

CHAPTER I

INTRODUCTION

This research focuses on part of sociolinguistic that is code mixing. The researcher analyzes the language levels and kind of code mixing in Ridwan Kamil's twitter account. As a general introduction, this chapter describes background of the research, research questions, the purpose of the research, the significance of the research, research method, clarification of terms, and organization of paper.

1.1 Background of The Research

Social media is a tool created to enable people to communicate and interact. By social media which is considered difficult things can be easy. For example people do not need go to market if they need the thing what they want. If they want to go for shopping, they can use the social media like online shopping. Many of social media present some entertainment and usefulness of such Facebook, Twitter, Instagram, Path, BlackBerry Messenger, WhatsApp, and much more. But the most popular is Facebook and Twitter. According to wikipedia by Suryanto, (2012) as surveyor, there are six social media that are most popular and, twitter is in the second place after facebook.

Twitter is a social media. Twitter is an online social networking and microblogging service that enables users to send and read short 140-character text messages, called "tweets" (Stone, 2006). He states that registered users can read

and post tweets, but unregistered users can only read them. He adds that users access Twitter through the website interface, SMS, or mobile device app. Twitter Inc. is placed in San Francisco and has offices in New York City, Boston, Austin and Detroit.

The following here are the explanation about twitter as quoted from wikipedia (2006). Twitter was created in March 2006 by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass and by July 2006 the site was launched. The service rapidly gained worldwide popularity, with 500 million registered users in 2012, who posted 340 million tweets per day. The service also handled 1.6 billion search queries per day. In 2013 Twitter was one of the ten most-visited websites, and has been described as "the SMS of the Internet. And twitter are used by all people including mayor of Bandung (Ridwan Kamil)

Next the writer will explain about Ridwan Kamis as the object of this research. Based on wikipedia (2013), Mochamad Ridwan Kamil, ST. MUD was born in Bandung on 4 October 1971. He is a mayor of Bandung city on periode 2013-2018. Initially this man is an architect, lecture and social activist. Ridwan Kamil is a son of Dr. Atjhe Misbach, S.H and Dra. Tjutju Sukaesih. In 2013 he is candidatting of one party of PKS (Partai Keadilan Sejahtera) as a major of Bandung with Oded Muhammad Danial. After he being inagurated, he makes Bandung better than before. In this case Ridwan kamil is twitter user. He often uses bilingualism in his status such as code mixing.

Language is the most important thing in human life, because language is a tool for human being to communicate and interact. As Wardhaugh (1977:13) says “Language is a system of arbitrary vocal symbols used for communication”. Another definition has been given by Finocchiaro (2003 in Alwasilah, 1922:2) who states that, “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 divided into two forms, speech and written. Both of languages are felt as two ways to convey a message. Basically, language as a tool of conveying message or purpose. As Alwasilah (1933:16) says, that “language has a simple component in sending a message, the message will be sent if there are three factors: the native speaker, reader or listener and the object”.

In daily life people are not aware that they have mixed up the both system of Indonesian and English. For example, sometimes in speech they mix from one language to another. Sometimes in conversation they switch from one language to the other even in a sentence. It is called code switching. In one speech it happens mixed or combination between the different variations in one same clause, so that the phenomenon is called code mixing (Suwito, 1983:76).

The researcher is interested in this research because code mixing is phenomenon in social life when in this era language is nasty. English as international language influences other language, including in social media such

as twitter. Many people use code mixing in their “tweeps” for example in Ridwan Kamil’s twitter account many code mixing use by him such as:

ridwan kamil @ridwankamil · Aug 1 cihampelas lg didesain. nanti pejalankaki jalan di atas RT **@adjiekusuma**: sudah saatnya wilayah jl.cihampelas *SkyWalk*.

The studies about code mixing and semantic have been done before with each own interest. Some of them are as follows:

- The first research was done by Gahara (2006) entitled *Code Mixing in Brand Name*.
- The second one was by Setiyanti entitled *Code Mixing in Political Articles on Pikiran Rakyat News Paper (2009)*.
- The third one was by Fauzi (2009) entitled *Code Mixing on The English Broadcasting in Three Private Radio Stations: Ardan 105.9 FM, Ninetyniners 100 FM , OZ 103,1 FM*.
- The last one was by Silviani (2011) entitled *Code Mixing in Economic Articles on Media Indonesia Newspaper*.

Based on the previous studies above, there are still no research about code mixing in twitter account. Therefore, the researcher is trying to conduct the research entitled “*Code Mixing in Ridwan Kamil’s Twitter Account*.”

1.2 Purpose Of The Research

The research is intended to:

1. Know the language levels of the code mixing in Ridwan Kamil's twitter account occur.
2. Know what kind of code mixing in that code mixing in Ridwan Kamil's twitter account.

1.3 Research Question

Based on the purpose of the research above, the research questions can be formulated as follows:

1. In what language levels does the code mixing in Ridwan Kamil's twitter account occur?
2. What kind of code mixing is it in that Ridwan Kamil's twitter account?

1.4 Significance of The Research

There are two significances in this reaserch; as follows:

- Theoritically, this research is adding knowledge for the researcher and for readers. Besides, this research helps us add information about code mixing in Ridwan Kamil's twitter account.
- Practically, this research can give information about the process of analysis of code mixing in Ridwan Kamil's twitter account.

1.5 Reasearch Method

The research is qualitative research which uses descriptive method.

1.6 Clarifications of Terms

In order to minimize misinterpretation on the key terms used in this research, the researcher clarifies some key points:

- Code is the rule for the coordination of two different repertories of sign, which can represent the same information. (Busman, 1966: 193).
- Mixing is two or more substances to combine, use in a way that means they cannot easily be sparated (oxford, 2011:282).
- code mixing is combination between the different variations in one same clause (Suwito, 1983:76).
- Mochamad Ridwan Kamil is the mayor of Bandung on periode 2013:2018.
- Twitter is a social media Twitter is an online social networking and microblogging service that enables users to send and read short 140-character text messages, called "tweets". (wikipedia, 2006)
- Account is a contractual aggrement between a user and an internet or e-mail service provider establishing a directory and other system information and giving the user access to a network (Encarta dictionaries 2008).
- Twitter account is social media that use with all people for share anything (wikipedia, 2006).

1.7 Organization of the Paper

This paper is ordered into five chapters as follows:

Chapter I (Introduction)

It consists of background of the research, the reason for choosing the topics, limitation, research question, the purpose of the research, significance of the research, procedure of the research, locate and time of the research, clarification of terms, and organization of the paper.

Chapter II (Literary Review)

It contains some theories which used in the research, include the explanation related to the theory applied in the research. It provides definition of sociolinguistic, code mixing, langugae levels and semantic. It also explains about the previous related studies in code mixing process.

Chapter III (Research Methodology)

It explains the research design that used in this research; include some steps that the researcher does in the research. This chapter also explains how the data are collected and analyzed to find the final result.

Chapter IV (Finding and Discussion)

It discusses the result of the research which consists of findings, data presentation and the results of the language levels in code mixing and also its interpretation.

Chapter V (Conclusion)

It presents the conclusion, include result of the research in summary. It also presents the suggestions for further research.

