

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is an inseparable part of human life. As the main point, it plays an essential role in determining the success of the communication itself. Language can be a powerful tool used primarily to achieve something that people need in life. In communication, the relationship between language and society cannot be separated. The study that concerned with the relationship between language and society is namely sociolinguistics. Sociolinguistics is the sociology of language (Fishman, 1971). It investigates the interaction between these two aspects of human behavior: language and the social organization of behavior. Code mixing is commonly related to the changing varieties or codes in a phrase or clause (Meyerhoff, 2006). A very well-known phenomenon lately is the trend of *Anak Jaksel Trend*, which is the people from that city talking to their peers using a mixed Indonesian - English language. It also spreads to social media. When conversing or writing, they mix some codes into a single sentence, phrase, clause, and etc. The use of code-mixing is frequent on social media networking.

Social media networking such as YouTube, Twitter, Instagram, and others has created much access to information and language technology in this era. Social media networking could be a tool that people use to share their experiences, share their stories, discuss, exchange information, and do business remotely, making it easier for them to communicate without meeting face to face.

YouTube is an application that is very addictive and can have incredible effects on ordinary users. For users to get started, enter the email address in the app, then users can view multiple contents or even upload it to the user's YouTube channel. On YouTube, many content creators make unique content, video blogs, education, cooking, etc. They are often called a YouTuber who makes random content, a beauty vlogger who often makes makeup content, and Q&A, a food blogger who often makes cooking and food reviews content, etc.

In case of beauty vloggers, Westenberg (2016) stated that these beauty vloggers had become stars with their respective fans. Not only creating content, beauty vloggers must also have good verbal communication skills to convey their content in an engaging, excellent, and easy way. They often use unique words or phrases, sometimes even produce new words, code-mixing in sentences, and Indonesianizing foreign words. The use of slang words feels more familiar to their fans, mostly the younger generation. This variety of language is interesting to be analyzed because it is not uncommon for teenagers to follow the beauty vloggers language style. In this case, these beauty vloggers indirectly influence the community in various ways. One of them is the language they use. Today, many young people use new languages or vocabulary that they often hear from beauty vlogger content they like, such as *ges*, *kuy*, *tercyduk*, then the use of English or regional languages, slang and so on. Code mixing could be a method of combining two or more languages without changing the subject. It occurs mainly within a sentence in which two languages are used at the same time; a part is spoken in language A and the rest in language B. Code mixing is the combination

of words when a talker needs a selected language to change or mix with another and even make an entirely new language within speaking in the communication.

Returning to the phenomenon of mixed language, as explained above, people today tend to use language interminglingly. Many languages mixing phenomena are around us, and in this case, it is the language combining between Indonesian and English known as the code-mixing phenomenon. Code mixing phenomena can be found especially on social media networking. One of the social media networking that people have enjoyed using lately in Indonesia is YouTube. YouTube in Indonesia is growing fast, particularly for the personal channel account. The users' creativity also helps the variety of personal channel accounts to create a good content account and keep up with trends, including bilingual subtitles using language mixing techniques. The utilization of code-mixing in personal account channels shows that users have a particular reason for using code-mixing while communicating.

It is crucial to attempt this research as the instructor or reader will gain insight into code-mixing phenomena. This phenomenon also occurs in Indonesia by a beauty vlogger that is Titan Tyra. In Titan Tyra's video, she often mixes her language between Indonesian and English. Likewise, it also conveys some motivations that may be useful to viewers. Therefore, this show is entertaining and educational. Code-mixing occurs when speakers take turns using two or more languages in one language and changing only some elements of the language (Wardhaugh, 2006). With this research, readers will also gain insight into understanding the code-mixing phenomena used on YouTube. Reading these

descriptions makes a topic interesting for research. Therefore, the researcher carried out “An Analysis of Indonesian – English Code Mixing Used in Social Media Networking YouTube by Indonesian Beauty Vlogger Titan Tyra.”

1.2 Problems of the Study

What follow is the problems of the study that will be discussed further in this research based on the background of the study above.

1. What are the types of Indonesian – English code-mixing used by Indonesian Beauty Vlogger Titan Tyra on her YouTube channel?
2. What are the reasons underlying the use of Indonesian – English code-mixing by Indonesian Beauty Vlogger Titan Tyra on her YouTube channel?

1.3 Objectives of the Study

Related to the problems of the study above, the objectives of this research are:

1. To analyze the types of Indonesian – English code-mixing used by Indonesian Beauty Vlogger Titan Tyra on her YouTube channel.
2. To find out the reasons underlying the use of Indonesian – English code-mixing used by Indonesian Beauty Vlogger Titan Tyra on her YouTube channel.

