CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is one of the communication bridges that connects an interaction between humans in their life. Through communication using language, people can easily deliver their moods, ideas, and opinion to others. People in the world use language to communicate. Language characterizes each region. According to Fishman (1972), "the selection of language used by speakers do not occur randomly, but must consider several factors, including who is the speaker, who is the interlocutor, what is the topic which is being discussed, and in which context the conversation occurred". Therefore, people use the language accordance to their requirements and portion in communication ways.

Indonesia has many languages or even hundreds of languages, but sometimes most people in Indonesia only use several languages in their life. Generally, people in Indonesia usually use three languages, such as; mother tongue, national language 'Bahasa Indonesia' and English. Mother language usually shows the origin or ethnic. Indonesian language is used as a means of communication between regions in Indonesia and English language is used for communication as an international level communication tool. The context of language is an important role in the fluency of the communication system.Using a

different language will make a difference meanings in the context of the communication language itself.

The relationship between the context of language and society is studied in sociolinguistics. The number of people who are multilingual has increased especially on this modern eras. Bilingual people can use more than one language in their communication. Weinrich (1968) stated that "Enforcement in using two languages is bilingualism" (Weinrich, 1968cited in Hoffman, 1991). Human in the world has different capabilities in using languages. Hoffman(1991) stated "use of bilingual or multilingual languages depends on who we are talking to and what topic is talking about". Unconsciously someone becomes a bilingual person whenshe or he talks with others and uses more than one language. Bhatia and Ritchie (2013) stated that "The speakers in the world are odd bilingualism and multilingualism rather than monolingual". The ability in using two or more languages can make a language mixing because the ability in having second language is sometimes us by humans when they talk with the other person of another origin place.

Wardhaugh (1986: 103) states that mixing happens when conversant use each languages collectively to the quantity that they exchange from one language to the other in the path of a single utterance unified diversity of language in the society. Nowadays, between previous eras, the amount of using code-mixing in Indonesia is increasing. By current the development, code-mixing is frequently in daily life. Avariety of languages found in the language when users use bilingualand multilingual and trying to mixed it.

The ability to use a foreign language or other than the mother tongue, even if only two or three words will be influential in the uses of mixed languages in daily life. In addition, the rapid development of technology is certainly one of the factors that make it easier to learn the language. On the other hand, increased mastery of language occurs based on habits that have unconsciously mixed languages, for example, "sorry ya, aku tidak sengaja". Most people in Indonesia when they are talking in Indonesian they used the word "sorry" for apologizing for something, consciously they make it code-mixing in their conversation. In this case, they usually used the Indonesian word which "Maaf ya, aku tidak sengaja", but in accordance with their abilities and habits, they use the English word to complete the conversation.

The use of mixed languages often occurs around us, it's familiar to hear and also find this instance. Mixing languages has own purposes from humans that mixed their language to communicate with others to easier understanding for the listener in the term of the conversation. Nowadays, technology development is very fast, it will be easier for humans to do or find the mixing languages in the technology which means social media that exist today. The social media are; Instagram, Facebook, YouTube, and so on. Additionally, social media facilitates finding information for users and education for certain purposes. Code-mixing is familiar to hear or find by people on social media.

Therefore, this research finds a phenomenon in the use of code-mixing in social media, especially on YouTube. Many people use the YouTube application as a learning tool considering that YouTube contains many videos which are of

