CHAPTER I

INTRODUCTION

This chapter explains about the background of problem and the reason why it is chosen as the topic of research. This chapter also consists of background of problems, statement of problems, purpose and significance of study, and models of writing.

A. Background of Problems

Human is social being who cannot alive without the others. Human being always wishes to interact with others, and it is clear that human uses a tool for it called language. As Wardhaugh (2007:13) says, language is a system arbitrary vocal symbols used for communication. Another definition has been given by Finnochiarno (in Alwasilah, 1993:2) said language is the arbitrary system symbols, which permits all people in given culture or other who learned the system of culture to communicate or to interact.

Language is a means effective for human being to communicate and interact. In daily activity, human being cannot be separated from language because it is also a tool of appearing what is in mind, feeling, and desire. It is very important so we as human being have to give more attention to it because through language, a person can adapt to is environment and become a member of society.

People used language in the form of speech and written. Two forms above are felt as two kinds or ways in reaching the purpose. It means that people will choose one of that language type that consider will give an effective way to

convey a message. Basically, language as a tool of conveying message or purpose, as in *Oxford Advanced Learners Dictionary* (1995: 233) that language is the system of sounds and words used by humans to express their thought and feeling.

According to Pateda (1987:13) written language considered as the second of the object, because the sentence written is difficult to understand what is implied in written. It means that written form contains a various meaning, people as a reader have to comprehend meaning of it or asking to the researcher, it is important to avoid an absurd meaning. There are some type of written such as article.

Language has a simple component in sending message. The message will be sent if there are three factors: native speaker, reader or listener and object (Alwasilah, 1993: 16).

Actually, there is no crucial distinction between speech and written, only in process of sending a function that made it different. Meanwhile, written according to *Oxford Advanced Learners Dictionary* (1995: 1383) "expressed in writing rather in speech, a written request, agreement, and confession". It was indicated that speech also has a role in human communication. Eventhough, written is quite hard to use in conveying a message. It means, the addressee understand what the addressed write or function. In this case, written as an alternative way in language usage.

Code mixing and code switching can be happened not only on directive communication, but also on oral communication like speech, host, or even

singing. Code mixing and code switching also happened on writing communication such as on letter, newspaper, magazine, etc.

In Indonesia's journalism, there's Olga! magazine, a girl magazine which is not only talking about artists' gossips but also to containing about education, healthy, fashion, and so on that help girls to be better both of physically and mentally than before.

At beginning of 2010, *Olga!* magazine has published its 100th edition. It prove that *Olga!* magazine has been approved by Indonesian people, especially girls, as a magazine that proper to read. It also shown by how many readers who participate on creating this perfect magazine, such as by sending an e-mail to *Olga!* for its critics and development, participate on quiz that held by *Olga!*, writing a short stories for *Olga!* and many other. 100 is an amazing number. So, we can get that there is sure be a special things on *Olga! Issue 100*. And that is right. *Olga! Issue 100* published at the middle of January. *Olga! Issue 100* is special issue that talk everything in hundred. A hundred things that you have to know. While *Olga! Issue 99* is special issue that talks everything about new eve because it published on new year 2010. And *issue 101* is special birthday issue because *issue 102* published on *Olga*! birthday.

In writing from those foreign words are written in italic word form, for example:" *Tidakkah kalian tau bahwa **the cutest boy** in BBF, Kim Bum, pergi ke London untuk belajar tentang berbagai praktik kepedulian lingkungan?*"(Olga! magazine, Issue 99:11)

In reading Olga! Magazine, the reader often finds some words or sentence adapted from foreign language in informal situation. The issue writer use a code when they want to use language or language variety in particular community.

Many members of society can write more than one language, or when two or more language exist in a community, the researcher frequently switched from one language to another, for example "*Pertemuan yang nggak disengaja itu trenyata berlanjut kearah yang lebih serius **and they are confirmed as a couple!***" (Olga! magazine, Issue 101: 66).

