

CHAPTER I

INTRODUCTION

This chapter describes the background of the research that explains the statement of problems, research objectives, research significances, previous researches and definition of key terms.

A. Background of The Study

As a part of a social community, human develops the way of their communication system into a modern variety. One of it is through social media that connect people with media such as computer, smartphone and internet connection. It can link people one of another in a small or a broad distance. Technology as a part of human invention can lead to some changes not only for science but it can change of the way of human socializes.

Social media as it discussed here act as an online platform to communicate people with other people in a small or even a broad distance. People also use social media to share their thoughts just to express their feelings. Many variations of social media exist today among society such as Instagram, Pinterest, Twitter, etc. They connect people with their own values and characteristic.

For example, Instagram let the users share images or videos with caption below them to describe or even give the information of what the users want to share. Same as Instagram, social media Pinterest let the users share images with a short-text as a title for the images. It can be said that the speciality they have is to share images with captions. But it is different with Twitter, it let its users share in a various format

such as images, videos, direct link, or even text-based posts only. The uniqueness of this platform is that the text-based form is called “tweet”. Tweet, as a format used by users on Twitter to communicate with verbal which is in written language.

There is a fact that language is a person’s self-expression in communicating with others. Halliday asserts that language is used to express a purpose or function of social processes in the context of situations and cultural contexts (Wiratno & Santosa, 2014). Regarding to that line, in expressing themselves, sometimes people mix the languages they speak only to deliver a message. The phenomenon of mixing the two languages is divided into two categories, code switching and code mixing.

According to Waris (2012), code switching and code mixing are well-known traits in the speech pattern of the average bilingual in any human society the world over, where both of them are the most obvious and widespread which used at different language. Nowadays, many bilinguals communicate through code mixing in social media. For example, there are three well-known celebrities that almost frequently use two languages in social media, they are Maudy Ayunda, Karin Novilda, and Raisa Andriana.

They are known for being bilinguals in social media to maintain their existence as a celebrity. In one of Maudy’s tweets she wrote “*Gara-gara ngobrol sama mama pas sahur tadi, jadi pengen liburan lagi sama keluarga...* So we made a list of places to go after all of this ends. Miss taking scenic photos like this one!”. On the first line she used Indonesian and then on the second line she used English. The pattern of her writing is simple, it is Indonesian full sentence then fill with English

full sentence, not so many types were found. If it is based on Hoffmann's theory, she only used intra-sentential clause of code mixing.

Then on Karin's tweet, she also used the same pattern as Maudy. Karin wrote "*Ada hal lucu dari klarifikasi seseorang. Dia sadar gak sih, kalo ini barang bukti kuat sebagai pengakuan kalo dia itu lagi drunk driving pada waktu itu?* This is a suicidal movement HAHHAHA. He needs a better PR thoooo[emoji]". The motive of her writing is that she wrote in full Indonesian sentence on the first line and then she continued it in full English sentence. Based on Hoffmann's theory, she only used intra-sentential clause of code mixing.

It is very different with Raisa's tweet motive, she wrote "Awww [emoji] Thank you bubs yang selalu support aku jadi mom and working woman yg kuat. Kalau ga sekarang, kapan lagi? #Kepala3CDR". According to Hoffmann's theory, there are the differences in the type of code mixing that Raisa Andriana uses. She uses several code mixing types in her tweet, there are intra-sentential words of code mixing, intra-sentential clauses of code mixing and intra-sentential phrases of code mixing.

Therefore, in this research, the researcher is going to examine the phenomenon of code mixing carried out by Raisa Andriana with an alternative name @raisa6690. She is a singer who has a great influence on the writings she makes in the form of self-expression on social media. As a celebrity and a singer, Raisa Andriana's writings on Twitter have a different variation, such as self-promotion and talking to her followers. She writes tweets not only with her first language which is Indonesian but she also writes in English. Code mixing in her tweets with Indonesian-English,

which she often does on social media will certainly have social functions for its readers.

The notion of social functioning in Hoffmann's theory has the same meaning as the intention or function of the utterances or writings themselves to a society. The social function from Raisa Andriana's tweet example above is to talk about particular topic which is to talk about her supportive husband.

This phenomenon leads the researcher to analyze "Code Mixing and Its Social Functions in Raisa Andriana's Writings on Twitter". Code mixing in this research is a part of sociolinguistics approach in linguistics field to analyze the types and the social functions of code mixing itself. Theory from Hoffmann is used to find out the social function with code mixing in Raisa Andriana's tweets. Hoffman's theory is also used to find out the types of code mixing. The research method that will be used is a qualitative method.

