

CHAPTER 1

INTRODUCTION

A. Background of the Research

Humans generally have a complicated or abstract way of thinking. Human life is inseparable from several things such as language and culture. Culture in the development of society itself can usually be interpreted as a sense and opinion, of an action and a work produced by humans themselves in social life which will later be made a property by learning. When talking about a culture, it cannot be separated from an important aspect of supporting culture, namely, language. Language is an important communication tool in everyday life. Language allows us to communicate with others, express ideas and ideas, as well as understand the information provided by others. As the consequence of that phenomenon, there are component and strategy as the main keys of effective communication to obtain the essence of communication properly (Dobrikova, 2019). Language is also an important role in community life with the surrounding environment.

Using a language to carry out daily communication is an important role in community life. Without a language in community activities can make an activity paralyzed. Language itself has a sound meaning that has an articulation (using a speech instrument) and has a conventional and arbitrary nature, so that it can be used as a means of communication by several or groups of humans so as to give birth to thoughts and feelings. Language can be used as a form of feeling and action that will not be separated in life. Language and conversation can be understood if all individuals can engage in communication and can understand the meaning of a word. In other words, communication is the main function of language (Nurhayati & Yuwartati, 2016).

In the development of an era that continues to advance and

develop, this can affect the language used by someone when communicating. Most of the languages used by a person usually use more than one language variety or language. Most of the languages used by a person usually use more than one language variety or language (bilingual). Indonesian people who are included in a heterogeneous society, usually can master more than one language. It is natural for Indonesians to combine the original Indonesian language with local languages and foreign languages (English). The mixing of two or more languages in a language acquisition creates a language contact.

Indonesian people usually have a state of bilingualism in socializing activities due to the appearance of various kinds of diversity in daily activities. Because of this situation, it can be seen that many Indonesian people use two or even more languages (bilingual) in their daily activities. The situation that occurs in the community can be categorized with a mixed language symptom. This language mix is included in the category of sociolinguistics and is one of the events that can be found in Indonesian society which is done by mixing one language with another, for example mixing or switching Indonesian with English in the way they communicate. In the sociolinguistic sphere, language and society are an inseparable unity. Sometimes in a society there are people who are able to master two or more languages. In linguistics it is known as bilingualism and multilingualism. Bilingualism when a person is able to speak or master two languages, while multilingualism is a person when mastering or able to speak more than two languages (Sukrisna, 2019).

A code is a language, a stylistic variation of language. Codes are class-specific language variations, especially for different verbal planning strategies. Besides being used in daily activities, the code language of language is commonly used into song lyrics, novels, podcasts, vlogs and etc. This happens because of the use of the original Indonesian language and foreign languages (English), in the activity of inserting a phrase or word into one of the community's

activities raises a phenomenon of language mixing called code mixing. Sometimes a person switches or mixes codes in a domain or social situation, speakers may also switch or mix other languages as a signal social situation, speakers may also switch or code-mix other languages as a signal of their membership of the same group and ethnicity as the addressee, even speakers who are not very proficient in a second language can use short phrases and words to not very proficient in the second language may use short phrases and words for the purpose (Holmes, 1992).

Code mixing is the use of one language unit with another language and is used to expand the variety and style of language used. In the code mixing there is a phrase, word, sentence, clause, greeting and an idiom. Within the scope, Code-Mixing contains in it a linguistic unit such as phrases, words, and morphemes in one language into the vocabulary of another language (Myers-Scotton 1993, 2002). According to Hymes (in Chaer, 2010: 107) who says that code switching does not only occur between languages, but also occurs in language variations and styles. For the example the use of code mixing in the statement “*staff* sekolah nanti ada *meeting* tentang pembelajaran baru.” And the use of code switching in the statement “kemana kamu hari ini?” then the responses the answer “I don’t know exactly. I don’t have any idea. So, code mixing is the incorporate of other language, while code switching is the switch from one language to other language.

In fact, there are many general publics in the world who have their own language used in their daily lives. However, in every area, every community of people, there must be a special language that only members of that community can understand (Nurhayati, 2016). They choose some languages to assist them to communicate easily. Usually, they also mix their language with other languages to provide understanding with the topic being talked about. Code mixing apply in bilingual or generally in multilingual condition. It happen when the speakers mix two languages or more to realize particular purpose. In

sociolinguistics, it is referred in bilingual and multilingual. Code mixing often going in social media. The enhance popularity of social media makes the quantity of code mixing also high (Gosh, Das, and Gosh 2015 as cited in Handayani 2019).

