in Indonesian, "Mama, I want more rice." When his father asked in Korean, "Bap deodeo julkka?" (Want more rice?), Yunji immediately switched and replied in Korean, "Ne, jom deo juseyo" (Yes, please add a little more).

Discussion

This phenomenon is in line with communication accommodation theory which states that speakers tend to adjust their language style to be similar to their interlocutors. In this context, code-switching functions as a communication strategy to maintain smooth interaction and show closeness or self-adjustment to the interlocutor. The children's language choices clearly reflect the family's "one person, one language" policy which, although not rigidly applied, is their main guideline. They associate Mama Gina with Indonesian and Appa Jay with Korean. This shows children's developing sociolinguistic competence, where they are able to identify social cues (interlocutors) and choose the most appropriate language code (Holmes, 2013).

Code-Mixing

Code mixing, which is the insertion of elements from one language (words or phrases) into the structure of another language, is the most commonly found phenomenon. Code mixing occurs within a single clause or sentence.

Sample Data

Suji said to his sister, "Let's play eoreum 떡 (eoreum-ttaeng/frozen game)!"

While trying a new food, Jio commented, "This tastes jinjja (really) good, Ma."

Discussion

The code-mixing that occurs in Kimbab Family children is driven by several factors. First, lexical factors, where children insert terms from Korean (e.g., names of games, foods, or exclamations) that do not have direct equivalents or are not as popular as their Indonesian equivalents in their family environment. Terms such as ramyeon, kimchi, or gamsahamnida have become part of the family lexicon that all members understand. Second, expressive factors, where interjections or adjectives such as "aigo!" or "jinjja" are used to emphasize feelings or give emotional color to speech. This shows that both languages serve not only as communication tools, but also as resources for richer expression. This practice confirms that for a bilingual, both languages constitute a unified linguistic system that can be accessed simultaneously (Grosjean, 2008).

Dominant Sociolinguistic Factors in Language Choice

Further analysis shows that the language choices of Kimbab Family children do not occur randomly, but rather are influenced by a series of interrelated sociolinguistic factors.

Interlocutor

As discussed in the section on code switching, the interlocutor is the most dominant factor. Children consistently adapt their dominant language to the language used by their parents. This is clear evidence of how social norms in the smallest unit of society (family) shape language behavior.

Topic

The topic of conversation was also a determining factor. It was found that when the conversation turned to topics closely related to Korean culture-such as planning a trip to Korea, discussing relatives in Korea, or cooking Korean food-the frequency of using Korean vocabulary and phrases increased, even when talking to Mama Gina. In contrast, when topics related to school in Indonesia, local friends, or fairy tales of the archipelago, Indonesian became dominant. This indicates a functional domain division between the two languages in the children's minds. Korean is associated with the domain of family and paternal cultural heritage, while Indonesian is associated with the domain of the wider social environment and maternal heritage.

Pragmatic Function and Emphasis

Sometimes, language choice is based on pragmatic functions to achieve certain goals, such as humor or affirmation. For example, a child may repeat a command in Korean after delivering it in Indonesian to give emphasis or show that the command is serious, mimicking the way his father speaks. The use of exclamations such as "aigo!" in the middle of Indonesian sentences also serves as a marker of their hybrid identity, a way to display both sides of their cultural heritage in one cohesive speech. This phenomenon is in line with Chaer and Agustina's (2010) view that language choice is a reflection of the speakers' social identity.

CONCLUSIONS

Based on the sociolinguistic analysis of Kimbab Family children's speech on YouTube, it can be concluded that their bilingualism is manifested in the phenomenon of code-switching and code-mixing. Code-switching is mainly triggered by changes in the interlocutor, where the children adapt their language to the parents' dominant language (Mama Gina with Indonesian and Appa Jay with Korean). This is in line with communication accommodation theory and demonstrates their sociolinguistic competence in choosing language codes that match social cues.

Meanwhile, code-mixing, which is the insertion of elements from one language into another in a clause or sentence, is the most frequently found phenomenon. This code-mixing is driven by lexical factors, such as the use of Korean terms that do not have direct or popular equivalents in Indonesian in the family environment, and expressive factors to give emphasis or emotional color to the speech. This practice of code-mixing confirms that for bilinguals, both languages function as a single linguistic system that can be accessed simultaneously.

Besides the interlocutor, other dominant sociolinguistic factors that influence the language choice of Kimbab Family children are the topic of conversation and pragmatic function. Topics related to Korean culture tend to increase the use of Korean, while topics related to the social environment in Indonesia make Indonesian more dominant, indicating a functional domain division between the two languages. Language choice can also be based on pragmatic functions such as humor or affirmation, as well as a marker of their hybrid identity. In conclusion, the language choices of bilingual children in Kimbab Family are not random, but rather influenced by the complex interaction between interlocutors, topics, and communicative functions, reflecting their social identities and communication strategies.

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