

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Language and society are two aspects that always have a mutually beneficial relationship and of course have an important impact on each other. Language interaction causes changes in one or more of the languages spoken (Salim et al,2021). Fishman (1972) asserts “the selection of language used to by speakers don’t occur randomly, but must consider several factors, including who is the speaker, who is the interlocutor, what is the which is being discussed, and in which context the conversation occurred”. In language, the speaking style, often known as dialect, is one factor that determines a person's language use. People can use it to communicate their thoughts, experiences, desires, hopes, and feelings to others. They communicated and used the language in a variety of situations (Uswatunnisa et al., 2021). It is true that a language has a symbol, a sound, and a sign. This also applies in the State of Indonesia where Indonesian is considered a symbol of unity and national identity.

Indonesia has several even hundreds of languages, however most Indonesians only use a few of them in their daily lives. In general, Indonesian speak three languages they are, mother tongue, Indonesia's national language, 'Bahasa Indonesia,' and English. The mother tongue typically reveals the origin or ethnicity (Hutriani et al,2021:1). The Indonesian language is utilized for communication among Indonesian areas, whereas English is used on a worldwide

level. The context of language has a significant impact on the fluency of the communication system.

Sociolinguistics investigates the link between language context and society. Sociolinguistics is the study of human and social learning. Trudgill (1974) explains sociolinguistics as the study of language as a social and cultural phenomenon. It investigates aspects of language and society that are closely related to social sciences, notably social psychology, anthropology, human geography, and sociology. Beginning with language, sociolinguistics investigates the link between language and society. The most important concept is variety, which applies to both language and implementation. The fundamental tenet of sociolinguistics is that language is changeable and always evolving.

People who can speak many languages are becoming increasingly common in the current period. People that are bilingual are able to communicate in many languages. According to Weinrich (1968) and Hoffman (1991), "The enforcement of the use of two languages is bilingualism." Different people across the world have varying levels of linguistic proficiency. Languages that can be bilingual or multilingual "depends on who we are talking to and what topics are discussed," according to Hoffman (1991). When a person converses with others and employs many languages, they unknowingly become bilingual. "Speakers in the world are odd bilingualism and multilingualism rather than monolingualism" Bhatia and Ritchie (2013) wrote. It is a common phenomenon among bilingual or multilingual society.

In accordance with Hoffmann (1991) bilinguals and multilinguals switch or mix their languages by talking about a specific topic, quoting someone else, being emphatic about something, interjection (inserting sentence connectors), repetition used for clarification, the intention of clarifying the speech content for the interlocutor, and expressing group entity. As individuals use more than one language, bilinguals and multilinguals are conversant in phenomenon known as code switching and code mixing. They interchange or combine one language with another. There are a variety of reasons why bilingual and multilingual people switch or mix their languages when communicating with others. Code mixing is a common multilingual phenomenon thing we come across in our everyday life.

Code mixing is the situation when the speaker mixes one language to another language in communication. Hoffman (1991) divides code-mixing (CM) into three categories based on the scopes of switching or junctures. Intra-sentential, intra-lexical, and involving a change of pronunciation. Holmes (1982:32) explained that the usage of two languages in a speaking situation is known as code mixing. The combination of multiple linguistic elements (morphemes, words, modifiers, phrases, clauses, and sentences) principally from two participating grammar systems inside a sentence is referred to as code mixing. The phenomenon of code-mixing may be found in many different elements of daily life, such as politics, parenting, and education, as well as any aspect of pop culture that is now attracting people's attention. In everyday situations different codes are generally chosen in different situations. They may select a specific code

or type because it makes it simple to discuss a specific issue, regardless of where they are speaking.

Code-mixing is visible among Indonesian teenagers and young adults when they interact with one another. Nowadays, technological development is very quickly so it will be less difficult for humans to carry out or find the mixing languages in the technology that exists today, which is social media. Instagram, Facebook, YouTube, and other social media platforms are examples. Many people share their communication in the form of YouTube videos (Biel and Gatica-Perez, 2011). When speaking in their videos, multilingual YouTube users or others they encounter frequently tend to flip between languages. Because video material may reflect both visual and audio elements, young people are allowed to create content on YouTube that is both spoken and written. As we all know, we can use YouTube on our phones, which is really convenient. Furthermore, the majority of the world's population owns a smartphone. As a result, the YouTube application is most certainly on their phone and being utilized. Practically is one of the options available to us while creating anything every day.

