



CODE MIXING OF USER REVIEWS IN E-COMMERCE SHOPEE PLATFORM: A SOCIOLINGUISTICS STUDY

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Article Information	Abstract
<i>Received:</i> May 4th, 2026 <i>Revised:</i> June 8th, 2026 <i>Accepted:</i> June 25th, 2026	<i>This study investigates the patterns and sociolinguistic functions of Indonesian–English code-mixing in user reviews on the Shopee e-commerce platform. Drawing on Muysken’s (2000) typology of code-mixing, the study examines how Indonesian consumers integrate English lexical items into digital marketplace communication. Employing a descriptive qualitative approach, the research analyzed 34 code-mixed reviews selected from a larger corpus of customer reviews collected from three women’s fashion products in My Bamus Official Shop, a Shopee Mall store. The findings identified three types of code-mixing: insertion (15 instances), alternation (10 instances), and congruent lexicalization (9 instances). Insertion emerged as the most dominant type, functioning primarily as lexical enrichment and evaluative emphasis. Alternation was commonly used to express stance, future intention, and interpersonal engagement, while congruent lexicalization reflected deeper bilingual integration through the blending of Indonesian and English linguistic structures. The findings suggest that code-mixing in online consumer reviews serves not only communicative purposes but also contributes to identity construction and participation in contemporary digital consumer culture. This study contributes to the growing field of digital sociolinguistics by highlighting how bilingual language practices shape user-generated discourse in e-commerce environments.</i> Keywords: <i>code-mixing; sociolinguistics; user reviews; e-commerce communication</i>

Introduction

In the rapidly expanding digital economy, e-commerce platforms have

transformed the ways in which individuals communicate, interact, and construct meaning in technologically mediated environments (Cai & Liu, 2024). In

Indonesia, Shopee has emerged as one of the most dominant e-commerce platforms, supported by its mobile-first design, extensive promotional strategies, and interactive user features. One of its most influential features is the customer review section, where consumers provide written evaluations, star ratings, photos, and short comments. These reviews serve not only as indicators of product satisfaction but also as a rich linguistic environment where multilingual practices naturally emerge (Imbanberk, 2021). As the user expresses opinions, emotions, and purchasing decisions, Indonesian–English code-mixing becomes a salient communicative strategy shaped by digital culture and bilingual competence.

Code-mixing, broadly defined as the blending of lexical or structural elements from two or more languages in a single communicative event (Muysken, 2000), has long been recognized as a hallmark of multilingual societies. Muysken's (2000) model identifies three major types of code-mixing: insertion, whereby lexical items from one language are embedded into the syntactic structure of another; alternation, which involves switching between languages across clauses or phrases; and congruent lexicalization, where elements from two languages co-occur within a shared grammatical structure. This typology has been applied widely in sociolinguistic research to explain how bilingual speakers negotiate meaning, identity, and social relations in different communicative contexts.

The integration of English into Indonesian discourse, especially online, has intensified due to globalization, technology, and international media. English often appears in online interactions, advertisements, and consumer communication. It serves as a concise linguistic resource and connects participants to global discourse communities. In digital

spaces, English has become part of the broader communicative repertoire of bilingual speakers, who use it to negotiate meaning, identity, and social relationships.

Globalization has helped spread English in Indonesian digital communication. Understanding how these linguistic resources work in specific online settings, though, needs closer examination. E-commerce is one such environment. Here, consumers interact through written reviews that communicate evaluation, experience, and identity. User-generated content now influences purchasing decisions. Customer reviews have become important for examining multilingual language practices online.

Existing studies on code-mixing in digital environments have predominantly focused on social networking platforms such as Instagram, Facebook, and general online communication practices (Hardini et al., 2019; Mewengkang & Fansury, 2021; Belaidouni & Kherbache, 2024). Within e-commerce contexts, previous research has largely examined promotional discourse, advertising texts, and seller-generated communication. Comparatively fewer studies have investigated customer-generated product reviews as a distinct form of digital discourse. Since reviews are produced spontaneously by consumers rather than strategically designed by marketers, they provide valuable insights into naturally occurring bilingual language practices in online commercial settings.