There are many events or activities in society in which there are code events apart from daily activities for example in songs, podcasts, reality shows and vlog. It is possible that code-mixing can also occur in schools, colleges and other learning institutions. The researcher found the YouTube channel that use two languages in their content videos. Such as Deddy Corbuzier, Merry Riana, Atta Halilintar, Nessie Judge, Daniel Mananta, etc. One of the code-mixing events is found in Merry Riana's YouTube channel which is also the object of research in this scientific work study. There are several codes, it can be seen that code-mixing and switching events occur in several videos. In the video, Mixing the native language of the speaker with a foreign language (English). This can happen because you want to make the conversation easier. In addition, the use of code-mixing to combine the language context becomes more relevant when using English.

Channel YouTube of Merry Riana has some videos which be found of how to learn English rather than others. Merry and the guest star that she invited, used Indonesian – English on her utterance in each video. On their communication or convey the information, their use the language based on function of the language. Context is used to help in understanding the particular meaning of word, phrase, etc. The context also is wider social situation in which a linguistic item is employed (Holmes, 1992).

In the context of Merry's utterance, the context also has significant factors when she produces the languages. Additionally, code mixing and code switching that used in the YouTube Merry Riana made the learners understand what the Merry and Cinta Laura that talk about it. It also supported the English learners in understanding word or phrase in use of code mixing and code

witching. Another reason of chosen this channel and video for this research is, the researcher found the unique data and have examples of the implementation of code-mixing and code-switching in videos. The selection of this YouTube channel is due to the background of Merry Riana who is a bilingual language and has received education abroad as well. In addition, the resource person in this video is Cinta Laura who is also a multilingual language. Cinta Laura also has a multilingual language background because she is a person who studied and lived abroad. Cinta Laura is also someone who has mixed Indonesian blood with German.

The researcher found some previous study on the related with this study. One such study was undertaken by (Agung Sukrisna: 2019) with the title *An Analysis of Using Code Mixing on Atta Halilintar's Video Youtube Channel*. In this paper, the researcher only focusing on code mixing that used on the vlog of Atta Halilintar. The analyzing data he used theory of Hoffman. The method of the research is qualitative using human research for instruments and for collects data, used documentations method. The objectives of the 3 research are finding the type and level of code mixing. This research used content analysis than focuses to analyze the type and level of code mixing. The final results found 34 data in type and level of code mixing. The maximum types of code mixing found in intra sentential and the minimum types of code mixing found in comprising a changing of pronunciations. For level of code mixing, we found that the highest levels are repetitions word and the minimum level is idiom.

The second previous study conducted by (Dara Rianda:2017) with the title *"Code Switching and Code Mixing Used by Boy William in Breakout Music Program at Net TV"*. In this study, she used a qualitative approach. The main result of the study explained the type of code-switching and code-mixing used by boy William and the reason why boy William used code switching and code mixing. The analyzing data he used theory of Suwito. From the results of the research, Dara Rianda found the type of code-switching and code-

mixing used by actors in videos, namely insertion code-mixing. The author explains the reason why the actor used code switching and code mixing in his content. As a result of his research, the author got reasons why the actor uses code switching and code mixing, including Speaking about a specific subject, quoting someone else, emphasizing a point, repeating a phrase with the intention of making it clearer for the listener, expressing group identity, or using a word because it is necessary.

The third study conducted by (Fithria Luthfiani:2014) with the title “*Code-Switching and Code Mixing on Korea Television Music Show After School Club*”. In this study, to analyze of content, she used a descriptive qualitative method. The writer watches and marks some utterances including code mixing and switching and analyzing them. Analyzing and explaining code mixing and switching, researcher use the theory of Janet Holmes (1992). The result of analysis shows that there are sixteen utterances containing code switching and code mixing.

The last previous study was conducted by (Sariska Dewi Ayu 2021) with the title of research “*An Analysis on Code Mixing and Code Switching on Podcast of Millennial Power Channel*”. In this study, used Descriptive Qualitative method. Analyzing and explaining code mixing and switching, researcher use the theory of Muysken and Romaine Theory. This research studies focused on three types of code mixing and three types of code switching. The result in this research found out three types of code mixing there are, insertion, alternation, and congruent lexicalization. The results of code switching in this study found one types of code switching, namely tag switching.

