

# CHAPTER I INTRODUCTION

## 1.1 Background of the Study

As social beings, society can unwittingly judge several factors such as the background and character of our interlocutors based solely on their language, dialect, or even word choice. Wolfram (1969) states “It is often shocking to realize how extensively we may judge a person’s background, character, and intentions based simply upon the person’s language, dialect, or, in some instances, even the choice of a single word.”. Therefore society need the science of sociolinguistics.

Sociolinguistics is also a branch of science that studies the relationship between language and society, where society is humans who communicate using language. Sociolinguistics is the study of the interaction between language and society (Holmes, 2022). This understanding is essential for understanding the complex dynamics of human communication and the role of language in shaping social relationships and cultural identity.

In sociolinguistics, there is code-mixing which involves the use of two or more languages in one sentence. Each speaker will have a different choice of words in using the code-mixing. The cause of the limited code-mixing is due to speakers’ habits, goals, and abilities of speakers in using two or more languages. This is supported by Khatimah’s statement (2023) that the factors causing code-mixing are limited code use, habits, functions, and purposes, as well as factors of speakers’ ability to use two or more languages. The differences in habits, goals, and abilities can affect the difference in words in using code-mixing.

Language usually occur because they are related to the characteristics of the speaker, such as the social identity of the speaker, background, as well as education (Doko, Diana, & Lawa, 2021).

Code-mixing is a linguistic phenomenon where a speaker alternates between two or more languages, dialects, or language registers within a single conversation or sentence. The term was first introduced by the linguist Uriel Weinreich in 1953. Weinreich suggested that bilingual individuals possess two separate linguistic varieties, which they ideally employ on separate occasions. Code-mixing is a prevalent linguistic phenomenon observed globally, involving the mixing of two or more languages within speech or written communication. Written communication often reveals fascinating linguistics phenomena, one of which is code-mixing (Rahmawati, Sholeha, & Rizka, 2022). Research on code-mixing has delved into various aspects, including its types, reasons, impact on language teaching, and societal implications. Scholars have highlighted the significance of code-mixing in bilingual or multilingual settings, emphasizing its role in communication and language learning. Code-mixing has become a worldwide phenomenon, well worth research and analysis (Wardani, Sabat, & Aisyah, 2022).

This research focuses on code-mixing because the researcher is interested in how speakers use code-mixing to express cultural and linguistic diversity in daily conversations. Then, by analyzing the types and functions of code-mixing used, the researcher can understand how these linguistic strategies were used to meet different communicative purposes. As well as the results of this study can be used in learning activities to help teachers facilitate learning, and manage the

class into more accessible and enjoyable learning for students because it allows them to understand the lesson more easily.

The reason why the researcher focuses on Cinta Laura is because Cinta Laura is a linguistic phenomenon that often uses code-mixing daily. As far as the researcher knows, Cinta Laura is a figure who is synonymous with a unique language style and the researcher considers it very interesting to study, therefore choosing Cinta Laura as the subject of this study. Cinta Laura used code-mixing in her songs, conversations in television shows, and also podcasts on YouTube channels. Based on that, a lot of people recognize the different ways Cinta Laura speaks and bilingual person. Cinta Laura has the ability to speak two languages, Indonesian and English. The use of two languages is called bilingualism (Murtadho, Hapipah, & Sitohang, 2023).

The factor that Cinta Laura produces code-mixing is from her family from Germany, more precisely her father named Michael Kiehl, while her mother is from Indonesia. Cinta Laura growth in a family that introduced her English language and culture (Elmahida, Islamiati, & Sartika, 2023). Another reason is that Cinta Laura was educated in an international school and often moved between schools. As reviewed by Novia (2020), “Because I used to always move around, I always went to an international school and certainly, if it is an international school, it must be English,” said Cinta Laura.

Because of some theories above, the researcher wants to know more about the types and functions of code-mixing in Cinta Laura’s utterance. So, the researcher took the title “Code-Mixing between Indonesian and English

Language Produced by Cinta Laura” to analyze the types and functions of code-mixing used for the development of science and its application in education.

## **1.2 Statements of Problem**

Based on the background of the study, the researcher state of the problem as a result of the following:

- 1.2.1 What types of code-mixing are used by Cinta Laura in Daniel Mananta Network’s YouTube channel?
- 1.2.2 What functions of code-mixing are used by Cinta Laura in Daniel Mananta Network’s YouTube channel?

## **1.3 Objectives of the Study**

Based on the background of the study, the researcher will state the objective of the study as a result of the following:

- 1.3.1 To identify the types of code-mixing used by Cinta Laura in Daniel Mananta Network’s YouTube channel.
- 1.3.2 To describe the functions of code-mixing by Cinta Laura in Daniel Mananta Network’s YouTube channel.

## **1.4 Significances of the Study**

The uses of the research can generally be listed as follows:

### **1.4.1 Teachers and Lecturers**

This research can facilitate the delivery of material, establishing intimacy, providing explanation and affirmation to students, as well as understanding and knowing more deeply for students. Theoretically, it can increase the knowledge, experience, and skills of writers in learning

sociolinguistic code-mixing. Then, practically, this study can also provide deeper insights into code-mixing in learning interactions.

#### 1.4.2 Students

The students can comprehend code-mixing and apply it directly in their daily lives. They can also enhance their English proficiency through YouTube media. Code-mixing is the practice of alternating between two or more languages or language varieties in speech or writing. It is a common and natural process for multilingual individuals.

#### 1.4.3 Other Researchers

It is beneficial in the field of education, as for other researchers, so that it can help other researchers develop a better understanding of code-mixing. Thus, this research can make a valuable contribution to the development of science and also its application in the world of education.

### 1.5 Scopes and Limitations of the Study

The scope of this study is to analyze Cinta Laura and Daniel Mananta's conversation in Daniel Mananta Network's YouTube channel that uses code-mixing as presented in this study. This analysis is limited to the use of code-mixing from a video on that channel because the researcher sees that Cinta Laura can represent the researcher's research who uses code-mixing daily will be analyzed for its function and types.

### 1.6 Assumptions

Assumptions are beliefs that underlie an activity (Rukminingsih, Adnan, & Latief, 2020). There for the researcher assumed that the results of this study can identify certain types and functions produced by Cinta Laura in that channel,

such as to explain, inform, honor, or as a language-unifying communication tool in a certain context, and are useful for the development of science and its application in education. Thus, these assumptions become the foundation for researching code-mixing in learning.

## **1.7 Definition of the Keyterms**

### **1.7.1 Code-Mixing**

Code-mixing is the use of one language in another language, involving the mixing of two or more languages or language varieties in speech.

### **1.7.2 Code-Mixing Types**

Code-mixing is divided into three types insertion, alternation, and congruent lexicalization.

### **1.7.3 Code-Mixing Functions**

The code-mixing functions are identity marking, strategy of neutrality, stylistic function, and socio-expressive.

### **1.7.4 Cinta Laura**

Cinta Laura is an Indonesian artist who often employs code-mixing in her talk show appearances, using both Indonesian and English words to convey her message.