Although Muysken's (2000) typology serves as the primary analytical framework in this study, other influential approaches have also contributed to the understanding of bilingual discourse. Myers-Scotton's (1993) Matrix Language Frame Model emphasizes language dominance within bilingual utterances, whereas Auer (1999) conceptualizes code-switching and code-mixing as interactional practices shaped by communicative contexts. Nevertheless,

Muysken's framework was selected because it offers a systematic classification of structural patterns that is particularly suitable for identifying and analyzing code-mixing in short written texts such as online product reviews.

Despite growing scholarly attention to multilingualism in digital communication, empirical research focusing specifically on user-generated product reviews remains relatively limited. Most existing studies have concentrated on promotional content, advertisements, or social media interactions rather than naturally occurring consumer evaluations. This gap is significant because customer reviews represent authentic expressions of consumer experience that directly influence purchasing decisions and reflect spontaneous language use. Investigating code-mixing in this context, therefore, contributes to a deeper understanding of bilingual communication practices in contemporary digital marketplaces.

To address this gap, the present study examines the patterns and sociolinguistic functions of Indonesian–English code-mixing in Shopee user reviews, focusing specifically on My Bamus Official Shop, a high-traffic store with abundant multilingual expressions. This research applies Muysken's (2000) typology as its theoretical framework to systematically categorize the types of code-mixing employed and to interpret the sociolinguistic motivations behind them. Understanding these patterns is essential for explaining how bilingual users leverage language to construct identity, convey evaluation, and engage with digital consumer culture.

Therefore, this study aims to (1) identify the types of code-mixing found in Shopee user reviews and (2) analyze their sociolinguistic functions within the context of digital consumer communication. By situating code-mixing within the broader

discourse of online shopping, this research contributes to scholarly discussions on multilingualism, digital sociolinguistics, and consumer communication, offering insights into how language practices evolve in contemporary digital marketplaces.

Methodology

This study employed a descriptive qualitative research design to examine the patterns and sociolinguistic functions of Indonesian–English code-mixing in Shopee user reviews. A qualitative approach was appropriate because the objective of the study was to analyze naturally occurring linguistic behavior in digital consumer discourse rather than to quantify language use or test hypotheses through statistical procedures. Qualitative description allows for detailed examination of linguistic features, contextual meanings, and communicative strategies embedded in user-generated texts (Creswell & Creswell, 2023; Tomaszewski et al., 2020).

The study employed purposive sampling to select My Bamus Official Shop as the research site. The store was chosen based on three criteria: (1) its status as a Shopee Mall store with high consumer engagement, (2) the substantial number of customer reviews available for analysis, and (3) the observable presence of Indonesian–English code-mixing across multiple product review sections. These criteria ensured the availability of naturally occurring bilingual data suitable for sociolinguistic investigation. Although the findings cannot be generalized to all Shopee stores, the selected store provides a relevant case for exploring code-mixing practices within digital consumer discourse.

Customer reviews were collected from the selected products using the Octoparse web-scraping application. Following data cleaning and screening procedures, reviews that did not contain Indonesian–English code-mixing, were duplicated, unrelated to product evaluation, or consisted solely of non-verbal

content were excluded. The final dataset comprised 34 reviews containing identifiable instances of code-mixing. The screening process was conducted to ensure the relevance and quality of the data analyzed in this study.

Data analysis followed qualitative coding procedures. Each review was examined to identify English lexical or structural elements embedded within Indonesian discourse. The identified instances were subsequently categorized according to Muysken's (2000) typology of insertion, alternation, and congruent lexicalization. Following classification, the data were interpreted to identify their sociolinguistic functions, including lexical enrichment, expressive emphasis, identity construction, and alignment with digital communication norms. To maintain analytical clarity, only representative examples are discussed in detail in the findings section, while repetitive examples exhibiting identical linguistic patterns were excluded from extensive discussion.

Data analysis followed the coding procedures recommended in qualitative linguistic research. First, each review was examined to identify the presence of English lexical or structural elements embedded within Indonesian discourse. These instances were then classified according to Muysken's (2000) typology: insertion, alternation, and congruent lexicalization. Insertion refers to the embedding of English lexical items into Indonesian structures; alternation involves switching between English and Indonesian across clauses; and congruent lexicalization reflects the shared grammatical and lexical blending of both languages within a single utterance. After classification, each code-mixing instance was interpreted to determine its sociolinguistic functions, which included lexical enrichment, expressive emphasis, stylistic preference, identity construction, and alignment with digital communication norms.