As a result, this study finds out a phenomenon in the usage of code-mixing in social media, more specifically on YouTube. This study will investigate code-mixing from the utterance spoken by Cinta Laura and Maudy Ayunda in youtube channel Puella ID in episodes *Bicara Cinta* entitled “*Kuliah Ke Luar Negeri Itu Perlu Gak Sih? | Cinta Laura x Maudy Ayunda*”. Both are involved in the world of entertainment, Cinta Laura and Maudy Ayunda are artists who studied abroad. Cinta Laura is an Indonesian and German half-breed artist. Because she was born

and raised abroad, Cinta is unique compared to Indonesian artists in general. Her accent is like a mixture of Indonesian and English. This characteristic makes her easier to recognize. Meanwhile, Maudy Ayunda is an Indonesian artist and singer. Not only successful in the entertainment world, Maudy Ayunda is also successful in the academic world. She studied college and earned a master's degree at Stanford University. One example of a phenomena discovered through the study on Puella ID Youtube Channel with the title "*Kuliah Ke Luar Negeri Itu Perlu Gak Sih?| Cinta Laura x Maudy Ayunda*". Therefore, in this study will conduct the code mixing uttered by Cinta Laura and Maudy Ayunda found in Puella ID youtube channel. Additionally, this study will focus on analysis the types and reasons of code mixing that uttered by Cinta Laura and Maudy Ayunda in Puella ID youtube channel entitled "*Kuliah Ke Luar Negeri Itu Perlu Gak Sih?| Cinta Laura x Maudy Ayunda*". The data provided is based on a video in Puella ID youtube channel in title "*Kuliah Ke Luar Negeri Itu Perlu Gak Sih?| Cinta Laura x Maudy Ayunda*".

Based on the background above, this study is interested in conducting a study entitled An Analysis of Code Mixing in Puella ID Youtube Channel entitled "*Kuliah Ke Luar Negeri Itu Perlu Gak Sih?| Cinta Laura x Maudy Ayunda*" because Cinta Laura and Maudy Ayunda both have the ability to speak more than one language or bilingualism. The accent and speech accent are like a mixture of Indonesian and English. This characteristic makes his figure easier to recognize.

1.2 Problems of The Study

This study consists of two problems based on the background shown above:

1. What types of code mixing are found in Cinta Laura and Maudy Ayunda's utterances on the Puella ID YouTube channel under the title "*Kuliah Ke Luar Negeri Itu Perlu Gak Sih?/ Cinta Laura x Maudy Ayunda*"?
2. What are the reasons that motivate Cinta Laura and Maudy Ayunda doing code-mixing found on Puella ID YouTube channel under the title "*Kuliah Ke Luar Negeri Itu Perlu Gak Sih?/ Cinta Laura x Maudy Ayunda*"?

1.3 Objectives of the Study

1. To analyze types of code mixing are found in Cinta Laura and Maudy Ayunda's utterances on the Puella ID YouTube channel under the title "*Kuliah Ke Luar Negeri Itu Perlu Gak Sih?/ Cinta Laura x Maudy Ayunda*"
2. To investigate the reasons that motivate Cinta Laura and Maudy Ayunda did code-mixing found on Puella ID YouTube channel under the title "*Kuliah Ke Luar Negeri Itu Perlu Gak Sih?/ Cinta Laura x Maudy Ayunda*"

1.4 Limitation of the Study

This study were focused on the types of code-mixing which appear on Puella ID YouTube channel under the title "*Kuliah Ke Luar Negeri Itu Perlu Gak Sih?/ Cinta Laura x Maudy Ayunda*" and the things that motivates Cinta Laura and Maudy Ayunda did code-mixing on Puella ID YouTube channel under the title "*Kuliah Ke Luar Negeri Itu Perlu Gak Sih?/ Cinta Laura x Maudy Ayunda*".

1.5 Significances of the study

There are two significances of the study in this research, such as theoretical significance and practical significance.

1.5.1 Theoretical Significance

In theoretical terms, the findings of this study aim to make readers of this research know what types of code mixing and the reasons why code mixing can occur in life by explaining clearly in accordance with existing sociolinguistic theory.

1.5.2 Practical Significance

The results of this study can be used as a reference for everyone interested in studying sociolinguistics, specifically code-mixing. As a result, this study aims to help in the use of code mixing in everyday life, as well as be beneficial for other researchers to use as references for their own study.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

2.1 Review of Related Literature

There are five previous related study were chosen to be reviewed. The studies consist of two theses and three articles from journal.