1.4 Limitation of the Study

Based on the statement of problems mentioned previously, the limitation can be explained below.

1. The scope of this study is limited to Indonesian – English code-mixing, which is used by Indonesian Beauty Vlogger Titan Tyra on her YouTube channel. The researcher will be take one video blog of Titan Tyra’s YouTube channel, entitled “*JAWABIN PERTANYAAN YANG AKU HINDARIN SELAMA INI! Sambil siap2 bareng spill the tea wkwk.*”
2. This research is mainly focused on the types and the reasons underlying the use of Indonesian – English code-mixing by an Indonesian Beauty Vlogger Titan Tyra on her YouTube channel.

1.5 Significances of the Study

In conducting this research, it is expected as a framework either theoretically or practically. Based on the problems above, the benefits of this research are expected to be as follows:

1.5.1 Theoretical Significance

Academically, this research is expected to be significant to people who are interested in English, especially in sociolinguistics, and give valuable information in developing the application of sociolinguistics theories. This research can answer the curiosity about Indonesian – English code-mixing that is frequently used in social media networking, especially on YouTube.

1.5.2 Practical Significance

Practically, this research is expected to be an empirical consideration that analysis of a beauty vlogger utterance can give a further description for the audience and other researchers interested in English, especially in getting additional information about the language used Indonesian – English code-mixing, especially in social media networking YouTube.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter is concerned with review of related literature, concepts, and theories. The theoretical reviews used in this research are: sociolinguistics, bilingualism, code, code-mixing, types of code-mixing, reason of using code-mixing, YouTube, video blog, and beauty vlogger.

2.1 Review of Related Literature

The first previous research entitled “*An Analysis of Using Code Mixing on Atta Halilintar's Video YouTube Channel*” was done by Agung Sukrisna (2019) on his thesis. This research focused on explaining code-mixing used at Atta Halilintar's Video YouTube channel. The method in this research is a descriptive qualitative method. This research focused on analyzing the types of code-mixing and the levels of code-mixing. The researcher defined the types of code-mixing by Hoffman's (1991) theory. There were three types of code-mixing, namely, intra-sentential code-mixing, intra-lexical code-mixing, and involving a change of pronunciation. Furthermore, for the levels of code-mixing, the researcher used theory from Suwito (1988). The theory from Suwito (1988) defines six levels of code-mixing in the forms of word, phrase, clause, idiom, baster, and repetition.

After analyzing the video, the researcher found thirty-four data in the types and levels of code-mixing. The dominant type of code-mixing is intra-sentential code-mixing, and the lowest type involves a change of pronunciation. Whereas in

the levels of code-mixing, the dominant level is word level and the lowest level is repetition word and idiom level. The similarity between the previous research and this research is using code-mixing and investigating social media networking, especially YouTube. In comparison, this research is to analyze code-mixing, which from the results of this research aims to find out the types and reasons Titan Tyra used code-mixing on her YouTube channel.

The second previous research entitled “*Code Switching and Code Mixing used by Sarah Sechan and Cinta Laura in Sarah Sechan Talk Show*” was done by Novedo & Linuwih (2018) on their article. This research aims to find the types and why Sarah Sechan and Cinta Laura used code-switching and code-mixing in Sarah Sechan Talk Show. The researchers used a qualitative descriptive method to analyze the data. This research found four types of code-switching and three types of code-mixing, and six reasons for code-switching and code-mixing used in their talk show. They are talking about an expressing group identity, the intention of clarifying the speech content for the interlocutor, being emphatic about something, particular topic, interjection, and repetition used for clarification. The theory used in the analysis is from Hoffman (1991).

After analyzing the talk show, the researcher found four code-switching said by Sarah Sechan that contained twenty-three intra sentential, seventeen inter-sentential, thirteen emblematic, and one establishing continuity. In Cinta Laura utterances, the research found six Intra sentential, fourteen inter sentential, and seven emblematic. The similarity between the previous research and this research is using code-mixing and investigating on video. However, what distinguishes this

research is the data source of code-mixing analysis, the analysis is carried out to talk shows wherein this current research video blogs.

The last previous research is entitled “*Code Mixing Used by Sheryl Sheinafia’s Followers (Case Study of Anak Jaksel Language Trend)*” done by Diana (2019) on her article. This research aims to find the code-mixing forms and the reasons why Sheryl Sheinafia’s followers used code-mixing on her Twitter. The researcher used qualitative descriptive to collect the data. Furthermore, the results of the research contain the screenshot of the tweets update. The theory that researchers employs is from Bhatia and Richie (2004). The researcher found two reasons from the data, dominance attitude and language attitude.

