

CHAPTER I

INTRODUCTION

A. Background of The Study

Humans are social beings who need ways to communicate with others in society, both by speaking and writing. To do this, people need a tool called language. Language is a very important part of human life. It helps people in many ways, such as sharing their feelings, ideas, and intentions. Chomsky says that language can be anchored as a sound-dispensing process and grasp the meaning of what people say in a certain way. In principle, language is related to understanding what the other person is saying and producing a signal with an intended semantic interpretation.¹

Language is also a way to show the identity of a country, and each country has its own language, which makes them unique. According to Sapir, in his book, that every language in the world is a collective expression of art. There are several aesthetic factors in it that are phonetic, rhythmic, symbolic, morphological, and every language has its own aesthetic factors that cannot be fully shared with other languages. From this, researcher can say that language is a system of words or signs that people use to share their thoughts and feelings with each other.

¹ Noam Chomsky, *Language and Mind*, *Language and Mind*, 2006, p. 101-102

Language learning is studied in different areas like Psycholinguistics, Sociolinguistics, Linguistics, and Neurolinguistics, each with its own focus but all connected. This study focuses on Sociolinguistics, which looks at how

language relates to society. Sociolinguistics studies how different languages are used in various social situations and how language helps express social meanings. Using different languages gives insight into how language works and shows social relationships in a community. According to Adi, sociolinguistics examines how people speak differently in social groups based on factors like ethnicity, religion, social status, gender, education level, and age.²

Indonesians commonly experience bilingualism in their social interactions due to the diverse nature of their daily lives. As a result, it's common for many Indonesians to use two or more languages in everyday activities. This phenomenon can be described as a form of language mixing, which falls under sociolinguistics. It reflects how people in Indonesia often blend one language with another, such as mixing Indonesian and English in communication. In sociolinguistics, language and society are closely connected. Some individuals within a community are fluent in two or more languages, a concept known as bilingualism (for two languages) or multilingualism (for more than two languages).

By switching two or more languages in monolog or dialog, sociolinguistics scientists call it with code switching and code mixing. Code switching describes the abilities of a bilingual speaker. The term code switching in linguistics refers to the use of more than one language or variations in speech. Trousdale, cited by Mujiono, explains that code switching happens when a

² Wiruma Titian Adi, "Code Switching in Critical Eleven Novel," *Metathesis: Journal of English Language, Literature, and Teaching* 2, no. 1 (2018): p. 39

speaker changes their language because the person, they are talking to has the same skill in another language used during their conversation. Meanwhile, code mixing refers to using two languages together in a conversation so closely that the speaker switches from one language to the other within the same sentence. Jendra, as mentioned by Sumarsih, describes code mixing as using different language variations mixed within the same sentence. Based on these descriptions of code switching and code mixing, it can be concluded that code switching is when a bilingual or multilingual person changes their speech from one language to another due to certain situations or conditions. On the other hand, code mixing is when a person combines languages by inserting words or phrases from one language into the main language they use within their speech community.

In fact, many communities around the world have their own languages for everyday communication. However, within each community, there is often a specific language or form of communication that only its members fully understand.³ People often choose certain languages to help them communicate more easily, and they frequently mix their language with others to clarify the topic being discussed. Code mixing typically occurs in bilingual or multilingual contexts, where speakers blend two or more languages to achieve a specific goal. In sociolinguistics, this phenomenon is linked to bilingualism and

³ Fenti Mariska Yohana and Nurhayati, "Code Mixing and Code-Switching Analysis in the Novel of *Honest of Fault*," *Hortatori: Jurnal Pendidikan Bahasa Dan Sastra Indonesia* 4, no. 2 (2021): p. 116–21, <https://doi.org/10.30998/jh.v4i2.529>.

multilingualism. The growing popularity of social media has led to an increase in the amount of code mixing.⁴

Code mixing can occur in various social activities beyond daily interactions, such as in songs, podcasts, reality shows, and vlogs. It is also likely to happen in educational settings like schools and colleges. The researcher identified YouTube channel that use two languages in Deddy Corbuzier's YouTube channel. The videos show instances of code mixing and switching, where speakers blend their native language with English. This happens to facilitate conversation and make it more understandable. Additionally, using English helps make the language context more relevant in certain discussions.