course very complete as a spectacle for the wider community seen by the number of views on YouTube so very much in recent years.Most people use YouTube because in YouTube they can find some of what they need to watching, it can be said that YouTube is better than television. As we know, we can use YouTube by cell phone it can be practical for us. Moreover, most people in the world use cell phone. Therefore most likely, the YouTube application is on their cell phone and is being used. Practically, it is one of the choices for us in making something every day.
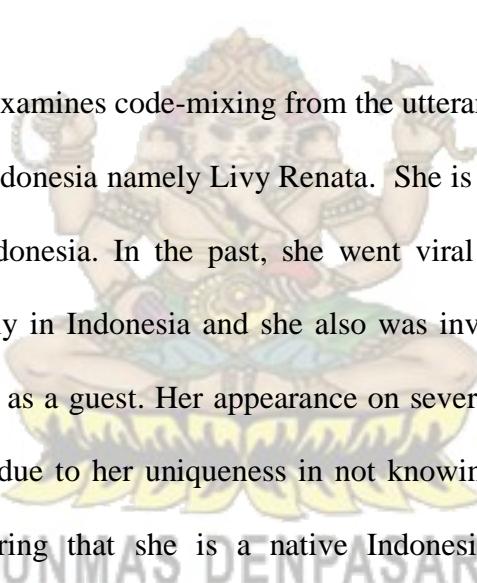
This study examines code-mixing from the utterances spoken by one of the celebgrams from Indonesia namely Livy Renata. She is a brand ambassador for a gaming club in Indonesia. In the past, she went viral on several social media platforms, especially in Indonesia and she also was invited to several events on private TV stations as a guest. Her appearance on several social media and other platforms lately is due to her uniqueness in not knowing the names of artists in Indonesia, considering that she is a native Indonesian. She has often used Indonesian-English languages like one example of the phenomenon that the study found on her YouTube channel entitled "Kondisi kamar Livy tanpa "Mbak" – Sydney Apartment Tour".

Livy Renata : *I* ganyangka juga bakal *trending* di *twitter*.

(Livy Renata youtube channel, 2022)

From the example data above contained code-mixing between Indonesian-English in the use word of *I* which means "saya" in Indonesia. While, *trending* is English word means "sedang tren" in Indonesian. Both of that word is contained in a

sentence that mixes between Indonesian-English languages. That phenomenon usually happens in some situations on Livy Renata's YouTube channel that will be important to analyze, because, from her utterances contains the collaboration between two languages that is not common for other people to do especially for Indonesian people. Therefore, in this study discusses the code-mixing phenomenon as found in Livy Renata's YouTube channel. Additionally, this study focused on analyzing the types of code-mixing used on herYouTube channel and the reason of she used code-mixing in her YouTube channel. The data provided is based on a video on Livy Renata's YouTube Channel. The researcher chooses code-mixing as a topic because, most people in the world can speak more than one language, especially Indonesian people that can speak more than one language, therefore in combines the language are usually done intentionally or unintentionally and becomes code-mixing phenomenon. Moreover, this study expected looking for comparison with the previous study,
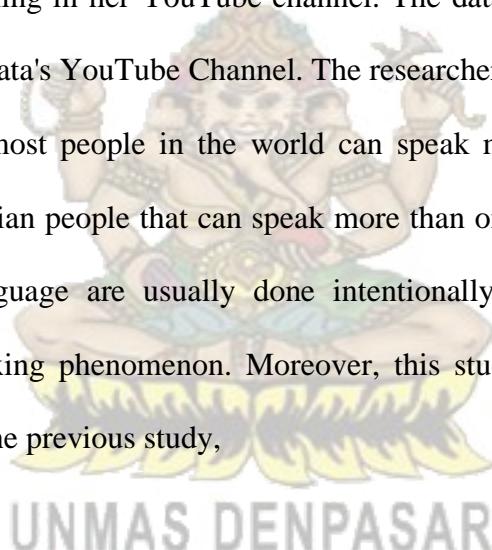
1.2 Problems of the Study

According to the background of the study above, there are two problems of this study can be as follows:

1. What types of code mixing are found in the video of Livy Renata on YouTube Channel?

2. What are the reasons for Livy Renata doing code-mixing on her YouTube Channel?

1.3 Objectives of the Study

Based on the statement of the problem, the objectives of this study can described as follows:

1. To analyze the types of code-mixing found in Livy Renata utterances in her YouTube Channel.

2. To analyze the reason of Livy Renata doing code-mixing on her YouTube Channel.

1.4 Limitation of the Study

This study merely focused on analyzing the code-mixing types in used by Livy Renata on her YouTube channel and the reason of Livy Renata mixes the code on her YouTube Channel. Especially only finding out between Indonesian-English or English-Indonesian. The data is obtained from Livy Renata's YouTube channel.The theory by Muysken (2000) is applied for analyze the code-mixing types and to analyze the reason of code-mixing is used the theory by Hoffman (1991).

