CHAPTER I

INTRODUCTION

This chapter presents five parts related to this study. Those include background of problem, statement of problem, purpose and significance of research, and organization of writing.

1.1. Background of Research

People need language for their communication in their daily life. Without language, people cannot understand what other people want. By using it, people can express ideas, experiences, desires, hopes, feeling and so on to others. In this case, the function of language is the tool of communication.

English language was claimed as international language that must be understood by everybody who has connected with other people who have different language. A global language will eventually come to be used by more people than any other language, in this case English has already reached this stage (Crystal,2003: 6). When someone goes somewhere abroad, they need English skill to communicate with the other. when they came back to their country, some of them are getting easier to talk in English than their own language. In this case, there is may somebody who cannot speak English very well, so the speakers have to speak their original language. Here, sometimes code mixing are happen.

Language is an effective tool for human being to communicate and interact with others. 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 human being have to give more attention to it. Through language, a person can adapt to his environment and become a member of society.

Sociolinguistics is the study of the characteristics of language varieties, the characteristics of their functions, and the characteristics of the speakers as these three constantly interact, change and change one another within a speech community according to Fishman in Chaer (2004:3).

According to Soeparno (2002:25) Sociolinguistics is discipline of linguistics which studies of language in society. The topic of sociolinguistics study according to Chaer and Agustine (1995:7) consists of seven problems, they are: social identities of speakers, social identity of the listener, social environment where the event speech, synchronic and diachronic analysis of social dialects, different social judgements by speakers on the behavior of the forms of speech, levels of variation in linguistic research and practical application of sociolinguistics.

The development of technology is getting higher day by day and year by year. People are also getting easier to use technology for communication. Either to communicate with someone in local place who have the same language with us or with one in very far away with different language who never been met before. Getting communication seems be easier than the past, and today, there are so many communication media that support us to make a practice communication either with the people near us or with someone in far distance. It is such as letters, phone, internet media. For example is Instagram.

Instagram was created by Kevin Systrom and Mike Krieger, and it was launched in October 2010 as a free mobile app. it is for taking pictures, adding filters to make them look retro, and then for sharing them with sites like Twitter, Flickr, Tumblr, and Facebook. Furthermore it is a simple social network of other people's photos. people can "like" or comment on the photos, and see what's new. It is easy and does not take much time or effort. This is one of the reason it has become so popular so quickly according to Frommer (11,2010). Of course there is controversy on Instagram, like pornografi and more. In spite of that also Instagram has a positive effect, so many people who market their products in instagram, many people share the information through Instagram.

Many members of society can write more that one language, or when two or more language exist in a community, the writers frequently switched from one language to another, for example "petiaaaaaaah! *Big thanks to our music purveyor a.k.a. pemandu kekacauan lantai dansa @lawlessyoutubesquad @indra7 @theonly_ones dan buat kalian semua yang sudah ikut meramaikan acara #LetsBeergembira tadi malam di @taphouse_jogja. You guys were awesome!!! Cheers... bottom's up, dance it out!*

In daily life someone is not aware that he/she has mixed up the both language system of Indonesian and English. Sometimes in the conversation people switch from one language to the other even in a sentence, it is called code switching. In one of speech happened mixed or combination between the different variations in one same clause, so that phenomenon is called code mixing (Suwito, 1983:76).

In speech event both clause or phrase consist hybrid clauses and hybrid phrases and each clause and phrase does not support function individually so will happened code mixing (The lander in Chaer & Agustina, 2004:152).

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

The writer takes this research object at instagram captions because there are code mixing used by the acount writer. The studies of code mixing have more focused on caption. The cases of code mixing usually occurred every caption. Whereas, the case of code mixing can be found in bilingual written.

Many researches use code mixing in their research, such as a study conducted by Angga (2009) entitled "Code Mixingi brand name". This research discuses about code mixing in brand name. the main reason of this research is the emergence of code mixing in brand name becoming a phenomenon thet is interesting to be analyzed. The analysis is divided into two statement of problem, namely, (1) how the peocess of code mixing in brand name? (2) what do the brand name means?

The result of the research, the writer can find some conclusions of the research, firstly the writer find to groups of code mixing in brand name; inner code mixing and outer code mixing. secondly the writer finds that the code mixing in brand name consisting of two words, English and Indonesian in this research aims at describing the characteristics of the product or real form of the product as a description for the customer.

