CHAPTER I

INTRODUCTION

This chapter presents six points including background of research, research problem, research objective, research significance, and definition of key term. The purpose of this chapter is to give a broad introductory overview of what the research object actually is.

1.1. Background of Research

Communication is a form of human interaction that influences each other intentionally and unintentionally C. Shannon and W. Weaver (1949). Communication is one of the most frequently performed activities in everyday life. Language is the base equipment for human to convey or transfer an intention or information. In communication, people need proper language to achieve several understandings in order to have the same perspective. Chaer and Agustina (1995:14), stated that the main function of language is as a communication tool. This is in line with Soeparno (1993:5) which stated that the general function of language is as a means of social communication. By those theories communication can be concluded as the tool to give information to each other so people can understand each other. By these definitions, experts made the classification of the language that spread around society in the Sociolinguistic studies. Sociolinguistics views language as social behavior that is used in social communication.

Communication can also be done in more than one language. It is called bilingualism. According to Mackey & Fishman (in Atmaja, 2018), bilingualism, in sociolinguistic studies, is the use of more than one language that speakers use in communicating alternately or sequentially. This means that someone who is

interacting between a speaker and a speech partner by using more than one language is used.

Considering that in today's technological era, communication tools are growing rapidly, language is still being used and developing, communication tools often use other languages, and contact with other languages is often a problem. Indonesia is a very large country with many different cultures and languages. The era of globalization will touch all aspects of life, including language. An increasingly global language used by all nations in the world is English (Richards & Rodger, 1986).

Language has always been a tool made by humans to connect with one another. The diversity of human cultures, civilization, and various expansions allow humans to develop different languages in different places across the globe. For instance, English language is developed in the western hemisphere, Arabic in the eastern, Afrikaans in Africa, and Indonesian in southeast Asia. The distinct regions and a huge amount of distance as well as different cultural contact that these nations experience allow people to learn multiple languages. It also includes some borrowing, loanwords, acculturation, assimilation, and even the creation of pidgin or creole.

Those phenomena happen all over the world and now it is such a normal occurence. It gives birth to a huge number of expressions, idioms, and proverbs which makes communication between individuals easier than ever. Before venturing deeper into languages, a definition of language is needed to limit the scope or focus within this research. According to Bloch & Trager (in Suryani, 2016), "A language is a system of arbitrary vocal symbols by means of which a social group cooperates." Furthermore, Sweet (in Suryani, 2016) adds that, "Language is the expression of ideas by means of speech-sounds combined into words. Words are combined into sentences, this combination answering to that of ideas into thoughts."

In short, a language is a medium used by humans to express themselves. In many social contacts, these expression gives birth to a large number of lingual phenomena. Therefore, a field of study in which the expressions are analyzed

academically is needed. the necessity increases as time goes by and thus linguistics was born.

The field of linguistics involves a close examination on language and expressions used in many areas of life. Therefore, as the study broadens, there are various linguistic branches, namely semantics, pragmatics, sociolinguistics, historical linguistics, folk linguistics, psycholinguistics, and many more. However, this research focuses on sociolinguistics. Sociolinguistics analyzes how social aspects influence one's use of language. Similar statement is also asserted by other linguists. According to Holmes (2013):

"Sociolinguists study the relationship between language and society. They are interested in explaining why we speak differently in different social contexts, and they are concerned with identifying the social functions of language and the ways it is used to convey social meaning".

The statement above indicates that language may function differently in different social contexts, this implies that there are situations in which humans adapt their expressions to their surroundings. One of the "linguistic adaptations" done in order to achieve a certain function of language is code mixing.

Code mixing can be simply defined as mixing different languages in one speech event. In this research the mixed languages are English and Indonesian. Mixing Indonesian and English is common in this globalization era. Often found Indonesian insert English in communicating, such as the words of one artist Cinta Laura: "*Hi, guys! What's up? It's me* Cinta dan kembali lagi di Bicara Cinta" (Talkshow PUELLA ID Episode Boy William), and not only in communicating but even a lot of products that use English such as one of the skincare products that is currently viral in Indonesia called *"Scarlett Whitening"* this product uses English to name the product, also shows on television and social media, then the use of English names such as the name of *"Angel"*, and Company standards require all employees to be able to speak English.

Parker (2003) & Solis (2008) said that social media is a means for people to interact with each other by creating, sharing, and exchanging information and ideas through words, pictures, and videos in a network and virtual community. The use of media in Indonesian society is no longer common. From the total population of Indonesia, as many as 274.9 million people, active users of social media reached 170 million.

Based on the number of social media where the artist uses language mixing, so this case makes people confused about the information conveyed because of the mixing of languages. Based on EF 2020 research, Indonesia has low English proficiency, so not a few people criticize artists for mixing English in communication, such as the artist Boy William who was blasphemed by netizens in his Instagram comments *"Lo tinggal di Indonesia yang notabene 99% enggak bisa ngomong Inggris, jadi lo harus penyesuaian,"* wrote the netizen. often mixing languages make people angry because they do not fully understand. Therefore, this research will benefit the writer because it is very important to study further about code mixing, this research will provide education about the meaning and how to use English mixed with Indonesian language through the PELLA ID talk show.