The first review of related literature is Sukrisna's (2019) thesis titled "An Analysis of Using Code Mixing on Atta Halilintar's Video Youtube Channel" That study concentrated on Hoffman's variety of types of code mixing and the levels of code mixing argued. Sukrisna's study used Hoffman's (1991) and Suwito's (1985) theory of code mixing to a range of code mixing types. The study utilized Hoffman's theory to analyze a video from Atta Halilintar's YouTube channel, and it determined that the various types of code mixing are classified as intra-sentential code mixing, inter-lexical code mixing, and includes a change in pronunciation. The researcher used Suwito's theory for the levels of code mixing. There are six different levels of code mixing: word level, phrase level, baster level, reduplication or repetition, idiom level, and clause level. This study found there are 32 data code mixing. The results demonstrated that intra-sentential code mixing is the most common type of code mixing in the first video, which constitutes around 93.75% of the total. In addition to intra-sentential code mixing, there is intra lexical code mixing with a percentage of 6.25%, and the researcher did not find any data indicating a change in pronunciation. On the first video, the word level has the highest percentage of code mixing (56.25%), followed by the

phrase level (25%), sentence level (12.5%), baster level (6.25%), idiom level, and repetition word 0%. The similarities between Sukrisna's with this study is both discusses the types of code mixing in the first problem of the study. The difference between Sukrisna's study with this study as in Sukrisna's study used the theory from Hoffman (1991) to discuss the type of code mixing, but in this study, used theory from Muysken (2000) and that study discusses about types and levels of code mixing, while this study will only focus on types and reasons of code mixing.

The second review is the thesis written by Rahayu (2021) entitled "An Analysis of Code-Mixing Found in Youtube Content "Generassie" by Nessie Judge". That study focuses on the types and reasons for the code mixing employed in the video identified in content "Generassie" by Nessie Judge's youtube channel. That study used code mixing theory by Hoffman (1991) to analyze the types and reason of code mixing. From the results of the analysis, 52 data containing code mixing found. Code mixing type found in this study are intra-sentential, intra-lexical and involving a change of pronunciation. Intra-sentential was found 44 times, intra-lexical was found 6 times while involving a change of pronunciation found 2 times. The cause for code mixing was discovered to be talking about a particular topic, being emphatic about something, interjection and repetition used for clarification. The most common reason cited is to talk about a particular topic. The reason for this was determined after evaluating Nessie Judge's video utterances, and it also accorded to Hoffman's classification and explanation in his theory of the reasons for using code-mixing. The similarities

between Rahayu's with this study is in discussing about types and reason of code mixing. The difference is that this study utilizes Muysken (2000) theory to analyze the types of code mixing and Hoffman (1991) theory to evaluate the reasons for code mixing, whereas the previous study used Hoffman (1991) theory to investigate the types and reasons for code mixing.

The third review of the literature is taken from Pasaribu et al. (2021) entitled "Code Mixing Realization by Cinta Laura Keihl on Boy William's Youtube Channel". The problem of this study is what are the Cinta Laura Keihl on Boy William's YouTube Channel uses various types of code mixing and different levels of code mixing. Based on article from Pasaibu et al (2021) they used theories from Hoffman (1991) and Suwito (1985) in analyzing the data. According to the results, there are 65 data in the kinds and levels of code mixing. Intra-sentential code mixing was the most prevalent sort of code mixing, whereas a change in pronunciation was the least common. While word level code-mixing was the most common, repeated word and idiom level code-mixing was the least common. The highest percentage of degrees of code-mixing in videos are phrases level 30, words level 18, clauses level 15, and baster level 2, with reduplication and idiom level being the lowest since the researcher could not find the data given. The similarities Pasaribu et al (2021) with this study is the discussion about types of code mixing for the first problem. However, in Pasaribu et al (2021) used theory from Hoffman (1991) to analyze types of code mixing while this study used theory from Muysken (2000) to analyze the types of code mixing.

The fourth review of the literature is taken from a Sagala et al (2022) article entitled “The Sociolinguistic Analysis of Code-Mixing Types in Livy Renata And Nirina Zubir’s Utterances In “Its Media” Podcast”. The problems of this study are; what are the different types of and the dominant category code mixing used by Livy’s utterances in “Ts Media” podcast. This study applied theories from Muysken (2000) in analyzing the data. As a result of this research, there are 8 insertions, 4 alternations, and 3 congruent lexicalizations. In their speakers' and listeners' utterances, they all utilize variable levels of code mixing. There are several language mixes in this video, and studies determined that insertion was the most prevalent sort of code-mixing used by speakers and hearers on TS media's YouTube. The second kind was alternation, and the last type was congruent lexicalization. The similarities between Sagala et al (2022) and this study are in studying a variety of types of code-mixing utilizing Muysken's (2000) theory. The differences between Sagala et al (2022) with this study is in Sagala et al (2022) discussed types and dominant category code mixing, but in this study only focus on the types and reasons of code mixing.

