

# CHAPTER I

## INTRODUCTION

This chapter presents introduction of the research. It contains background to the study, statement of the problem, purpose of research, significance of research, scope of the research, previous study and organizational of papers.

### A. Background to the Study

Human is social being who cannot live without the other human. Human beings always wish to interact with other human, and it is clear that human uses a tool for it is called language. Language is an important part of human life. According to Wardaugh, “language is a system of arbitrary vocal symbols used for human communication”.<sup>1</sup> This definition introduces key terms such as: language as a system is a language must be systematic in the sound and meaning that it can be learned or used consistently. Sound system allows combinations of sounds to form units of meaning, and meaning system allows the arrangement of meaning in an unlimited number of utterances and complicated ideas.

Language as arbitrary, this means that there is no specific reason to why a particular language operates as it does. Language as vocal is the term vocal refers to the fact that the primary medium of language is speech sound. Language as symbol, this means that language has symbolic association. Language as communication is used for communication. Here language allows people to say

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<sup>1</sup> Ronald Wardaugh, *Introduction to Linguistics*, (Toronto: University of Toronto, 1977) second edition, P.3.

things to each other and express their communicative needs. It is also the cement of society, allowing people to live, work, and play together, to tell the truth but also to tell a lie or lies. As Alwasilah says, “language has simple component in sending message, the message will be sent if there are three factors: the native speaker, reader or listener and the object”.<sup>2</sup>

Language is an effective medium for human beings to communicate and interact, with. In the daily activity, human beings cannot be separated from language because it is also a medium of revealing up what is in mind, feeling, and desire. It is very important for human beings to give more attention on it because through language, a person can adapt with his environment and become a member of society.

The communication gives the big effect for the relationship among people and language itself. People who come from different background fulfill their needs by interaction, gradually go through language contact, and finally create the new language or mix one language to another. This phenomenon is called language variety. It consists of interference, integration, code switching, and code mixing.<sup>3</sup> In this research, the writer is interested in analyzing of code mixing.

Code mixing is a branch of bilingualism in which two or more languages are used in it. Chaer defines “Code-mixing is a main code used and has function and its autonomy, while the other codes involved in speaking time is only pieces

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<sup>2</sup> A. Chaer Alwasilah, *Linguistik Suatu Pengantar*, (Bandung: Angkasa, 1993), P. 16.

<sup>3</sup> Abdul Chaer dan Leonie Agustina, *Sosiolinguistik Perkenalan Awal*, (Jakarta: Rineka Cipta, 2004), P. 106-128. *Interferennce adalah menyebut adanya perubahan system suatu bahasa sehubungan dengan adanya persentuhan suatu bahasa tersebut dengan unsure-unsur bahasa lain yang dilakukan oleh penutur yang bilingual. Integration adalah unsure-unsur bahasa lain yang digunakan dalam bahasa tertentu dan dianggap sudah menjadi warga bahasa tersebut. Code Switching adalah gejala peralihan pemakaian bahasa karena berubahnya situasi.*

without function or autonomy as a code”.<sup>4</sup> Soewito adds “the classification of code mixing, there are two types of it, and namely, outer and inner code mixing. Outer code mixing is a kind of code mixing based on the foreign language, while Inner code mixing is a kind of code mixing based on the native language”.<sup>5</sup>

Code mixing is the effect of one part of bilingualism and multilingualism used in communication. The use of code mixing can be found in all aspect of life, one of them is code mixing in the cover books of novel, “novel is long written story”.<sup>6</sup> So, there are many cover books of novel using code mixing, in which consist of two languages, English and Indonesian. This phenomenon creates many kinds of interpretation in consumers mind. Through the research, the writer intends to analyze the function of the cover books of novel with the code mixing by using the supporting theories that can help the analysis. There is an example of code mixing in the novel title at Mizan, as follow: *I Love You, Ayah; Stanza dan Blues;* and *Princess Noura Jelajah istana Fantasi*.

The title uses outer code mixing; a kind of code mixing sourced from foreign language and uses inner code mixing: a kind of code mixing based on the native language. The title consists of two languages, English and Indonesian. “I Love You” is outer code mixing and “Ayah” is inner code mixing.

The interesting thing in the code mixing is a combination of two different languages, which can result a reasonable types and function. And then, the research will be a paper entitled: Code Mixing in the Book Covers of Novel Titles

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<sup>4</sup> Chaer dan Agustina, *Sosiolinguistik Perkenalan Awal*, P.114.

<sup>5</sup> Soewito, *Pengantar Awal Sosiolinguistik Teori dan Problema*, (Surakarta: Henary Offset, 1983), P. 76-78.

<sup>6</sup> *Oxford Learner's Pocket Dictionary*, (Oxford University, 2000), third edition, P. 291.

at Mizan Publisher. The title is chosen because the goal of the research is to look for the types and function contained in cover books of novel using code mixing, and also to specify the analysis of the research.

## **B. Statement of Problem**

The emergence of code mixing in the book covers of novel titles at Mizan Publisher creates the questions to be solved. The writer wants to find and analyze the types and function contained in the book covers using code mixing. There are two questions for this research, they are:

1. What are the reasons of using code mixing found in title of novel book cover at Mizan Publisher according to their editors and the readers?
2. What is function of using code mixing found in title of novel book cover at Mizan Publisher according to their editors and the readers?