PUELLA ID is a talk show program that airs on YouTube, hosted by Cinta Laura, a well-known artist known for her thick English accent. This talkshow program often invites famous artists and discusses something that is currently viral in the community which is presented in the form of direct interviews with sources.

Furthermore, to facilitate the research process in this research, the writer has also laid out some previous studies from several sources. The sources included thesis and journal. Earlier studies reffered by researchers were studies that had topics similar to this research.

The first paper is a thesis entitled "*Code Mixing Analysis in Najwa Shihab Youtube Channel: Najwa X Agnes Monica*" by Jimmy Alfiqri from Sunan Gunung Djati State Islamic University, Bandung in (2021) There are similarities between the research and this thesis. both research on the type of code mixing but have

different theories used, this thesis uses the theory from Hoffman, while the writer uses the theory from Muysken, and also has the same research object taken from the Youtube channel.

The second paper is a thesis entitled "*The use of Code-mixing by Paul and Gita (Case study of Paul Partohap's Youtube Videos*" by Pipit Puspita Dewi a student at the State Islamic University of Sunan Gunung Djati, Bandung in 2020. This study has the same similarities using Muysken theory but there are differences in research, this thesis examines the characteristics of code mixing in Paul's youtube video, while the writer examines the types and factor of code mixing in the PUELLA ID talk show, and the same takes the place of the object of research from the youtube channel.

The third paper is a thesis entitled "*Intra-sentential code-mixing used by the presenters of Breakout:Net TV Program*" By Nicholin Chaesar N. M, a student at the State Islamic University of Sunan Gunung Djati, Bandung in 2019. This research uses the same theory from Muysken but has different research, this thesis examines the function of intra-sentential code-mixing of a TV program in Indonesia, while The writer examines the types of code mixing and the factor of the talk show as the object of his research.

The last paper is a thesis entitled "*An Analysis of using Code Mixing on Atta Halilintar's Video Youtube Channal*" by Agung Sukrisna, a student from the Lampung State Islamic University in 2019. This research has similarities in examining various types of code mixing but uses a different theory, namely the Hoffman theory while the writer uses Muysken theory in this study, as well as having similarities in the place of the research object, which is taken from youtube channel.

The use of code mixing in the Talkshow PUELLA ID episode Boy William became one of the language variations in the program. This is what motivates the writer to research more deeply about code mixing in a talk show, especially the PUELLA ID talk show. Therefore, the writer chose the title **"Code Mixing On PUELLA ID Youtube Channel "Boy William" Episode (2021)"**

1.2. Statement of Problems

This research was conducted to find code mixing in the PUELLA ID talk show which focuses on what type of code mixing is used by host Cinta Laura and guest star Boy William, from the beginning to the end of the show, they insert English in their conversation. so that, in this case it causes problems As has been discussed in the background, not a few people blaspheme against the use of mixing languages, because they do not understand the meaning of what is being discussed. Therefore, several problems arise, namely what factors are behind the use of code-mixing and what is the meaning and then how to use code-mixing in everyday life.

To limit what will be discussed in this research so that the research becomes clear and focused, the writers identify problems for this research, including:

1. What types of code mixing appeared in the talk show PUELLA ID Episode Boy William?
2. How are the factors of using code-mixing shown in the talk show PUELLA ID Episode Boy William?

1.3. Research Objectives

Looking at the research question that has been described, there are research aims and objectives that the writer wants to achieve in this study, including:

1. To analyze the types of code mixing that appear in the talk show PUELLA ID Episode Boy William.
2. To analyze and to describe the factors of using code-mixing in the talk show PUELLA ID Episode Boy William.

1.4. Research Significances

Theoretically, this research aims to expand the range of the theories proposed by both Muysken (2000) and Saville-Troike (1986) by including as well as analyzing the combination of expression in Indonesian - English language, in a YouTube podcast.

Practically, the writer hopes that this study can help enriching the field of sociolinguistics by giving an additional perspective in tackling related lingual phemomena to those who have a similar interest, especially academic students, for Indonesian - English code mixing.

1.5. Definition of Key Terms

In order to clarify the key terms used in this study, some definitions are proposed.

1. Sosiolinguistic: Fishman (1971) defines that *sosiolinguistic is a study of who speak what language to whom and when.*

2. Bilingualism: According to Titone (1972) in Hamers and Blanc (2009), bilingualism is the individual's capacity to speak a second language while following the concepts and structures of that language rather than paraphrasing his or her mother tongue

3. Code Mixing: (Wardhaugh, 1998:103) defines that code mixing is the mixing of word(s), phrase(s), or clause(s) from two languages within the same sentence and speech event. Code mixing occurs when a conversant uses two languages together to extent that he/ she changes from one language to the other in the course of single utterance.

4. Insertion: Muysken (2000:3) defines that insert lexical items or entire constituents from one language into a structure from other language.

5. Alternation: According to Muysken (2000:96), alternation is a very common strategy of mixing in which the two languages present in the clause remain relatively separate.

6. Congruent lexicalization: Muysken (2000) defines that congruentlexicalization refers to a situation where the participating two languages share a grammatical structure which can be filled lexically with elements from either language.