1.5 Significance of the Study

This study is expected to have two advantages they are theoretical and practical. The advantages of both of the study are:

1.5.1   Theoretical Significance

This study focuses to analyze types, and reasons of code-mixing that are expected to give more science to the readers in study theory especially code-mixing in sociolinguistics. Therefore, this study hopefully can give a clear explanation for the readers that who want to know about the types and the reason for code-mixing that is used in Livy Renata's YouTube Channel.

1.5.2 Practical Significance

The results of this study can use as a reference to someone who wants to study sociolinguistics, especially in code-mixing. Therefore, this study is expected to help inusing code-mixing in daily life, and also can useful for other researchers to compare their research as references for their study.
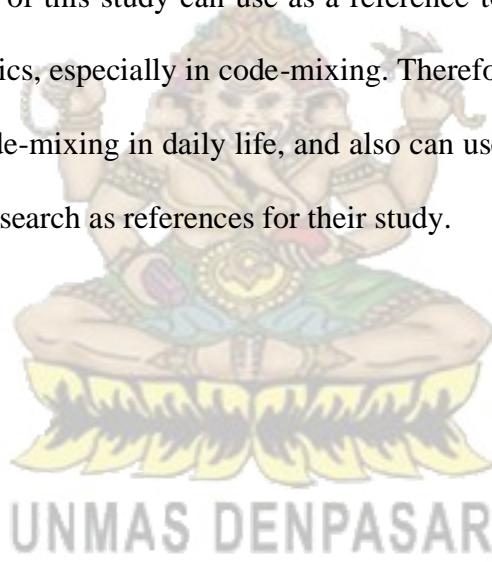
CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

2.1 Review of Related Literature

There was five selected studies reviewed in this research. The first review of related literature was taken from the thesis entitled *An Analysis of Code Mixing Found in Poemsbywa's Instagram Caption by* Winasih (2021). The study focused on finding out the types and the social function of code-mixing. Winasih's study used the theory of code mixing by Suwito (1985) about the types of code-mixing. There are six types of code mixing in that study,such as; words, phrase, hybrid, repetition, idioms, and clauses. While, the other theories are usedby Troike (1982:68) to identify the social function of code-mixing, there are seven social functions of code-mixing, such as; real lexical need; as humorous effect; direct quotation; ideology statement; intensify or elimination of ambiguity; as solidarity and redefinition.Winasih found thirty data of code-mixing. The data source was taken from Poemsbywa's utterances on the Instagram caption. Winasih collected the data in some steps as follows; First step, the photos or videos in @poemsbywa_ Instagram account that the caption consists with code-mixing were screenshot, the second step is reading the caption carefully and repeatedly, after that finding the code-mixing, capturing that page,

then save the page and taking note the caption, the last is classifying and tabulating the code-mixing datafound in @poemsbywa_ Instagram caption based on types of code-mixing and social function of code-mixing. There are similarities and differences between Winasih's paper to this study, first,both of the studies analyzed the code-mixing types, second, the differences was Winasih's study were used Instagram captions as the data source, whereas this study is used YouTube channel as the data source. Moreover Winasih's study is focusedon analyze the types and social function of code-mixing, while this study is focuses on analyze the types and reason for code-mixing,

The second review was taken from thesis by Nasution (2021) entitled *The Use of Code-Mixing on Negeri Para Bedebah Novel by Tere Liye*. The study focused on finding out the types and functions of code-mixing. The theory wasby Margono (2004: 128) defining a purposive approach sampling as a method for selecting a group of subjects based on their traits that are considered to have a closely related relevance to the traits of the previously known population. She found 65 data of code-mixing from the Negeri Para Bedebah Novel by Tere Liye published in July 2012, divided into 5 Inner code mixing data and 60 Outer code-mixing data. This study collected the data in some steps, such as; first, reading the intensive novel Negeri Para Bedebah by Tere Liye, second, identifying and quoting conversations in the novel, and the last, classifying the data that has been collected in mixed code groups, analyzing the underlying elements, changing the language, and the functions that surround it.There are the similarities and differences between Nasution's paper with this study.The similarities are both studies analyzed types of

code-mixing. Both studies discussed about code-mixing between the Indonesian and English Languages. While, the differences between both of the study is that study is usednovel as the data source, while this research is uses YouTube as the data source. Besides that, her study discussedthe function of code mixing while this study discussed the reason for using code mixing.