## **C. Purpose of Research**

The specific purposes of the study are as follow:

1. To know the reasons of using code mixing is found in title of novel book cover at Mizan Publisher according to their editors and the readers
2. To analyze the Function of using code mixing is found in title of novel book cover at Mizan Publisher according to their editors and the readers

#### **D. Significance of Research**

In this research writer hopes this research can give explanation to the people, especially to linguistics learners who wants to know how to use code mixing in title of novel book cover at Mizan Publisher, giving explanation for next researchers in doing further research of code mixing in title of novel book cover at Mizan Publisher, giving contribution to find out the differences and similarity of code mixing in title of novel book cover at Mizan Publisher and giving contribution to the reader by collecting the data about code mixing in title of novel book cover at Mizan Publisher

#### **E. Scope of the Research**

Code mixing appears in bilingual and multilingual society. It is according with Wardaugh “Most speakers command several varieties of any language they speak, and bilingualism, even multilingualism, is the norm for many people throughout the world rather than unilingualism. People, then usually required to select a particular code whenever they choose to speak, and they may also decide to switch from one code to another or to mix codes even within sometimes very short utterance and thereby create a new code in a process known as code-switching. Code-switching (also called code-mixing) can occur in conversation between speaker’s turns or within a single speaker’s turn. In the latter case it can occur between sentences (intersententially) or within a single sentence (intra-sententially)”.<sup>7</sup>

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<sup>7</sup> Wardaugh, *Introduction to Linguistics*, P. 101.

Code mixing is a branch of bilingualism in which two or more languages are used in it. Chaer defines “Code-mixing is a main code used and has function and its autonomy, while the other codes involved in speaking time is only pieces without function or autonomy as a code”.<sup>8</sup> Soewito explains, “the classification of code mixing, there are two types of it, and namely, outer and inner code mixing. Outer code mixing is a kind of code mixing based on the foreign language, while Inner code mixing is a kind of code mixing based on the native language”.<sup>9</sup> The research analyzes the cover books using code mixing in which consist of two languages, English and Indonesian.

Saeed defines “Semantics is the study of meaning communicated through language”.<sup>10</sup> From semantics the writer will take the theory of meaning. According to Aminuddin, “Meaning is a relationship between language and out of the world conventionally associated by the user of language, so it can be understood each other”.<sup>11</sup> Another definition had been stated by O’Grady that “...meaning must be something that exist in the mind rather than the world and that it must be more abstract that pictures and that there is more to it than just features”.<sup>12</sup>

The analysis of meaning is connected to connotation and denotation meaning. O’Grady said, that “Connotation is the set of association that a word’s use can

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<sup>8</sup> Chaer dan Agustina, *Sosiolinguistik Perkenalan Awal*, P. 114.

<sup>9</sup> Soewito, *Pengantar Awal Sosiolinguistik*, P. 76-78.

<sup>10</sup> Saeed, John I, *Semantics*, (Oxford: Blackwell, 1997), P. 3.

<sup>11</sup> Aminuddin, *Semantik*, (Bandung: Sinar Baru Algesindo, 2001), P. 7.

<sup>12</sup> O’Grady etc. All, *Contemporary Linguistics*, (Longman: London and New York, 1996), William edition, P. 275.

evoke”.<sup>13</sup> Different from connotation, denotation is “...the meaning of a word or phrase with the entities to which it refers...”.<sup>14</sup>

## **F. Previous Study**

A previous study there is some research on similar themes among which code mixing in brand name by Angga Sinar Gahara. The process of code mixing in brand name divides into, inner code mixing and outer code mixing. Inner code mixing of brand name in this research is combination between two words, Indonesian and English that are started by Indonesian Word, while code mixing outer code mixing of brand name in this research is a combination between two words, English and Indonesian that are started by English word.

For resulting the meaning of code mixing in brand name, there some steps. Firstly, looks for the literal meaning of the words containing in brand name from dictionary. Secondly, looks for referential meaning that is suitable for the product. According to the former explanation, concludes that the code mixing in brand names consisting of two words, English and Indonesian in this research aim at describing the characteristics of the product or the real form of the product as a description for the customers.<sup>15</sup>

Code mixing on some Indonesian article in forum magazine by A. Aas Astriani. The meaning of word are used as code mixing in the articles in forum magazine show that every single word has it own meaning even though the lexical words are combined into phrase or sentence. The word will have its own meaning

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<sup>15</sup> Angga Sinar Garaha, *Code Mixing in Brand Name*, (2006), P. 65.

as the word itself while it is analyzed in lexical meaning. But if the word has in the sentence, it words called as word attached context. The word will have meaning if accompanied with the other word. So if word or lexeme is joined, the meaning will change. Some of words that attached sentence context show the fact that meaning can known through sentence context.<sup>16</sup> In this research, the writer will describe the titling about code mixing in the book covers of Mizan.

### **G. Organization of Writing**

In writing this paper, the writer will make it in five chapters, Chapter I: Introduction consist of backround of problem, statement of problem, purpose and significance of research, scope of the Research, and organization of the paper. Chapter II: Theoretical Foundation consist of the literature review related data of research. This chapter presents literary review of the research. It contains sociolinguistics and semantics: bilingualism and multilingualism as factor causing code mixing, code switching, code mixing, definition of semantics, meaning, and the correlation between sociolinguistics and semantics. Chapter III: methodology of research detailing method that used in this research. Qualitative approach as the umbrella of this research and descriptive method was employed to underpin the research conduted by the researcher. Technique of collecting data, technique of data analysis are detailed to enable researcher under takes the research, population and sample, source of data, primary data, secondary data, technique of analyzing data, classifying data, analyzing, making conclusion and concluding remark. Chapter IV: analyzing consist of the data analysis related to the finding and



discussion of this researcher and Chapter V: conclusion and suggestion. Conclusion reports an integrated understanding toward the entire result of the research. Suggestions are a sort of implication directed to anyone who considers this study important to them.