Deddy Corbuzier's YouTube channel features several videos focused on learning English. In these videos, Deddy and the guest stars frequently use both Indonesian and English in their conversations. They choose languages based on the function and purpose of the communication. The context plays a crucial role in helping to understand the specific meaning of words, phrases, and other expressions used in their dialogue. The context also is wider social situation in which a linguistic item is employed.⁵

In Deddy Corbuzier's utterance, context plays a crucial role in shaping the languages he uses. The code mixing and code switching in his YouTube videos, along with Raymond Chin and Qodari help learners understand their

⁴ Rika Novianti and Mashadi Said, "The Use of Code-Switching and Code-Mixing in English Teaching-Learning Process," *Deiksis* 13, no. 1 (2021): p. 82

⁵ Karsten Legère, Janet Holmes, and Karsten Legere, *An Introduction to Sociolinguistics, Language*, vol. 70, 1994. p. 365

discussions. This also aids English learners in grasping the usage of words and phrases through code mixing and switching. The channel and videos were chosen for this research because the phenomena of code mixing and code switching have been found in Deddy Corbuzier's video according to Suwito's theory and clear examples of code mixing and switching in action.

The researcher found some previous studies that related with this study. One such study was undertaken by Agung Sukrisna: with the title *An Analysis of Using Code Mixing on Atta Halilintar's Video YouTube Channel*. In this study, the researcher focuses on the use of code mixing in Atta Halilintar's vlog. Hoffman's theory is the theory that researcher uses to analyze data in this study. The method of the study is qualitative using human research for instruments and for collects data, used documentations method. The objectives of the 3 studies are finding the type and level of code mixing. This study used content analysis than focuses to analyze the type and level of code mixing. The 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, in this study has been found that the highest levels are repetitions word and the minimum level is idiom.

The second previous study was conducted by Dara Rianda with the title *"Code Switching and Code Mixing Used by Boy William in Breakout Music Program at Net TV"*. In this study, she uses a qualitative approach. The results of the study, Dara Rianda found the type of code-switching and code-mixing

used by actors in videos, namely insertion code-mixing and is to reveal the linguistic, social, and expressive reasons behind Boy William's bilingual style, showing how it reflects his communication goals, identity, and interaction with viewers.

The last study was conducted by Fithria Luthfiani 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 researcher watches and marks some utterances including code mixing and switching and analyzing them. In analyzing and explaining of code mixing and code switching, the researcher applies Janet Holmes' theory. The findings reveal that a total of sixteen utterances exhibit occurrences of code switching and code mixing.

Based on the definitions and previous research described above, this research is different from previous research. Dara Rianda used "YouTube Boy William in Breakout Music Program at Net TV" as an object. Agung Sukrisna used "Atta Halilintar's Video Youtube Channel" as an object. Fithria Lutfiani used "Korea Television Music Show After School Club" as an object. While this study used Deddy Corbuzier YouTube with the title "Raymond Chin: Jokowi harus tanggung jawab, gue punya harga dan nama buzzer nya. Qodari ngaco lo" and "Deddy Corbuzier Tolak Tawaran Jadi Pesulap Dunia, Ngedance Bareng Cinta! | Gym Bareng Cinta.

From the previous studies described above, none of the studies employed the theories proposed by Suwito's theory to analyse the form of code

mixing and code switching. The use of YouTube videos of Deddy Corbuzier with the title "Raymond Chin: Jokowi harus tanggung jawab, gue punya harga dan nama buzzer nya. Qodari ngaco lo" and "Deddy Corbuzier Tolak Tawaran Jadi Pesulap Dunia, Ngedance Bareng Cinta! | Gym Bareng Cinta" 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 Deddy Corbuzier YouTube channel and use Suwito's theory to analyze the form of code mixing and code switching.

Based on the explanations described above, researcher is interested in conducting study with the title of "An Analysis of Code Mixing and Code Switching in Selected Episode of The Deddy Corbuzier YouTube Channel".

B. The Study's Problem

Based on what has been described above, the scope of this study is as follows:

1. What types of code mixing and code switching are found in Deddy Corbuzier's YouTube channel?
2. What are the reasons of using code mixing and code switching?

C. Objective of The Study

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

1. To identify and classify the types of code mixing and code switching based on Suwito's theory are found in Deddy Corbuzier's YouTube channel.

2. To identify the reasons for the use of code mixing and code switching.

D. Significance of The Study

There are two kinds of the essential things on this research, they are theoretical and practical. The expected advantages of the study both theoretical and practical are:

1. Theoretical

This study offers valuable contributions and serves as a significant enhancement to the field of sociolinguistics. especially in the field of code mixing and code switching studies.

2. Practical

The practical use of this study 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, language educators and these instances are produced by the main speakers, namely the host and the guest star. It also serves as a reference or consideration for future studies related to language code mixing and code switching.

E. Scope and Limitation of The Study

In this study, the researcher only focuses on the analysis of code mixing and code-switching of English and Indonesian languages are found in the YouTube Channel Deddy Corbuzier with the title “Raymond Chin: Jokowi harus tanggung jawab, gue punya harga dan nama buzzer nya. Qodari ngaco lo” with a duration of 1 hour, 3 minutes, and 46 seconds which was uploaded in 2024 and “Deddy Corbuzier Tolak Tawaran Jadi Pesulap Dunia, Ngedance Bareng Cinta! Gym

Bareng Cinta” with a duration of 22 minutes, and 2 seconds which was uploaded in 2020.