The third review of the literature was taken from article by Sudianthi, Putri, and Santi (2020) entitled *Talk Show Analysis of Code Mixing and Code Switching.*The study discussed about code mixing and code switching in two videos onYouTube Channel. The purpose of this study is to analyzethe types and the reason for doing code mixing and code switching. This study used descriptive qualitative method in analyzing the data. The theory were used about the types of this study by Hoffman (1991:112), there are three types of code switching, they are;Inter-sentential switching, Intra-sentential switching and emblematic switching. While the theory type of code-mixing by Muysken (2000) classifies code-mixing into three types, there are; Insertion, Alternation, and Congruent Lexicalization. The reason of doing code mixing and code switching on this research used the theory by Hoffman (1991). There are seven reasons which are explained by Hoffman, such are; talking about particular topic, quoting somebody else, express solidarity, interjection, repetition to clarify the statement, intention to clarify the speech content, and expressing the group identity. In video 1 #nebengboy# there are seven reasons of using code-mixing and code switching used by the theory from Hoffman (1991). While in video 2 #drinkwithboy# there are six reasons of using code-mixingand code switching. The data were collected by using non participants

observation method, there are; searching the data on Youtube for "Talk show with C in #nebengboy program" and "Talk show with N in #drinkswithboy program", after that, downloading the videos, watching and listening the conversation in detail then transcribing it into a script, analyzing the script especially the utterances contains code-mixing and code-switching, and then classifying the types of code mixing and code switching of each utterances. There are 224 code-mixing utterances and 209 code switching utterances found in the first video in the talk show with C in #nebengboy program. Therefore, the data in second video in the talk show program with N in #drinkwithboy, they found 129 data of code mixing utterances and 115 data of code switching utterances. There are the similarities and differences between Sudianthi, Putri, and Santi (2020) article and this study. The similarities of both of the study are analyzed the types and reasons used code-mixing, and the differences is that study discussed about the code switching topic, while this study is discussed code-mixing.

The fourth review literature was taken from article by Sari, Sulatra, and Suastini (2022) entitled *Indonesian-English Code Mixing Found in Wardah Beauty YouTube Channel.* That study focused on analyzing the types and reasons for code mixing used by Dewi Sandra in Wardah Beauty YouTube Channel. They used Hoffman (1991) theories to analyze the data. Qualitative method was used in that study. Three code-mixing types were found in the study such as; intra-sentential, intra-lexical, and involving a change of pronunciation, while 45 total data intra-sentential of dominant types of code-mixing found in the study, and five reasons for code-mixing were found in the study, such as talking about particular topic,

being emphatic about something, interjection, expressing group identity, and repetition used for clarification. Moreover, talking about a particular topic is the main cause of code-mixing that were found on that study with 33 total data. The similarities between Sari, Sulatra, and Suastini with this study were in using theory by Hoffman (1991) and discussing about the types and reasons of code-mixing. While the differences with this study were this study utilized the theory from Muysken (2000) to analyze types of code-mixing, and Sari's study utilize theory from Hoffman (1991).

The last review literature taken from article by Astri and Fian (2020) entitled *The Sociolinguistic Study on the use of Code Mixing in Gita Savitri Devi's YouTube Channel Video.* That study focused on analyzing Indonesia-English code mixing types used by Gita Savitri Devi's in the YouTube Video. The theory from Hoffman (1991) was utilized to analyze the data. Qualitative method was used in that study with the total 52 data of code-mixing types. Therefore, that study found intra-sentential as the highest data in types of code-mixing with the total 88.46%, while 11.54% data of intra-lexical, and that study did not find the data of involving a change of pronunciation. The similarity between Astri and Fian with this study is using theory by Hoffman(1991) to analyze the data. While the difference were is the study only analyze the types of code-mixing, but this study analyzed the types and reasons for code-mixing.

2.2 Concepts

There are three of the studies by several experts are applied such as; the concept of code by Wardaugh (1998:85), the code-mixing concept by Muysken (2000:1), and the last is YouTube concept by Hikmah (2020:2).