To maintain the clarity and coherence of the findings, only representative data were presented in the main body of the article. Reviews that displayed repetitive or structurally identical patterns were excluded from the Findings section and placed in the Appendix to ensure transparency without compromising analytical readability. This methodological approach ensured that the study remained grounded in authentic user discourse while adhering to academic rigor, reliability, and qualitative depth.

Results and Discussion

This section presents the findings obtained from the analysis of Indonesian–English code-mixing in Shopee user reviews. The discussion is organized into two parts: (1) the types of code-mixing identified according to Muysken's (2000) framework, and (2) the sociolinguistic functions that emerge from users' linguistic choices.

Types of Code-Mixing in Shopee User Reviews. The analysis of 34 reviews containing Indonesian English code-mixing reveals the presence of all three types proposed by Muysken (2000): insertion, alternation, and congruent lexicalization. Table 1 summarizes the distribution of these types.

Table 1. Types of Code Mixing

Types of Code Mixing	Frequency
Insertion	15
Alternation	10
Congruent-Lexicalisation	9
Total	34

Table 1, presents the distribution of code-mixing types identified in the dataset. A total of 34 instances of Indonesian–English code-mixing were identified, consisting of 15 instances of insertion, 10 instances of alternation, and 9 instances of congruent lexicalization. These findings indicate that

insertion is the most frequently occurring type of code-mixing in Shopee user reviews, suggesting that consumers tend to incorporate English lexical items into Indonesian discourse rather than switching completely between linguistic systems. The predominance of insertion reflects the increasing integration of English vocabulary into everyday digital communication among Indonesian consumers.

1. Insertion

Insertion is the most frequently occurring type, appearing in 15 instances. This pattern involves embedding English lexical items typically adjectives, evaluative expressions, or product-related terminology into Indonesian syntactic structures. Examples include *nice fabric*, *thank you*, *real pict*, *love it*, and *super comfy*.

The prevalence of insertion indicates users' reliance on English for lexical enrichment, enabling them to express evaluations more precisely or emphatically. For instance, in "*Nice fabric, halus banget di kulit*," the phrase *nice fabric* enhances the reviewer's assessment of product quality, while the Indonesian clause provides familiar contextual grounding. Similarly, "*Super comfy, cocok buat dipake ke kampus*" demonstrates how English adjectives serve to intensify and modernize the user's evaluation.

Beyond lexical efficiency, insertion appears to function as a symbolic linguistic resource within digital consumer communication. Expressions such as *super comfy*, *real pict*, and *nice fabric* are not merely descriptive but also signal familiarity with the linguistic conventions of online commerce. Rather than assuming that English automatically conveys prestige and modernity, the data suggest that many English expressions have become conventionalized within Indonesian e-commerce discourse. Their frequent use may

therefore reflect communicative economy, shared digital literacy, and participation in online consumer culture as much as aspirations toward globalized identities.

2. Alternation

Alternation appears in 10 instances, characterized by language switching across clauses or within sequential phrases. This type is commonly employed to express contrast, evaluation, or future purchasing intention. Examples include "*Bahan bagus, tapi agak tipis. Next time order lagi!*" and "*Material bagus dan affordable price, sangat worth it!*"

Alternation reflects linguistic flexibility, as users employ English to highlight attitudes or emotional nuance that differ from the preceding Indonesian clause. In the example "*Next time order lagi*," the English phrase signals enthusiasm and future intention, introducing a pragmatic shift in tone. Alternation also showcases users' bilingual competence, allowing them to navigate multiple linguistic codes fluidly within a single communicative act.

From an interactional perspective, alternation enables reviewers to shift between evaluation and interpersonal engagement. Expressions such as *next time order lagi* not only communicate future purchasing intentions but also create a conversational tone resembling spoken interaction. This finding supports Auer's (1999) view that language alternation performs pragmatic and discourse-organizing functions beyond structural language mixing. In digital consumer discourse, alternation allows users to express personal attitudes, reinforce evaluations, and establish a more engaging communicative style.