The similarity between previous research and this research is using code-mixing and investigate it on social media networking. While the difference in this research is the kinds of social media networking, the researcher used Twitter. This research aims to analyze code-mixing likewise to determine why Titan Tyra uses code-mixing on her YouTube channel.

2.2 Concepts

Every research or study need concepts. A concepts is the definition of some certain terms which are included in the research that will be conducted by the researcher. In this research, there are three concepts involved, code, code-mixing, YouTube, video blog, and beauty vlogger.

2.2.1 Code Mixing

Code mixing is one of the most common sociolinguistic phenomena today. Code mixing occurs when the speaker takes turns using two or more languages in a single expression and only changes some expression elements (Wardhaugh, 2006). Ho (2007) found that code-mixing can occur in a statement or written text. This means that code-mixing takes place not only verbally but also in written form. Meanwhile, Coulmas argues (as cited in Mujiono et al., 2017) that code-mixing is a communicative strategy in bilingual communities where people speak two or more languages comparatively well. It means that the speaker must master another language of the lexical item before using it for the speaker's language. From these definitions, code-mixing is a communicative strategy in which speakers usually use two or more languages but only change one element in a single utterance or written form.

2.2.2 YouTube

Youtube is a website that helps users to share their videos or enjoy various videos uploaded by multiple parties. According to Sianipar (2013), YouTube is a database containing video content popular on social media and a provider of various beneficial information. This social media networking is very addictive and can have a significant impact on ordinary users. YouTube has many benefits, such as earning money through Google AdSense, promoting a company or individual profile, and watching missed or new shows. YouTube is used for various purposes such as commercial purposes, student teaching, entertainment, and others.

2.2.3 Video Blog

Video Blog, abbreviated as Vlog, is a blogging activity that uses video as an audio or medium over text as a media source device, such as a digital camera, camera phone that can film video equipped with a microphone. Video blogs could be called another form of television Internet. Video blogs are also a popular sharing category on the site of YouTube. Video blogs offer a rich site experience compared to blogging in text form because they combine video, sound, image, and text, enhanced information content, and emotions, which are shared with internet users, one of which is on YouTube.

2.2.4 Beauty Vlogger

Beauty vlogger is an activity related to make-up and beauty in videos, usually talking about the world of beauty. A company that engaged in cosmetics began to work with beauty vloggers as celebrities in marketing their products. Beauty vloggers would help companies promote and introduce their products. Beauty vloggers can be used as advertising stars to help promote a cosmetic product through YouTube.

2.3 Theories

In doing research, a theory is needed to analyze the data. A theory is a central element that will help the writer identify the answer to the research problem. The theory used in research must be relevant to the topic. Therefore, the

role of a theory in research is critical. This research uses Sociolinguistics, Bilingualism, Type of Code Mixing, and the Reason for Code Mixing.

2.3.1 Sociolinguistics

Language plays an essential role in communication to build a relationship and interact with society. Many language phenomena are common in society. A study discovered it. The investigation of language phenomena in society is called sociolinguistics (Chaer, 1995). Sociolinguistics cannot separate the relations between linguistics and society. Sociolinguistics is a science that examines the correlation between language and society based on its use in different social contexts (Bayyurt, 2013). It can say that sociolinguistics studies language phenomena that have occurred in many social activities or contexts. Wardhaugh (2006) adds that sociolinguistics focuses on the relationships between language and society to understand the structure of language and its role in communication through study. Besides the usage in diverse contexts, sociolinguistics also investigates the structure of language and its role in communication, which the study aims to understand.

Malmkjaer (as cited in Safitri et al., 2017) points out that sociolinguistics is a study of language related to society derived from sociology, anthropology, and social physiology. From this, it concluded that sociolinguistics is a scientific study that examines the phenomena of the use of language in society to grasp the structure of language and its role in communication. Language has established

itself as an essential aspect of human society. There are many sociolinguistic phenomena in society, one of which is bilingualism.

2.3.2 Bilingualism

When two or more languages are used interchangeably by the same speaker, these languages can be said to be used together. Events in which two or more languages are used respectively by a speaker are called bilingualism. Bilingualism is the representation that people have more than one language. Bialystok (2006) points out that bilingual people can speak two (or more) languages to some degree, but recognizing what figures as a language is not an effortless choice. That is means that people who speak more than one language are said to be bilingual. In Indonesia, bilingualism known as "*kedwibahasaan*" (bilingualism). It means someone's use of two or more languages (Aslinda and Leni Syafyahya, 2007). From this, one can conclude that bilingualism uses two languages by one speaker in interaction with another language. Ultimately, bilingualism is the habit of using two languages when interacting with others.