The video utilized in this study was selected because the phenomena of code mixing and code switching have been found in Deddy Corbuzier’s video according to Suwito’s theory. The researcher collected samples of code mixing and code switching exclusively from the utterances of the host and guest, excluding those found in the comment section. Deddy Corbuzier is one of the most prominent YouTube content creators in Indonesia; therefore, his content can serve as a medium for language learning.

To adequate data and consider time efficiency, the researcher chose two videos from their YouTube channel. The researcher chose the videos with the content about podcast and entertainment. Two videos on their YouTube channel are representative since they are considered enough to know the existence of code mixing and switching.

F. The Defining Key Terms

1. Analysis

In general, 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. 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 investigating or studying an essay, research, explanation, or an event that occurs.

Based on Suwito, analysis in sociolinguistic research refers to a systematic process of examining language use in its social context in order to identify patterns of variation, function, and meaning.⁶ Suwito emphasizes that language phenomena such as code mixing and code switching must be analyzed by observing how and why speakers' alternate languages or language varieties in real communication situations. This analysis involves classifying linguistic data according to their forms (such as inner-outer code mixing and internal-external code switching) and interpreting them based on social factors like speakers, setting, topic, and purpose of interaction. Through such analysis, Suwito views language not merely as a structural system, but as a social practice that reflects bilingual competence, social relationships, and communicative intentions.

2. Code Mixing

Code mixing is when someone uses two or more languages in the same sentence by adding parts of one language into another. It happens when people mix languages, but the new mix doesn't have a special meaning or purpose on its own. According to Wardhaugh, code mixing is when speakers switch between two languages in the same sentence while talking.⁷

⁶ Suwito, "Pengantar Awal Sociolinguistik: Teori dan Problema (Surakarta: Henary Offset". 1983. p. 76

⁷ S Harris Marsanto, "An Analysis of The Phenomenon of Code Mixing Used by Expat in Batam Island," *Internasional Prasasti III: Current Reserach in Linguistic*, 2010, p. 665-70

Suwito defines code mixing as a sociolinguistic phenomenon in which a speaker mixes elements from two or more languages or language varieties within a single utterance or conversation, such that the dominant language in use is interspersed with insertions from another language or variety.⁸ These inserted elements may consist of words, phrases, idioms, clauses, or other linguistic units drawn from another language, and they are used without a full functional shift to the other language. Suwito emphasizes that code mixing reflects natural bilingual or multilingual communication rather than confusion, and that it can take different structural forms depending on the linguistic system involved.

3. Code Switching

Suwito defines code switching as the phenomenon of shifting from one language to another in the course of an utterance or conversation.⁹ This shift may occur between languages or between varieties within a language and is typically conditioned by changes in the communicative situation, the roles of the speakers, or the social context of the interaction. Suwito explains that code switching reflects bilingual or multilingual competence, where speakers choose or alternate codes based on communicative needs, social roles, or discourse functions rather than language deficiency. In the book, he discusses this phenomenon as a core subject in sociolinguistics and illustrates its forms through examples of internal and external code switching.

⁸ Suwito, "Pengantar Awal Sociolinguistik: Teori dan Problema (Surakarta: Henary Offset". 1983. p. 78

⁹ Ibid. p.67

4. YouTube

YouTube is a type of digital media that has both sound and video, which people can watch online or download. It can be used on many devices like smartphones, tablets, laptops, and computers. YouTube has many kinds of content, such as news, sports, technology, entertainment, education, personal stories, and more. There are thousands of YouTube channels, each with different presenters and their own way of showing things. One good thing about YouTube videos is that people can both watch and listen, making the experience more interesting and enjoyable.

YouTube has become one of the most widely used digital communication platforms, allowing users to create, share, and interact through audiovisual content. According to Jeremy Harris Lipschultz, YouTube is one of the major social media platforms used in journalism, broadcasting, public relations, advertising, and marketing, demonstrating its role as a medium of digital communication¹⁰. As a digital communication platform, YouTube also provides a space where bilingual and multilingual speakers naturally interact, making linguistic phenomena such as code mixing and code switching frequently observable. This is supported by Lestari, who state that code mixing and code switching occur not only in face-to-face communication but also virtually on social media platforms such as YouTube.¹¹

¹⁰ Lipschultz, (2017), *Social Media Communication: Concepts, Practices, Data, Law and Ethics*. p. 1-4

¹¹ Lestari. (2025), *Journal on English Language Teaching and Learning, Linguistics and Literature*, Vol. 13, No. 1