Based on the definitions and previous research described above, this research is different from previous research. Dara Rianda (2017) used “*YouTube Boy William in Breakout Music Program at Net TV*” as an object. Agung Sukrisna (2019) used “*Atta Halilintar’s Video Youtube Channel*” as an object. Fithria Lutfiani (2014) used “*Korea Television Music Show After School Club*” as an object. Sariska Dewi

Ayu (2021) used “*An Analysis on Code Mixing and Code Switching on Podcast of Millennial Power Channel*” as an object. While this study used merry Riana YouTube with the title “*cantik, pintar dan sukses, cinta laura merasa tidak bahagia dalam hidupnya*” as an object.

From the previous research described above, no one has used muysken's theory to analyze the form of code mixing and romaine's theory to analyze the form of code switching. The use of YouTube videos of Merry Riana with the title "Cantik, Pintar dan Sukses, Cinta Laura Merasa Tidak Bahagia Dalam Hidupnya" as an object that no one has ever researched before. Based on the previous research above, the researcher decided to find the types of code mixing and code switching in the Merry Riana YouTube channel and use Muysken's theory to analyze the form of code mixing and romaine's theory to analyze the form of code switching.

Based on the explanations described above, researcher interested in conducting research with the title of "Code mixing and Code Switching in The Merry Riana YouTube Channel".

B. Statement of Research Problem

Based on what has been described above, the focus of this research is as follows:

1. What are the types of code mixing in Merry Riana's YouTube channel?
2. What are the types of code switching in Merry Riana's YouTube channel

C. Objectives of the Research

Based on the research focus formulated above, the objectives of this study are as follows:

1. To describe the types of code-mixing contained in the Merry Riana YouTube channel
2. To describe the types of code-switching contained in Merry

Riana's YouTube channel

D. Significance of the Research

Based on this research, the results expected by researcher are expected to fulfill and benefit both readers both theoretically and practically as follows:

1. Theoretical

With this research, researcher hope that this research can provide benefits and become a complement and developer of sociolinguistics, especially in the field of code-mixing and code switching studies.

2. Practical

The practical use of this research related to language code-mixing and code switching can be utilized as a reference in learning activities related to language code mixing code switching for both students and language lecturers. And can be used as a benchmark or a consideration in the procurement of similar research, namely, language code mixing and code switching

E. Scope and Limitation of the Research

In this research, the writer only focuses on the analysis of code-mixing and code-switching of English and Indonesian languages found in the YouTube Channel Merry Riana with the title "*cantik, pintar dan sukses, cinta laura merasa tidak bahagia dalam hidupnya.*"

To adequate data and also consider time efficiency, the researcher chose some videos from her YouTube channel. The researcher chose are the video with the content about motivation and podcasts. Some videos on her YouTube channel are representative since they are considered enough to know the existence of code mixing and switching

F. Definition of Key Terms

1. Analysis

In general, what is analysis is an activity that consists of a series of activities such as; parsing, distinguishing, and sorting things to be regrouped according to certain criteria and then looking for links and then interpreting their meaning. Another opinion states that analysis is an attempt to observe something in detail by deciphering its constituent components or compiling those components for further study.

What is analysis? Analysis is a term that is often used in various fields of science, ranging from mathematics, economics, business, management, social, and other fields of science. The word analysis is quite often used when conducting an investigation or studying an essay, research, explanation, or an event that occurs. According to Komaruddin (2001), analysis is the activity of thinking to decompose a whole into small components so that it can recognize the signs of components, the relationship of each component, and the function of each component in one unified whole.

2. Code Mixing

Code Mixing is the use of two or more languages that insert elements of one language into each other into a sentence. Code mixing can also be categorized as a state in a language that mixes two or even more languages with each other but no longer has its own function. According to Wardhaugh (2006), code-mixing is two languages used together by speakers to the extent that they change from one language into another in a single utterance.

3. Code Switching

According to Myers & Scotton (1993) in Mustikawati (2016:42) Code-switching is the term used to identify alternations of linguistic varieties within the same conversation. The linguistic varieties participating in code-switching maybe different languages, dialects, or styles of the same language.

4. YouTube

The YouTube is digital media in the form of a series of audio

and video files that can be downloaded or streamed. YouTube can be accessed through various devices such as smartphones, iPad/tablets, laptops, and computers. The content of YouTube is extremely diverse, covering topics such as news, sports, technology, entertainment, education, life experience stories, and more. There are thousands of YouTube Channel available, with different hosts and unique presentation styles. The advantage of a video on the YouTube channel is that the audience can see and hear the content, adding a visual dimension that can enrich the auditory experience.