

# CHAPTER I

## INTRODUCTION

### A. Background of the Research

In a bilingual and multilingual society, the role of language is very important, both for individuals or group life. There are several reasons why bilinguals and multilingual mix their languages in order to communicate with each other. People speak two or more different languages in formal and informal communication at the same time. Formal situations can occur when communicating at school and office, while informal situations happen when talking with friend. Many languages are mixed for communication. It is usually called code mixing.

Code mixing has three elements. The first element of code mixing is Intra sentential, which consists of phrases or clauses within sentence boundaries. The next one is intra lexical. This intra lexical occurs within word boundaries. The last elements involved a change in pronunciation which is at the phonological level, such as when Indonesians pronounce a word in English, but modify it into the Indonesian phonological structure.

Code mixing means that one language is spoken, but it contains bits and pieces of other languages. The primary language is usually our language or our native language. Furthermore, the pieces of the language can be English, French and others. Code mixing has become a trend or language style in society; especially young people. Young people proudly use it to be

considered cooler and smarter when they hang out. But many people also think that young people who use code mixing are overreacting and strange. It is all because many people do not understand or consider code mixing as something unusual.

Another reason people use code-mixing is spontaneously language that has the same meaning. In addition, there are no binding rules or restrictions when using code mixing in communicating. Code mixing is something that natural and also make easier for us to communicate.

Code mixing can also occur due to the presence of a third person in communicating. A third person has to adjust what code mixing that is used, so the third person understands it. Besides that, code mixing can also be used when quoting something from someone else. Code mixing can also express group or cultural identity in everyday life.

The background for the occurrence of code mixing is attitude and language. Code mixing is motivated by an attitude that includes refining expressions and demonstrating their abilities. A refined expression here to respect the person we are talking to. Meanwhile, in general, speakers mix the code to show their abilities, especially in their bilingualism. Furthermore, the linguistic background serves to make all utterances more memorable.

It is more essential to remember that if we use language that is difficult to understand, then one way to use code mixing. Linguistic also means that it does not cause homogeneity which means a word that has the same sound.

Usually it happens when we use Indonesian and English. The two languages often have almost the same sound and meaning.

From all the above explanation about main data, the researcher gives example of the thesis main data taken from Maudy Ayunda's Youtube Channel, title is "*Maudy Ayunda Pernah Males Ngga sih?! (Q&A Part 1)*"

- Menjalani **double degree** itu memang **challenge** yang lumayan besar.

(3.34-3.38)

From the example above is a cut of the conversation part of *Maudy Ayunda on the YouTube channel video*. The utterance above is Insertion of code mixing or word Insertion. It is insertion of material lexical items or entire constituents from one language into a structure of the other languages. In this case, the speaker inserts the word of "Challenge" into the first language. The word "Challenge" as a noun is an English word which means a call to take part in a contest or competition, especially a duel. Double degree is Insertion of code mixing or phrase insertion. The speaker inserts the phrase of Double degree into the first language. The Phrase "Double degree" means study two bachelor (or master) degrees at the same time and allow you to graduate with two qualifications.

The phrase "double degree" is to substitute "gelar ganda" in Indonesian language and "challenge" is to substitute "tantangan" as a prestige filling motive for the speaker to show her ability during her study. The speaker wants to show to the viewers that "double degree" and "challenge" are more understandable and more familiar to say. In other hand, use full languages to

explain particular code can cause hard for the viewers to understand what the meaning of question and answers.

The Conclusion of the utterance above is that it belongs to insertion type, because the utterance occurs within a single word and phrase and Maudy Ayunda was using the code mixing within her utterance because want to show her capability and educational status.

Code is frequently interpreted as a dialect or style of the language. When someone speaks, they are actually sending a code to the other person. Code can be used in conversation, without speaking, and with interlocutors. The code must be understood by the speaker as well as the speaker's interlocutors. If the speaker understands what the interlocutor is saying, the interlocutor will be able to make decisions and do what needs to be done.

When studying societal codes, it is discovered that the language phenomenon is known as bilingual and multilingual. Bilingual or multilingual communities or individuals can communicate in two or more languages. People who use two or more languages do not need to be fluent in both. However, being bilingual requires us to master both languages equally well.

In bilingual communication, there are two methods. The first is equivalent, and the second is compound. The equivalent means that speakers have equal mastery of two languages, that people both understand, and there is no difference in understanding.

The second type is compound, which means that the speaker has a thought process in a bilingual, causing confusion due to the use of different

languages. When we use more than one language, we must understand at least our primary language or mother tongue. When we use our mother tongue, we should be very familiar with its particulars. Except when communicating in two languages, we usually only use it when absolutely necessary.

Holmes (2013, p. 1) argued that “Sociolinguistics study the relationship between languages and society”. Not only language, (Fishman, 1969, p. 45) also argued that “Sociology of language focuses upon the entire gamut of topics related to the social organization of language behavior, including not only language usage but also language attitudes, overt behavior toward language and toward language users”. The use of various colloquialisms provides a wealth of information about how they work as well as social and community relations.