There are two reasons of choosing Twitter as an object. First, it is because social media as a part of communication platform for people to express their feeling and to communicate. Although it has variety form how to make tweets, a lot of twitter user, especially Raisa Andriana, expresses her feeling or communicate to the other using text-based only tweets form. Second, the researcher purpose is only to interpret the writing forms, no images, video, or figures involved.

B. Research Problem

Raisa Andriana's language behavior in her tweets often mix languages. The tweets that she makes also have a different type, either she only involves one type of code mixing or involves some types of code mixing into her Indonesian tweets.

As a celebrity and a singer, the tweets in her personal Twitter account that contains code mixing she makes must surely have a social function for the readers.

As for the previous statement, the researcher found two main problems based on the object of this research:

1. What types of code mixing are used in Raisa Andriana's writings on Twitter?
2. What social functions are found in Raisa Andriana's writings with code mixing on Twitter?

C. Research Objective

From the problem of the research that have been formulated there are research objectives related to the research problem as follow:

1. To find out the types of code mixing in Raisa Andriana's writings on Twitter.
2. To find out the social functions in Raisa Andriana's writing with code mixing on Twitter.

D. Research Significance

The research conducted by the researcher to bring some benefits for language theoretical use and so for practical use.

1. Theoretical use

This research is useful for readers to add information about sociolinguistics, especially code mixing, as this research contains many theories related to code mixing. This research also contributes in linguistics field as a research paper.

2. Practical use

a. For the researcher

The researcher will obtain knowledge of Indonesian-English code mixing in tweets on social media Twitter.

b. For the reader

This research can be used as an additional reference for discussion of sociolinguistics study, especially about code mixing phenomenon.

c. For other researcher

This research can be used as a reference for other researcher's to conduct further studies and researches.

E. Previous Studies

There were several researches conducted previously by several researchers, the first one was from Anggraini (2014) with the title "Code Mixing Among English Literature Students 2010 in Social Media Path". In her research, she observed the reasons why English literature students used code mixing on social media. In addition, the research aimed to determine the social functions of code mixing carried out by students. Finally, the research found out the types of code mixing used by English literature students on social media.

The object used in her research was the social media Path in 2010. Research compiled by Anggraini proved that the reason students did code mixing on social media was because their educational background is English literature students. Additionally, they used English when they were at university. Then, the dominant

types of code mixing used in this research were intra-sentential, inter-sentential, and involve a change of spelling in sequence.

Second previous research was from Riana (2018) with her writing entitled “The Sociolinguistic Study on the Use of Code Mixing in Instagram by the Students of English Education Department at IAIN Salatiga”. Similar to the first previous research, this research observed the behavior of English students in code mixing. This research aimed to determine the types of code mixing carried out by the students. Additionally, this research aimed to determine the reasons students did code mixing and also the social functions of code mixing.

The outcome of the research resulted that English language education students did code mixing because of their educational background as English language academics. The types that often used were words, phrases, hybrids, idioms, clauses, and word reduplications. The social functions of code mixing from previous research were to make a good relation with a friend, also can give information or other with interesting language.

The last previous research was carried out by Ramadhan (2015) with “Code Mixing And Code Switching Analysis In Ranah Tiga Warna Novel By Ahmad Fuadi”. Ramadhan's research also analyzed and explained the types and factors of code mixing and code switching that took place in Ahmad Fuadi's novel “*Ranah 3 Warna*”. It used content analytics to analyze the data. The utterances of the fictional character “*Ranah 3 Warna*” are a data source that uses a targeted sampling technique to select the sentences that contain the characteristics of the code mixing and the code switching. Ramadhan’s research used Suwito’s theory for type

analysis and Jendra's theory for code mixing and code switching utilization factor analysis.

Different from three previous researches, this research's object is Raisa Andriana and her twitter account. This research aimed to find out types and social functions of code mixing based on Hoffmann's theory. However, what distinguishes the focus of this research is the writings in Raisa Andriana's Twitter account that consist code mixing in Indonesian-English. The writings in Raisa's Twitter are all qualified tweets.

F. Definition of Key Terms

This study has a definition of key terms so that it is clear what is being discussed schematically. Below is a definition of the terms that will be explained.

1. Sociolinguistics

Abdurrahman (2011) explains that sociolinguistics studies language by taking into account the relationship between language and society, especially the people who speak that language.

2. Bilingualism

According to Hurlock (1993 in Pransiska, 2018), bilingualism is the ability to use two languages in speaking, speaking, and writing.

3. Code Mixing

Code mixing is the mixing of two or more languages from various linguistic units. According to Yessy (2017) code mixing usually happens while people communicate in oral or written and in informal situation.

4. Twitter

Twitter, is a social media platform for social interaction with fellow users through a connected internet network. According to Bristol et al (2010 in Maclean et al., 2013), Twitter is a free social network that is used on a large scale, allowing users to share information through short posts and comments about their experiences or thoughts in form of tweets.