Beside using radio as an object, study code mixing also using in movie, like the research was done by Rochim, Achmad Bustanur (2012) " An Analysis Of Code Mixing Used In The Movie "Punk In Love". This study aims that investigating the use of code mixing in the movie Punk in Love.

There are two research problems in this research, they are: (1) What are the forms of language mixing used by the actors in the movie Punk in Love? (2)What are the reasons of using code-mixing in the movie Punk in Love?

The research design of this study is descriptive qualitative approach. It is because the data are in the form of word. Only one kind of the source of the data, that is the data from the conversation used by the actors (Arok, Yoji, Mojo and Almira) on the movie *Punk in Love* by Ody C Harahap.

The result of this study shows that in this research find a kind of code mixing, that is inner code mixing. Among six forms of code mixing, there are five forms found in this study. They are: code mixing in the form of word, code mixing in the form of phrase, code mixing in the form of repetition words, code mixing in the form of idiom and code mixing in the form of clause. The use of code mixing in this study is influenced by three reasons, they are: role identification, variant identification, and desire to explain and interpret.

The last is research conducted by Siti Arisah (2012) in her paper about "The Use of Code Mixing in Parlindungan Marpaung's Fullfillinf Life". This research show the reason of using code mixing could be classified as to avoid misunderstanding, to be emphasize, to help conveying the message, to remember the sentence, express emotion, make communication easier. And this research

show the social function of using code mixing based on writer could be classified as to make readers interested, to facilitate education, to maintain language attitude and social dominance.

The result of this research shows that: 1) the reason of using code mixing could be classified as follow: a. to avoid misunderstanding, b. to be emphasize, c. to help conveying the message, d. to remember the sentence, e. to express emotion, f. to make commuication easier, g. code mixing as effect of bilingualism. 2) the social function of using code mixing based on writer could be classified as follow: a. to make readers interested, b. to facilitate education, c. to maintain language attitude and social dominance, and social function of using code mixing based on reader could be classified as follow: a. to facilitate education, b. to help understanding the text, b. to be more interseting.

The researcher concludes that there are seven reason of the use of code mixing on Fulfilling Life by Parlindungan Marpaung based on the author that is adapted from the theory of meaning of code mixing. There are three social function of the use of code mixing on Fulfilling Life by Parlindungan Marpaung based on the writers and there are three social functions of the use of code mixing on Fulfilling Life by Parlindungan Marpaung based on the respondents that is adapted from the theory of reason of code mixing by suwito.

By looking at the previous studies above, it is clear that two of them use written language as the object of the research. Likewise, the present study will also observe code mixing in written language, but the difference is on the kind of the text which is not in the form of newspaper or book, but on social media that is

Instagram. The writer take the data on Beergembira's post contained in Instagram page. And also the statement of problem that explain from the writer is different with previous studies above.

1.2. Research Question

The writer is interested in code mixing occured in Instagram caption, how the use of Indonesian as national first language and English as foreign language in Instagram caption. Hence the writer chooses the title "Code Mixing on Beergembira's Caption Contained in Instagram Page".

Based on the explanation above, this research can be formulated to 2 questions as follows:

1. What words are used as code mixing on Beergembira's caption contained in Instagram page?

2. What are the meaning of words used as code mixing on Beergembira's caption contained in Instagram page?

1.3. Purpose of Research

This study is intended to get solution and description of the problem through the analysis and the study that have been previously mentioned in the research problems.

Based on explanation above, the purpose of this research is a follows:

a. To know the words are used as code mixing on Beergembira's caption contained in Instagram page.

b. To know the meaning of words used as code mixing on

Beergembira's caption contained in Instagram page.

1.4. Significance of Research

The significance of research, the writer will be wished as follows:

a. The writer knows that code mixing is a part of language variations.

b. To give a new knowledge and information about code mixing

especially in written language.

1.5. Organization of Writing

In writing this paper, the writer 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

Code mixing and theory of meaning containing

supported theory correlation to this paper,

concerning type of code mixing, factors causing

code mixing, lexical and contextual meaning.

Chapter III   :   The Methodology of Research

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

Chapter IV   :   Code Mixing on Beergembira's caption contained in Instagram page. This chapter is explanation as analysis product of the data. The explanation is based on the problem statements and theories.

Chapter V   :   Conclusion and suggestion

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