Someone usually requires selecting particular code whenever he/she chooses or writes and he/she may also decide to switch from one code to another or mixed code with very short written, for example "*Kamera dan cewek adalah **the next hottest things**. Capture semua fenomena di sekitar kamu, edit dan segera munculkan di Twitter atau Plurk*" (Olga! Magazine, Issue 101: 55).

In daily life someone is not aware that he/she has mixed up the both system of Indonesian and English. Moreover if it happened on textual language such as written on magazine. In one speech happened mixed or combination between the different variation in one same clause, so that phenomenon called code mixing (Suwito, 1983: 76).

Language coherence usually found in the writing article. Education level of the researcher or author will appear in utterance in speaking and discourse in a text these links can be based on the speakers knowledge and education background, the selections of words remain acquisition of knowledge. Language

choice will occurred if someone used more than one language when communicated with the other he/she select one language for certain purpose.

Bilingual speech, uses, and understands two languages equally well in his/her speaking and discourse text. Bilingual people have knowledge and high education level as prestige in social stratification.

This research focuses on particular magazine because there are code mixing used by writer. The studies of code mixing have more focused on conversations. The cases of code mixing usually occurred in daily conversations. The are only a few writers who have a great attention in conducting studies of code mixing on written language. Whereas, the cases of code mixing can be found in bilingual written. Finally, for that reason the researcher proposed the paper entitled English Code Mixing on Magazine (Case Study on *Olga! Girl magazine Issue 99, 100, and 102*).

B. Statement of Problems

In daily life someone is not aware that he/she has mixed up the both system of Indonesian and English. Moreover if it happened on textual language such as written on magazine. In one speech happened mixed or combination between the different variation in one same clause, so that phenomenon called code mixing (Suwito, 1983: 76). Sometime code mixing used in the writing an article for showing the title, education level, or his position (Nababan, 1993: 23).

The present in Olga! magazine we may find much articles containing code mixing on that magazine. The researcher use a code when they want to use language or language variety in particular community. If we see deeply about it,

the code mixing found in *Olga!* magazine has various kind and function of code mixing. Code mixing can be at the sentence, a writer inserted element in English. So, this research is conducted to observe kind and function of code mixing found in *Olga!* magazine, especially on *issue 99, 100,* and *102* which called as a special issue.

Based on statement above, the questions can be formulated as follows:

1. What kind of English Code Mixing are found in *Olga! Magazine's* articles *issue 99, 100, 102*?

2. What function of English Code Mixing are found in *Olga! Magazine's* articles *issue 99, 100, 102*?

C. **Purpose and Significance of Research**

The researcher has the purpose and significance of researcher.

a. Purpose of Research

There are two main purposes of this research, they are:

a) To know what kind of English Code Mixing found in *Olga! Magazine's* articles *issue 99, 100, 102*.

b) To recognize the function of English Code Mixing found in *Olga! Magazine's* articles *issue 99, 100, 102*.

b. Significance of Research

The significance of research, the researcher will be wished, they are:

a) The researcher knows that code mixing is a part of language variation

b) To give a new information of some sources about the code mixing on magazine.

D. Organization of Writing

In writing this paper, the researcher make it in five chapters, there are:

Chapter I : Introduction

This chapter will explain about the background of problem and the reason why it is chosen as the topic of research. This chapter also consists of problem statements, purpose of study, and organization of writing.

Chapter II : Theoretical Bases of Code Mixing

This chapter contains literature that used as reference of the researcher about the Code Mixing found in magazine.

Chapter III: The Methodology of Research

In this chapter, it will be explained about method and technique that used by the researcher to reach and evaluate the source. The researcher will describe the steps of the research which will be doing by her.

Chapter IV: Code Mixing On Three Issue 99, 100, and 102 In Olga! Girl Magazine

This chapter is explanation as analysis product of the data. The explanation is based on the problem statements and theories.

Chapter V : Conclusion and Recommendation

This chapter is the answer of the researcher's analysis of the problem. This final chapter is the researcher's view about the main of the research explanation.