Sociolinguistics is intimately related to people in the social environment. This type of environment will promote effective community communication. Sociolinguistics is also concerned with social issues, social status, education, level, age, economic level, religion, and gender.

Linguistics is frequently divided into three categories: cognitive science, psychology, and anthropology. Linguistics is a branch of sociolinguistics that studies language. Linguistics simply learns more about form, meaning, and language in context.

Based on the explanation above the researcher interests to identify types and the reason use code mixing. The researcher conduct a research on

Youtube Video using theory *Bilingual Speech : A Typologi of Code Mixing* by Pieter Muysken and *A course in modern linguistics* by Charles F. Hocket. The researcher selects the title *An Analysis of Using Code Mixing on Maudy Ayunda's Video Youtube Chanel* on her research.

## **B. Question and Scopes of the Research**

### **1. Question of the Research**

Based on the focus of the study above, the researcher arranges this research through the following questions:

- a. What are types of code mixing used by Maudy Ayunda YouTube Channel Video?
- b. What are the reasons for using code mixing in Maudy Ayunda YouTube Channel Video?

### **2. Scope of the Research**

The researcher tries to find the type and reason of code mixing. The researcher took two video with the title "Maudy Ayunda Pernah Males Nggak sih?! (Q&A Part 1) and "Maudy Ayunda *Ngobrolin PRIVILEGE!* (Q&A Part 2)". In analyzing the video, the researcher looked for the code mixing from Indonesian language to English. The data were collected only from Maudy Ayunda YouTube Channel Video. Theories which are used 1. Pieter Muysken (2000) 2. Hocket (1958). By classifying and analyzing those words we can found code mixing.

## **C. Objective and Significance of the Research**

### **1. Objective of the Research**

According to the research questions, the objectives of this research can be stated as follows:

- a. The researcher wants to know what types of code mixing that exist in the Maudy Ayunda YouTube Channel Video.
- b. The researcher wants to find out what reasons using code mixing are.

### **2. Significance of the Research**

The researcher sincerely hopes that this research is useful both theoretically and practically for language use. Theoretically, the results of this study will increase our knowledge about sociolinguistic, bilingual and multilingual, especially regarding code mixing.

Practically, the researcher findings are expected to be useful for teacher because it can add in-depth information and knowledge of the language. For student, it is also useful to understand sociolinguistics and be able to use them in everyday life. For other researcher the result of this study can increase the knowledge about code mixing and also can be used as reference to conduct a further research.

## D. Operational Definition

To avoid ambiguity and uncertainty, the researcher will describe the meaning of the important words of phrase used in this research. They are as the followings:

### 1. Code Mixing

Code mixing is a phenomenon that occurs between bilingual and multilingual societies. Usually used in everyday life such as in schools, colleges, offices and daily conversations. Code mixing here means mixing two different languages but one original language and one language is only an insertion of the language but in one sentence or speech. Lots of code mixing that occurs in society such as Indonesian-English, Indonesian-Javanese, Indonesian-Sundanese and etc.

### 2. Code

Code is a variant of the language used when we speak. When we speak indirectly we have sent the code to our interlocutors. Code not only when we speak, code can also be done without a voice as long as the other person understands what our code means. With code we can also do anything we want in bilingual communication.

### 3. Bilingualism

Bilingual means a person ability to use two languages well when interacting with each other. Bilingual here usually occurs in society. Can be used in formal and informal situations. Bilingual is used as everyday language. Bilingual people are considered to be more creative and



innovative. Besides that, it is also considered to be easy to adapt and interact with many people. So that bilingual people usually have more friends and relations.

#### 4. Sociolinguistic

In general, sociolinguistics plays an important role in communicating. Sociolinguistics is a branch of linguistics that studies language and social studies. A lot has been studied in sociolinguistics. Not only about language and social affairs but also about behavior, attitudes and the use of language in social life and society.

#### 5. YouTube Channel Video

YouTube here means a platform or website that facilitates its users to upload, watch and share videos. Lots of videos uploaded on YouTube. Apart from uploading, we also get the advantage when the video we upload has a lot of viewers, likes and especially when our video is trending topic.

### **E. Systematization of the Research**

Chapter 1 Introduction consists of Background of the Research, Questions and Scopes of the Research, Objective and Significances of the Research, Operational Definitions, and Systematization of the Research.

Chapter II Theoretical Description contains of Description of the Concepts of sociolinguistic, bilingualism, code, code mixing, YouTube Channel video and Research of the Relevance.

Chapter III Research Methodology explains Method of the Research, Procedure of the Research, Technique of the Data Collection, Technique of the Data Analysis, and Data Source.

Chapter IV Analysis Data involves Data Description, Data Analysis, and Interpretation of the Research Findings.

Chapter V Conclusion and Suggestion includes Conclusion and Suggestion.

