

CHAPTER I

INTRODUCTION

This chapter is the introductory chapter of the research. It consists of a background of research, research questions, the research objectives, the research significances, previous studies, and definition of the key terms.

1.1 Background of Research

There are many young generations that use two or more languages in their social activities for communication, in this situation can be seen in big cities of Indonesia. This condition is called code mixing because the condition where people use more than one language in the same topic. For example in college, many people come from different cultures and when they speak to other people usually use their second language and it is national language. That condition caused many people learn another language to make their communication effective.

When talking about language, gender is one of the factors that influence language variation. Moreover, human behavior in living as male and female is also influenced by the use of language in society. In the context of gender, it is a difference in speech or conversation will provide a variety of languages used. Studies on gender issues are endless and increasingly interesting to be discussed to date. If people look at the relationship between language or speech use in videos with the phenomena of gender stereotypes, this study is included in the sociolinguistic domain. The identification of differences between male and female speeches has existed for a long time, even before scientific research into this matter. That phenomenon not only found in the real conversation in daily life but also in the media which developed, one of them is YouTube.

YouTube is one of the entertainment media on the internet that is widely accessed by one of them in Indonesia. On YouTube, people can become creators or just viewers. YouTube is different from television; the video can be played repeatedly by the user, while television only can be watched when broadcast and not only that, YouTube can provide content that is very diverse. Various kinds of videos that are already on the site can be watched for free. Creators and viewers can also share their own videos, as long as they are connected to an internet connection.

In this research, the writer was interested in conducting research about “The Use of Code Mixing by Paul and Gita (Case Study of Paul Partohap’s YouTube Videos)”. The writer researched code mixing of Bahasa Indonesia and English by Paul and Gita. It is interested in analyzing about types of code mixing used by Paul and Gita in Paul Partohap’s YouTube videos based of Muysken’s theory, and the characteristics of languages of code mixing used by Paul and Gita in Paul Partohap’s YouTube videos based of Lakoff’s theory.

Paul Partohap is one of male Indonesian YouTuber. He created one of the themes of his content is Ngobrol. Ngobrol is a session where he talked about various kinds of things. Happening in the world about topics and issues related to social, cultural, and so on. Also, there are stories that he wanted to share, and it is all about freedom of opinion. Videos on the theme Ngobrol, he is not alone to express his opinion. He was accompanied by his wife named Gita Savitri Devi, she is also one of the Indonesian female YouTuber called Gitasav. She is known as YouTuber who often gives her opinion on various issues in Indonesia and the world with the typical language style of youth generation.

The writer chooses this YouTuber because firstly it contains more code mixing phenomena, the YouTuber explicitly mix their language when they were speaking, Indonesian as the main language and English as another language. By considering it, this research aims to do further analysis and identifications of it. Secondly, on the YouTube videos, Paul and Gita give their opinions and on

various issues in Indonesia and the world in a critical manner, easy to understand in explaining their opinions, and straightforward but still with the style of language typical of youth generation. Thirdly, about language and gender focus on how gender influences the use of language by Paul Partohap and Gitasav.

1.2 Research Questions

This research has several research questions that correspond to the background of research.

1. What types of code mixing are used by Paul and Gita in Paul Partohap's YouTube videos?
2. What are the characteristics of languages of code mixing used by Paul and Gita in Paul Partohap's YouTube videos?

1.3 Research Objectives

Based on the research question above, there are two primary purpose of this research.

1. To find out the types of code mixing are used by Paul and Gita in Paul Partohap's YouTube videos.
2. To explain the characteristics of languages of code mixing used by Paul and Gita in Paul Partohap's YouTube videos.

1.4 Research Significances

This research is expected to contribute academically and practically.

1. Academically, this research is expected to give more understanding about code mixing used by Paul and Gita, and characteristics of languages of code mixing in Paul Partohap's YouTube videos.
2. Practically, this research can be a reference to do better research, and it is hoping to be useful as one of the references for the next researcher who wants to research of code mixing.

1.5 Previous Studies

This research uses several kinds of research related to code mixing, which aimed to strengthen analysis in this research.

1. The first research was written by A. Aas Astriani from State Islamic University Sunan Gunung Djati Bandung in 2005 entitled “*Code Mixing on some Indonesian Articles in Forum Magazine.*” The result is there are 44 data that refers to a code mixing from 8 titles of language articles.
2. The second research was written by Nina Maryani from State Islamic University Sunan Gunung Djati Bandung in 2011 entitled “*Code Mixing in Title of Novel Book Cover at Mizan Publisher.*” The result is there are the titles of novel use inner code and outer code. There are 20 titles of novel and what the reason is used by the publisher.
3. The third research was written by Aghnia Nurfitriani from State Islamic University Sunan Gunung Djati Bandung in 2016, “Code Switching on @infobdg’s Twitter Account.” The result is there are 38 outer types of code mixing and 12 inner types of code mixing.
4. The fourth research was written by Nurul Fitriani from State Islamic University Sunan Gunung Djati Bandung in 2017, “Code Mixing on *Hitam Putih* Program At Trans 7” the result is the researcher finds the types of code mixing that used in *Hitam Putih* program. Those types are insertion, alternation, and congruent lexicalization. From three episodes on *Hitam Putih* program, the researcher found 28 data of insertion, 17 data of alternation, and 7 data of congruent lexicalization. And the researcher also analyzes about the functions of code mixing. There are six function of code mixing found in *Hitam Putih*, those functions are referential, directive, expressive, phatic, metalinguistic, and poetic. The researcher found 1 datum of referential, 2 data of directive, and 4 data of expressive and 2 data of phatic.

To limit the object of discussion, the writer is interested in analyzing about types of code mixing used by Paul and Gita in Paul Partohap's YouTube videos based on theoretical framework by Muysken and the characteristics of languages of code mixing used by Paul and Gita in Paul Partohap's YouTube videos based on theoretical framework by Lakoff.

1.6 Definition of Key Terms

There are definitions of key terms used in this research; the writer clarifies the key points, as follow:

- a. Code Mixing is speakers or writers mix two codes or more language in discourse, the main characteristics in code mixing is relaxed situations and informal situation (Nababan, 1993:32).
- b. Paul is one of male YouTuber in Indonesia, known to often cover songs and make video discussions of various issues in Indonesia and the world.
- c. Gita is one of female YouTuber in Indonesia, known as YouTuber who often gives her opinion on various issues in Indonesia and the world.
- d. YouTube is a popular video sharing website where users can watch and share video.
- e. Paul Partohap's YouTube Videos consists of variety of content themes such as vlog, cover music, and discussion.