3. Congruent Lexicalization

Congruent lexicalization is the least frequent type, appearing in 9 instances. This

form involves the blending of English and Indonesian lexical items within shared syntactic structures, resulting in a high degree of integration between the two languages. Typical examples include “*Packaging-nya aman banget*”, “*Looks premium banget*,” and “*Fast respon dari seller, packing-nya aman banget*.”

The presence of English items such as packaging, design, and looks combined with Indonesian morphological markers (e.g., -nya) exemplifies how users treat English and Indonesian as structurally compatible resources. This type demonstrates deeper bilingual integration, reflecting users’ familiarity with English terms that have become normalized within digital and fashion-related discourse.

The occurrence of congruent lexicalization also resonates with Myers-Scotton’s (1993) Matrix Language Frame model. Although Indonesian remains the dominant grammatical framework in most reviews, English lexical items are increasingly integrated into local syntactic structures. This pattern suggests that certain English expressions have undergone a process of normalization within Indonesian digital commerce discourse and are no longer perceived as entirely foreign linguistic elements. Consequently, congruent lexicalization reflects not only bilingual competence but also the evolving linguistic practices of consumers operating within digitally mediated environments.

The analysis reveals that Indonesian–English code-mixing in Shopee reviews is shaped by consumers’ communicative goals and digital interaction norms. Insertion dominates due to its role in lexical enrichment and expressive precision, while alternation appears as a flexible strategy for emphasizing stance or evaluation. Congruent lexicalization reflects more advanced bilingual integration, particularly in contexts involving product-

related terminology widely used in digital commerce.

The findings reveal four major sociolinguistic functions of code-mixing in Shopee user reviews. First, code-mixing serves as a form of lexical enrichment, enabling users to employ concise and widely recognized expressions commonly associated with digital commerce. Second, it functions as expressive emphasis, allowing reviewers to intensify evaluations and emotional responses toward products and services. Third, code-mixing contributes to identity construction, as bilingual language use signals participation in digitally connected consumer communities and reflects users’ familiarity with contemporary online communication practices. Finally, code-mixing demonstrates alignment with digital communication norms, where hybrid Indonesian–English expressions have become routine features of interaction in e-commerce environments. These findings indicate that code-mixing is not merely a linguistic phenomenon but also a social practice through which users negotiate meaning, identity, and participation in digital consumer culture.

Conclusion

This study investigated the patterns and sociolinguistic functions of Indonesian–English code-mixing in Shopee user reviews by applying Muysken’s (2000) typology of insertion, alternation, and congruent lexicalization. The findings demonstrate that all three types of code-mixing occur within consumer-generated online discourse, with insertion emerging as the most dominant pattern. The prevalence of insertion suggests that English lexical items have become increasingly integrated into Indonesian digital communication, particularly in the context of product evaluation and consumer interaction.

The analysis further reveals that code-mixing serves multiple sociolinguistic functions, including lexical enrichment, expressive emphasis, identity construction, and alignment with digital communication norms. Rather than representing random linguistic behavior, code-mixing functions as a strategic communicative resource through which consumers express evaluations, negotiate social identities, and participate in digitally mediated consumer culture. The findings also indicate that the use of English in online reviews should not be interpreted solely as a marker of prestige or modernity; instead, it reflects broader processes of linguistic normalization within contemporary digital environments.

Despite its contributions, several limitations should be acknowledged. The dataset was restricted to a single Shopee Mall store and focused exclusively on women's fashion products, which limits the generalizability of the findings. Furthermore, the relatively small dataset analyzed in this study may not fully capture the diversity of code-mixing practices across different product categories and e-commerce platforms. Future research is therefore encouraged to employ larger datasets, comparative platform analyses, and mixed-method approaches to obtain a more comprehensive understanding of multilingual communication in digital marketplaces.

Overall, this study highlights the value of customer reviews as a rich source of naturally occurring digital discourse. Examining code-mixing in this context contributes to broader discussions in sociolinguistics, digital communication, and consumer studies by demonstrating how bilingual language practices continue to evolve in response to globalization and technological change.

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