CHAPTER I

INTRODUCTION

A. Background of the Research

Language is an important thing in a communication that is used by human being. It is an instrument to send a person's message to another person. People surely have their own language to send their message each other. Both a speaker or a listener have to know the language to hold the communication.

There are two kind of communications, verbal and nonverbal. The verbal communication is done orally such as a dialogue, interview, and chatting. Meanwhile, nonverbal communication is done through sign, like gesture, body language, facial expression and many more.

Language itself is divided into two types, spoken and written. Spoken language is used by human being to have a direct communication. For instance, the spoken language that is used in a speech, a talk show, a sermon, etc. Meanwhile, written language is an indirect communication that is used to send the message to the listener. In the written language, a speaker needs a certain media to send the message. The media that can be used to send the message are novel, newspaper, magazine, etc.

In society, people have to concern in delivering message through language. Accuracy in the use of language very essential things. Anyone who speaks politely will be easier to settle in new community than someone who

speak impolitely. Sometimes, someone judges people from how the way they speak. On formal forum or organization, how the way they communicate in delivering the message are become attention by many people. Therefore, they have to use language appropriately.

In general linguistics is the science of language where object of the study is the language itself. Linguistics also can be called the study of human language. Now and then linguistics is often called as general linguistic. It means, it is not only to assess the linguistics knowledge of language, but rather examine the ins and outs of the language general. Every science, whatever it definitely has benefits for human life. And also linguistics will bring benefits in relation to language. Language is a system, and language is symbol, and now language is sound.

Nowadays the impact of globalization gives effect to the development of language, especially for Indonesian language. Besides that, today the use of English language is getting higher. Today's people are always shown by the written which inserted by English language, the show or live events are also use English language in communicating. Moreover, in industry, foreign investors who come are more increasing. So, in modern life the use of English language is increasingly needed. Indirectly, this situation urges anybody to able to speak English.

The impact of the foreign language is seen by the use of language in daily life. Most of today's people want to consider as an educated person are more and more. That is why, they conduct code-mixing in bilingual society. Code

which is used will produce code-mixing. It is insertion of word, phrase, clause, and idiom. The use of code-mixing is to expand conversation or it is used in order to deliver the message to be understood easier. The following are the sample of the data analysis.

1. *Kalian bisa dapetin* games-games *seru.*

2. *Modem satu ini memiliki daya baterai sebesar 1500 mAh,*

The above sentences consist of code-mixing. Example (1) is the phenomenon of code-mixing. The magazine writer inserts English words into the first language, but still use structure of the sentence in the first language. in this case, the words of games-games are a form of reduplication word due to it is written twice in the sentence. In the fact, English language has no reduplication form. The form of reduplication is adopting from Indonesian language. In other words, this form is extracting from Indonesian system and concept but it is written in English. Based on the explanation, so the motive of code-mixing usage is prestige filling. The speaker intends to show the educational status.

Example (2), the establishment of code-mixing process is conducted by inserting an English word. the magazine writer inserts the word of modem into Indonesian language by still using structure of the sentence in Indonesian language. The code-mixing of the data is modem. It is free unit of a word form. So it can be said that the motive of code-mixing usage is need filling. It is a motive when the speakers cannot find the synonym words of their language.

The above samples occur in *Hai skulizm rubric.* This rubric explains about the music show presented by *Pond's.* The show is held in some big senior high school or equivalent in Indonesia. It is the place where the teenager can watch the live concert. It contains concert music, and games. Here, every student can show their talents in any case. Besides that, this program supported by beauty products that of course is match with youth. The topic which is discussed about music show. "Games-games" is related to the one of the show music activities. It is usually in the middle or end of a show. "Merchandise" is used by music lovers to call artist's stuff such as t-shirt, bag, and many more. Those words are very familiar in concert music and for music lover. Recently, the words are often used by presenters. They think that everybody has known, even more the characteristics of youngsters that very like about new term in a language. So, by this approach the commercial magazine attracts the attention of the youth.

Today, the writer finds the use of code-mixing or the insertion of words or foreign term is getting widespread in newspaper or magazine. While on *Hai* itself contains code-mixing by more emphasized on practically and presentation interesting writing. The information of magazine itself is not only come from internal information but also external information, indeed it is a duty a magazine contains various information from any side. So the use of language variation not only adopted from the first language but also from foreign language, especially English language.

The writing sentences of *Hai* uses code-mixing which involve two languages between Indonesian language and English language. Therefore, besides use Indonesian language, the magazine writer mixes it by English language. *Hai* is youth magazine which included one of communication media in Indonesia, also it also creates new variation in writing sentence, that is by mixing two languages, Indonesian languages and English language into one sentence.

Hai is youth magazine which discuss about today's life style. It is very close by mixing languages which teenager who is easier adopting foreign language. This language usually used by the youth on informal situation. When they communicate to their friends either older or younger, but do not ever use this language on formal situation it seemed impoliteness. So be smart in using language.

Based on the above phenomenon, the writer interests to make a research in *Hai* magazine, the writer will observe the existence of code-mixing which poured inside, especially focuses on the types of code-mixing forming and also factor causing of code-mixing usage which implicitly existed. Therefore, the writer takes the title entitled "Code-Mixing Analysis in *Hai* Magazine."

B. The Scope of the Research

Based on the title of this research entitled Code-Mixing Analysis in *Hai* Magazine. The magazine which is going to be observed is restricted on edition 16-22 May 2016 and 20-26 June 2016. Furthermore, the writer

focuses on two rubrics, namely; Barbar, and Campus life, and at last the writer took 50 data as representative of the overall data.

C. Question of the Research

Based on the above scope of the research, to make easier in analyzing of this research, so the writer formulate problems of study as follows below;

1. What types of code-mixing that used in *Hai* magazine?

2. What factors that cause the code-mixing usage in *Hai* magazine?

3. What code-mixing types that used in the magazine the most ?

D. The Objective of the Research

To answer the questions of the research, it will be clearer by explaining the purposes of the research below.

1. To describe what types of code-mixing usage in *Hai* magazine.

2. To explain what factors causing of code-mixing usage in *Hai* magazine.

3. To find out the code-mixing types that used in the magazine the most.

E. The Significance of the Research

Hopefully this research can be useful for not only the writer abut also the reader.

1. For the writer

The writer can get more knowledge in sociolinguistics and able to use language appropriately in various situation without ignoring one of

the language. If we can use language properly and correctly so everybody will respect and appreciate us. Today, most of people want to consider as an educated person, then they follow the trending topic which they get from internet, television, newspaper, magazine and many more, but they do not know the meaning, and how to use it correctly. Indeed, this case has positive impact and negative impact.

2. For reader

Hopefully this research can be useful for reader who will make research in this field.

3. The Sistematic of the Research

The systematic of the paper means to present the paper in good composition. This paper divided into five chapters as listed below:

This research begins with Chapter I that explains about introduction which contains the background of the research, the scope of the problem, the questions of the research, the objective of the research, the significances of the research, and the systematic of the paper.

Chapter II explains about theoretical description which consist of theories of language, sociolinguistics, bilingualism, diglossia, code, code-mixing, types of code-mixing, word, phrase, clause, idiom, factors causing of code-mixing usage, magazine, and profile of *Hai* magazine.

In Chapter III explains about methodology of the research which shows the definition of methodology of the research, types of research, unit of

analysis, sources of the data, techniques of collecting data and techniques of analyzing data.

In this Chapter IV, the writer describes sample of data analysis which related by type of code-mixing forming in *Hai* magazine, and factors causing of code-mixing usage in *Hai* magazine.

Chapter V is the result of the data analysis which contains conclusion and suggestion.