2.2.1 Code

When the people speak, they are almost faced with choosing the right code. According to Wardaugh (1998:85) says that code is particular language, dialect or style, one chooses to use when the people open the mouth and a system for communication for one code to another.
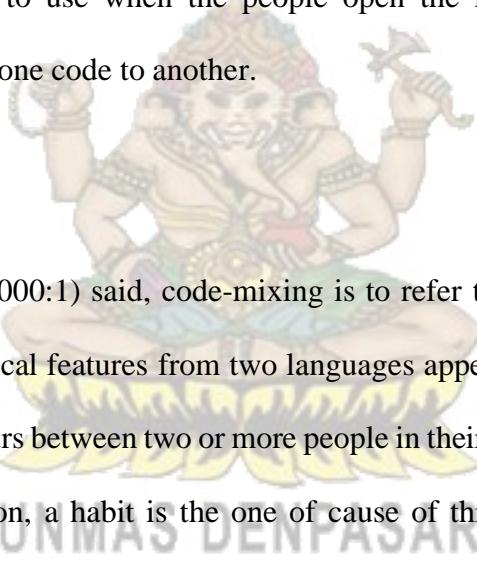
2.2.2 Code Mixing

Muysken (2000:1) said, code-mixing is to refer to all cases where lexical items and grammatical features from two languages appear in one sentence.Code-mixing usually occurs between two or more people in their conversation in different language. In addition, a habit is the one of cause of this phenomenon, and also usually occursin informal situations. Code-mixing can occur within the one language into a structure from the opposite languages (Insertion), or between structures from another language (Alternation), or can happen in two situation (Congruent Lexicalization). Code-mixing used by individual choice to group speaker who must deal with more than one language in their necessary conversation.

2.2.3 YouTube

Hikmah (2020) stated, "YouTube is one of the social media to share the information and entertain the people in the form of audio-visual". Besides that, YouTube has a lot of videos about many things in the world. Not only watch the video, but we also can make aYouTube channel to upload the video. However, most people used that application to earn a living and using the YouTube application is simplest thing, just from the mobile device people can find a lot of videos they need especially for young people, in this era they create a YouTube channel to share the videos for the aims that get the AdSense from YouTube, it can be their job if they can get many subscribers. A subscriber is who watches the video while follows that the channel on YouTube or who will give like, comment, and subscribe to the channel.

2.3 Theories

The theory used in this study is employed into two parts, which are theory from Muysken (2000) is applying to analyze types of code-mixing, and the theory from Hoffman (1991) is applying to analyze the reason for code-mixing.

2.3.1 Types of Code Mixing

The theory from Muysken (2000) is used to analyze types of code-mixing to this study, that he stated three types of code mixing such as, Insertion, Alternation, and Congruent Lexicalization.

2.3.2.1 Insertion

The first is types of code-mixing that proposed by Muysken (2000:3), he said that "insertion is from one language into a structure from the other language."The perception of insertion (associated with Scotton in Muysken 2000:03). The process of code-mixing is conceived as something to borrowing: the insertion of a lexical or phrasal category into a given structure. The difference would simply be the size and type of element inserted noun, adjective, verb, e.g. noun versus noun phrase.

Example of insertion in Moluccan Malay/Dutch:

kalau dong tukan bikin dong tukan bikin
when they always make they always make
voor acht personen dek orang cuma nganga dong makan
for eight persons and then people only look they eat
'When they [cook], it is always for eight people, and then they only look at it, they eat. . .'
(Muysken 2000:4)

2.3.2.2 Alternation

The second types proposed by Muysken (2000:3), he stated "the alternation occurs when the grammatical and lexical structures of two languages are alternated indistinctively" (Associated with Poplack in Muysken 2000:4) view the limitations on mixing in terms of the compatibility or equivalence of the languages involved on the switch point and clause.

Example of alternation inFrench/Russian;:

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

2.3.2.3 Congruent Lexicalization

The third or last type of code-mixing is congruent lexicalization that proposed by Muysken (2000:3). Based on the theory from Muysken (2000:6) he stated that Congruent Lexicalization related to the situations where both of language that filled lexically with elements from others language on share a grammatical structure.