The last review literature taken article from Maharani et al (2023) entitled “Code Mixing Found in Maudy Ayunda Music Youtube Channel: Heartless Series”. This study focused at a variety of types of code mixing and the levels of code mixing in Maudy Ayunda's 'Heartless' series of YouTube videos. In this study, Hoffman's (1991) theory was utilized to identify various types of code mixing and to quantify the different levels of code mixing. This study found two different types of code mixing: intra-sentential, which has two levels: the word

level (adjective, noun, verb), and the clause level. The code mixing found in Maudy Ayunda's "Heartless" series video on her YouTube channel was 15 and included 13 intra-sentential code mixing that categorized into 2 adjectives, 8 nouns, and 3 verbs, as well as 2 intra-lexical code mixing that identified 2 suffixes. The similarities between Nareswara et al and this study are that they both use the same data source, a YouTube channel, and investigate a variety of types of code mixing. The difference between this study and that Nareswara et al used Muysken (2000) theory to analyze the types of code mixing, whereas Hoffman (1991) theory is used to analyze the reasons for code mixing.

2.2 Concepts

Concepts are broad ideas based on actual phenomena in this chapter. This study was conducted using ideas from many experts. There are two concepts were used in this study about code mixing and youtube channel.

2.2.1 Code Mixing

According to Muysken's (2000:1) code mixing refers to all cases in which a lexical item and grammatical feature from two languages appear in a single sentence. Meanwhile, Wardaugh's (1986:103) opinion regarding code mixing is "Code mixing occurs when conversations use both languages together to the extent that they change from one language to the other in the course of a single utterance; it means that the conversation just changed some of the elements in their utterances." Muysken (2000) added that there are three types of code mixing:

insertion, alternation, and congruent lexicalization. Due to the various points of view of these experts, code mixing is an occurrence that occurs in bilinguals when they utilize or mix two languages or two codes in a speech by adding words, phrases, or clauses between the first languages or parent language.

2.2.2 Youtube Channel

A YouTube channel is similar to a personal or organizational place where you may upload and organize your videos. Based on Forsey (2023) youtube channel description is similar to a website about page. It may be found on your channel's YouTube page under the "About" tab. The description of your YouTube channel tells potential viewers what your video will be about, including the topics you will address and the groups you will serve. A channel is a designated location for a YouTube user to exhibit their videos. Ensour (2015) defines YouTube as a video-sharing website where users may view, upload, and comment on videos. YouTube is a famous platform for uploading and sharing videos. There, we may locate whatever film we want because there are many different sorts of videos available.

UNMAS DENPASAR

2.3 Theories

The theory used in this study divided into two sections, which are the theory from Muysken (2000) is to examine the various types of code mixing that can be found on the Puella ID YouTube channel entitled "*Kuliah Ke Luar Negeri Itu Perlu Gak Sih?| Cinta Laura x Maudy Ayunda*" and the theory from Hoffman (1991) used to analyze the reason of Cinta Laura and Maudy Ayunda doing code-mixing.

2.3.1 Types of Code Mixing

According to Muysken (2000) there are three types of code mixing based on syntactical patterns, as follow:

2.3.1.1 Insertion

As the first type of code mixing, Muysken (2000: 3) recommends insertion. It was described by him as the incorporation of material (lexical units or complete components) from one language into a framework from another. Insertion (as associated with Scotton in Muysken 2000: 3) addresses restrictions in terms of some base or matrix structure's structural properties. In this sense, code mixing is the insertion of a foreign lexical or phrasal category into a given structure. The main difference is the amount and type of content presented, such as noun vs noun phrase. This suggests that code mixing occurs only in little chunks of one language, such as words or phrases less than a clause and a sentence Muysken (2000:5) highlights that there is a lot of variation in what is or may be inserted: this is largely adverbial phrases in some languages, single nouns in others, and a determiner with noun combination in still others.

Insertion example in Spanish/English:

Yo anduve in a state of shock por dos días.
 'I walked in a state of shock for two days.'

(Muysken 2000:5)

2.3.1.2 Alternation

Muysken (2000:4) provides alternation as the second kind. This signifies that there is a distinction between structures from the other language. The limits on mixing are viewed in terms of the languages involved at the switch point's compatibility or equivalence (as connected with Poplack in Muysken (2000: 4). Code mixing is equivalent to switching codes between turns or utterances in this context. The change would simply be an alternation in the size and type of element, such as clauses and sentences, followed by grammatical units such as subjects, verbs, or objects. Alter national patterns frequently exhibit some variability in the elements swapped. Muysken (2000:97) argues that nouns and adjectives are likely to be insertions, while discourse particles and adverbs may be alternations.