2.3.3 Types of Code Mixing

Code mixing is one famous sociolinguistic phenomenon that occurs in society nowadays. Some experts state several theories about the types of code-mixing used in communication. This study found one theory from several experts. According to Hoffman (1991) there are three types of code-mixing found in communication are described as follow:

1. Intra-sentential Code Mixing

The meaning of intra-sentential code mixing is the appearance of a phrase, clause, of two or more languages within the same sentence in a conversation both oral and written, for instance:

For example:

*Besok saya ada **final examination**, mata kuliah Miss. Isti.*

(Tomorrow I will face final examination it is Miss Isti's subject).

(Sukrisna, 2019:24)

2. Intra-lexical Code Mixing

Intra-lexical occurs within word boundaries. In addition, it appears when the speakers insert affixation in another language to a word.

For example:

*Wahyu, kamu sudah **menge-save** nomer Whatsapp Saya belum?*

(Wahyu, have you saved my whatsapp number?).

(Sukrisna, 2019:24)

3. Involving a change of pronunciation

This type of code-mixing occurs at the phonological level. When Indonesian people speak in English, the word that they say is modified to Indonesian phonological structure. For example, the word of *hello* is said *halo*, or the word *television* is said *televisi*. This phenomenon happens to a beauty vlogger from Indonesia; she is Titan Tyra. When Titan Tyra speaks

in Indonesian, she still looks like speaks in English, because her pronunciation in Indonesian is a bit similar to English pronunciation.

2.3.4 The Reason of Code Mixing Uses

There are also some reasons from several experts about why people prefer to mix or switch their language in utterance. According to Hoffman (1991), seven reasons are underlying the use of code-mixing or code-switching by bilingual are described as follow:

1. Talking about particular topic

Code mixing, for this reason, occurs when someone talks about a particular topic. Luke (2015) states that people employ code-mixing in a conversation to avoid misunderstanding and conflict. It means that code-mixing aids people in conveying their idea without misunderstanding the meaning itself. Lack of vocabulary about a particular topic also leads people to switch or mix their language to avoid misunderstanding and conflict.

For example:

*Sebelas menit paling kritis dalam pesawat yaitu tiga menit setelah **take off** dan delapan menit sebelum **landing**.*

(Nenggolan, 2019:11)

2. Quoting somebody else

This reason occurs when someone quotes some famous expression from the well-known figure or famous figure to their utterance. The speaker commonly tends to quote the expression with its original language to the meaning transferred effectively to the interlocutor.

For example:

*Kalau ada yang pernah baca teori motivasi **McClelland** pasti tau bahwa sesungguhnya manusia memiliki tiga kebutuhan yaitu: **needs achievement, needs of affiliation, needs a power.***

(Nenggolan, 2019:12)

3. Being emphatic about something

This reason occurs when someone uses code-mixing to express their empathy about particular things to others. It means that someone intentionally or vice versa employs code-mixing to express their emphatic and solidarity to other people about certain things or a particular situation.

For example:

*Gimana sih si K, kerjanya gak professional. Aku udah korban banyak **but I get nothing**, malah sakit hati.*

(Hutriani, 2019:13)

4. Interjection

An interjection is an expression or word from another language into an utterance to convey surprise, intense emotion, or gain attention. An

interjection is a short exclamation such as *Hey! Look, Shit!*, etc., has no grammatical value (Dewi & Ekalaya, 2015). It means that the inserted word does not change the meaning of the whole sentence or utterance but is only used to convey the speaker's emotion toward something.

For example:

*Gawat aku ketinggalan bus, **shit!***

(Nenggolan, 2019:13)

5. Repetition used for clarification

Hoffman (cited in Luke, 2015) states that mixed languages occur when the speaker wants to clarify their utterances to be understood by another interlocutor. It means the repetition by using another language in an utterance said the speaker to clarify the utterance to be understood by another interlocutor. The repetition is also used in emphasizing certain points of the utterance itself.

For example:

*Everything about airport is destination. **Semua yang ada di bandara harus punya tujuan.***

(Nenggolan, 2019:13)

6. Intention of clarifying the speech content for interlocutor.

In communication, the speaker tends to mix or switch one language to another language in a conversation. It happens since speakers mix or

change their speech and writing to be more convenient and understood by other people or interlocutors. A message from one language is repeated in another language by modifying it.

For example:

Tolong bawain buku cara nulis proposal, mau tak copy. Thanks banget!

(Hutriani, 2019:14)

7. Expressing group identity

Hoffman (cited in Luke, 2015) explained that mixed language is a strategy to present group identity because someone who communicates with their group is different from another group. By listening to the way, the speaker communicates, the interlocutor will notice what kind of group the speaker comes from. It is because the way one community communicates with other communities is different.

For example:

Kemarin aku beli new automobile dan itu menguras dompetku.

(Nenggolan, 2019:14)