Example of Congruent Lexicalization in Frisian/Dutch:

En de partij dy't hy derby blaasde
En de partij die hij erbij blies
And the part that he thereby blew

(Muysken, 2000:6)
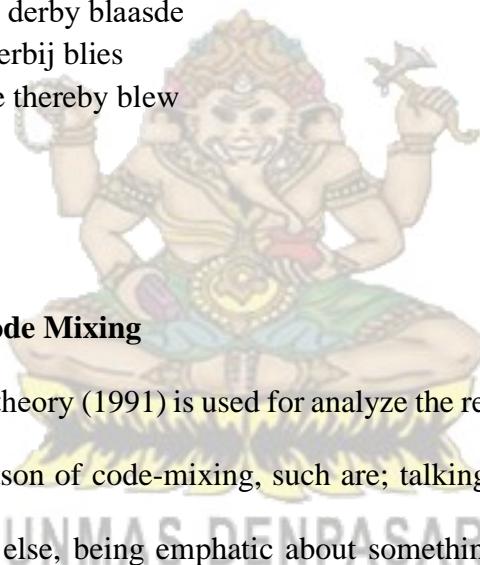
2.3.2 Reason of Code Mixing

Hoffman's theory (1991) is used for analyze the reason for code-mixing. He proposed seven reason of code-mixing, such are; talking about a particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, intention of clarifying the speech content for the interlocutor, expressing group identity.

2.3.2.1 Talking About a Particular Topic

Hoffman (1991: 115) said, that "People sometimes prefer to talk about particular topic in one language rather than in another." Occasionally, someone speaks sense liberal and greater comfortable for specific that she or he expression feelings in a language that is not their everyday language.

The example of talking about a particular topic can be seen below.

Va chercher Marc (go and fetch Marc) and bribe him avee un chocolat chaud (with a hot chocolate) with cream on top'(Hoffman, 1991:111)

2.3.3.2 Quoting Somebody Else

A speaker switches code to quote a famous expression, proverb, or saying of some well-known figures. They just involve the word then claiming the quote from person said.

The example of quoting somebody else can be seen below.

'... y si dices "perdon" 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 catala'
('In Catalan!') (Hoffman, 1991: 112)

2.3.3.3 Being Emphatic About Something (Express Solidarity)

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 cam be seen below.

'Hay cuatro sillas rotas y' ('There are four broken chairs and') prou!' ('that's enough!') (Hoffman, 1991: 112)

2.3.3.4 Interjection (Inserting Sentences Fillers or Sentences Connectors)

Interjection is words or expressions, which might be inserted right into a sentence to deliver surprise, sturdy emotion or to benefit attention. Interjection is a

short exclamation like: Damn! shit!, hey! Hh!Interjection have no grammatical value, it can be found in the conversation that the speaker usually used it in everyday life. An example of interjection as below:

"... Oh! Ay! It was very nice, thought, but I was embarrassed!"
The word "Oh! Ay!" is an interjection that is inserted to convey strong
emotion about something. (Hoffman, 1991: 112)

2.3.3.5 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, sometimes he or she is able to speak in both languages that he masters saying the same utterances (the utterances is said repeatedly)".

The example of repetition used for clarification can be seen below.

'Tenia zapatos blancos, un poco, they were off-white, you know.' (Hoffman, 1991: 112)

2.3.3.6Intention of Clarifying the Speech Content for Interlocutor

Hoffman (1991:16) said "when a bilingual person talks to another bilingual there will be lots of code switching and code mixing occurs."Its mean the interlocutor chooses the familiar term to listener to speech runs smoothly and it can be understood by the listener.

The example of clarifying the speech content for interlocutor as follows.

Cristian (4:0): (introducing her younger brother to a new friend of hers) 'This is
Pascual' (paskwal)
Friend: 'What's his name?' (i.e, she didn't catch it)
Cristian: 'Pascual!'

Friend: 'Oh...' (Hoffman, 1991: 112)

2.3.3.7 Expressing Group Identity

Based on the theory from Hoffman (1991: 116) he stated that "code-mixing can also be used to express group identity." The ways in conveying disciplinary of academicians in grouping are distinct with other groups. The example of expressing group identity can be seen below.

'*Naa, Sven, hit-hiker thsblifti*'
(Look, Sven, a hit-hiker wants a lift) (Hoffman, 1991: 112)