An example of a French/Russian alternation;

Les femmes et le vin, *ne ponimayu*.
 'Women and wine. I don't understand.'
 (Muysken 2000:5)

2.3.1.3 Congruent Lexicalization

Muysken (2000:5) proposes congruent lexicalization as the third and final sort of code mixing. It refers to the situation in which two languages have grammatical structures that may be filled with content from either language lexically. According to Muysken (2000:6) congruent lexicalization is similar to language variation and style shifting in that switching is grammatically unrestricted and may be described using alternative lexical insertions. Code

mixing might take the shape of words or phrases with generally acknowledged meanings in one's original language. Linguistic convergence contributes to congruent lexicalization, and the two processes may support one another. This is the closest thing to a congruent lexicalization method to bilingual language use. According to Muysken (2000:122), congruent lexicalization is defined as may be especially linked with second generation migrant groups, dialect/standard and in this situation, quite comparable variations are involved in general.

Congruent Lexicalization in English/Dutch:

Weet jij [*whaar*] Jenny is?

'Do you know where Jenny is?' (Dutch: waar Jenny is)

(Muysken 2000:5).

2.3.2 Reasons of Code Mixing

There are many reasons that people serve for mixing languages, according to Hoffman (1991: 116).

2.3.2.1 Talking About a Particular Topic

According to Hoffman (1991: 115), "people sometimes prefer to talk about a particular topic in one language rather than another." Someone who talks sense liberal and greater coziness for specific that she or he convey sentiments in a language that is not their usual language. (Hoffman, 1991: 111) provides an example of talking about particular topic:

'Va chercher Marc (go and fetch Marc) *and bribe him avec un chocolat chaud (with a hot chocolate) with cream on top*'

2.3.2.2 Quoting Somebody Else

A speaker uses code to paraphrase a well-known figure's famous remark, adage, or saying. They only use the term and then claim the quotation from the person who uttered it. The example of quoting somebody else:

' . . . y si dices "perdón" en castellano, se te vuelve la mujer y te dice:' ('. . . and if you say "sorry" in Castilian Spanish, the lady turns to you and says:')
'*En catalá*' ('In Catalan!')

(Hoffman, 1991: 112)

2.3.2.3 Being Emphatic About Something

According to Hoffman (1991:16) stated "she/he, either intentionally or unintentionally, will switch from his/her second languages to his/her first language." In this case, she or he feels more comfortable being emphatic in their second language rather than in first language. The example of being emphatic about something:

'Hay cuatro sillas rotas y' ('There are four broken chairs and')
prou!' ('that's enough!')

(Hoffman, 1991: 112)

2.3.2.4 Interjection

Interjections are words or phrases that can be used to indicate surprise, great emotion, or to draw attention to something in a sentence. An interjection is a quick exclamation such as "Damn! crap!" or "Hello!" Hh! Interjections have no grammatical meaning; they can be heard in discussions where the speaker often utilizes them. Here is an example of an interjection:

'... Oh! Ay! It was embarrassing! It was very nice, though, but I was embarrassed!'

(Hoffman, 1991: 112)

2.3.2.5 Repetition Used for Clarification

Hoffman (1991:116) said "when his/her speech wants to clarify by a bilingual, so the listener will it be more understood, he or she sometimes can use both of the languages that he masters saying the same utterances (the utterances is said repeatedly)". Below are some examples of repetition used for clarification:

An adult Spanish–English bilingual:

'Tenía zapatos blancos, un poco, *they were off-white, you know.*'

(Hoffman, 1991: 112)

2.3.2.6 Intention of Clarifying the Speech Content for Interlocutor

Hoffman, in 1991, stated that "when a bilingual person talks to another bilingual there will be lots of code switching and code mixing occurs. "It means that the interlocutor uses a familiar phrase to the listener so that the conversation proceeds easily and the listener understands it. An example of explaining the

Cristina (4:0): (introducing her younger brother to a new friend of hers)

'This is Pascual' [paskwál]

Friend: 'What's his name?' (i.e. she didn't catch it)

Cristina: '*Pascual!*' [pəskwæʃ]

Friend: 'Oh. . .'

content of a speech for an interlocutor:

(Hoffman, 1991: 112)

2.3.3.7 Expressing Group Identity

Based on Hoffman (1991: 116) "code mixing can also be used to express group identity." Academicians' disciplinary modes of communication differ from those of a variety of other groups. These are some examples of how to represent group identity:

'Nää, Sven, *hítshaiker* tahab *lifti*'
(**'Look, Sven, a hitch-hiker wants a lift'**)

(Hoffman, 1991: 110).

