CHAPTER I

INTRODUCTION

This chapter presents several points as introduction point. The points are background of the study, statements of the problem, objective of the research, significance of the research, scope and the limitation, assumption, operational definition.

1.1. Background of the Study

Sociolinguistics is a part of linguistics that studies the relationship between language and society. Sociolinguistics continues to explore the dynamic relationship between language and society, emphasizing the role of language in constructing social identities and power relations (Meyerhoff, 2018). Moreover, sociolinguists investigate topics such as dialects, language attitudes, bilingualism, language policy, and language change over time within communities. Apart from that code-mixing is a part of sociolinguistic study that examines combine between two or more languages or language varieties in their communication, reflecting complex social, cultural, and linguistic dynamics. Code-mixing is an event that often occurs in daily communication. In this new era, there are times when society, whether educated by circle or choice, allows some people to speak more than one language (Adi & Widyastuti, 2023). This event can be called sociolinguistic because code-mixing has become a trend in Indonesian society. Therefore, many people can communicate in more than one language, they can switch from one language to another language (Heda & Ena, 2021).of code mixing because code-mixing is often used in informal communication. However,

many people use code mixing without knowing the meaning Moreover, this phenomenon occurs quite often in Indonesia, especially among younger generations who are exposed to various foreign languages through social media, films, music, and so on (Putra, 2023). This also happens on a lot on social media because it contains a lot of information that contains foreign languages. Therefore, many people use code-mixing on social media.

Das and Gambäck say that social media have a new dimension to language evolution, developing the mixing of languages and cultures (Tarihoran & Sumirat, 2022). Therefore, code-mixing often occurs in informal forms of communication, for example on social media *TikTok*. TikTok social network or Douyin, as commonly called in China, is a medium that presents a variety of creativity, knowledge, and moments in short videos (Oktavianingsih & Nasucha, 2022). Most people use code-mixing in videos and comments on their *TikTok* accounts, especially content creators or influencers. Many people unknowingly use code mixing in everyday life, particularly influencers or content creators on *TikTok*. Therefore, this research investigates the types of code mixing and the factors for using code mixing by one of the content creators and popular stand-up comedians in Indonesia, namely Oza Rangkuti. Researchers examined TikTok videos containing code mixing in the "TikTokers Banget" playlist on the TikTok account "Podcast Kesel Aje". Additionally, Oza Rangkuti, a popular content creator on TikTok who frequently uses code-mixing on the "Podcast Kesel Aje" account, is the research subject in this study. Hence, the study aims to explore the factors behind Oza Rangkuti's use of code-mixing.

In Indonesia, the languages used in code-mixing are English and Indonesian. Code-mixing is a condition where two people speak to each other using two different languages in one utterance without changing the condition (Yudhistira, 2021). Meanwhile, according to Nurlaela and Mangendre (2022), code-mixing is a combination of two languages that have different language elements in communication. Therefore code-mixing means combining two languages or more in one utterance. The speaker can combine words, phrases, and utterance with the different languages in one sentence. In code-mixing some elements are combined and divided into three types. Code-mixing is categorized into three types, namely *insertion*, *substitution*, and *congruent lexicalization* (Putri et al., 2021).

Most researchers especially Indonesians researchers focus on analyzing code-mixing by ignoring the factors for using code-mixing in communication. This is why this research investigate the factors of code-mixing. There are several factors for someone to use code-mixing. According to Hoffman in (Sa'ida & Rahman, 2022), there are seven factors for using code mixing, namely talking about a particular topic, quoting somebody else, being emphatic about something, repetition used for clarification, expressing group identity, interjection, and clarifying the speech content for the interlocutor. This factor is a general factor when a speaker uses code-mixing and is analyzed based on the speaker's utterances to his interlocutor.

Code mixing is a grammatical error resulting from the use of imperfect sentences from two languages. This is because speakers use lexical elements randomly in combining language in a sentence. However, this is understandable

because code mixing often occurs in informal communication. Although code-mixing has some negatives, it has benefits in communication. Thara and Poornachandran said in (Abdullah, 2021), that code-mixing will make it easier for people to express their thoughts without further thinking and missing understanding with the interlocutors. The speakers can freely express themselves in communication without changing from one language to another when discussing foreign language topics. Moreover, code-mixing can help students to learn vocabulary. Meanwhile, according to Rizki (2022) code-mixing helps English learners to obtain new lexical items at the beginning of language development.

1.2. Statements of the Problem

Based on the background of the study the researcher has three statements of the problem that will be studied in depth, namely:

1.2.1. What are the types of code-mixing of Indonesian and English that are used by Oza Rangkuti in TikTok?

1.2.2. What are the factors that trigger Oza Rangkuti's use of code-mixing of Indonesian and English in TikTok?

1.3. Objectives of the Study

Related to the statement of the problem, the objective of the research can be following in this bellow:

1.3.1. To identify types of code-mixing of Indonesian and English that are used by Oza Rangkuti on TikTok.

1.3.2. To describe the factors that trigger Oza Rangkuti's use of code-mixing of Indonesian and English in TikTok.

1.4. Significances of the Study

In this research has three significance, namely:

1.4.1. For the Lecturers

After reading this research, lecturers can utilize the findings regarding the use of code-mixing by Oza Rangkuti on the "Podcast Kesel Aje" account as innovative and relevant teaching material for teaching code-mixing via the social media TikTok. The results of this research can develop teaching strategies by utilizing code mixing to enrich students' language understanding in various contexts of daily life through social media platforms that are familiar to students.

1.4.2. For the Student

After reading this research, students can learn English, especially code-mixing produced by Oza Rangkuti, in a fun and easy way through video content on TikTok. In addition, code-mixing makes it easier for beginner English learners to improve their English skills because they learn from a social media platform that is often used by students."

1.4.3. For Further Researcher

The significance of the research can provide several references for the other researcher to research deeply the topic of code-mixing. Future researcher can explore code-mixing more extensively by utilizing a larger dataset sourced from social media and real-life interactions. Furthermore, it can develop innovative

learning methods through platforms like TikTok. Utilizing social media can provide a more interesting and innovative learning experience for students.

1.5. Scope and Limitation

The scope of this research is the one of the popular TikTok account that has almost two million followers namely "Podcast Kesel Aje". Additionally, the limitation focuses on TikTok video playlist titled "Tiktokers Banget" in the TikTok account "Podcast Kesel Aje" . This video playlist consists of nine episodes with video durations ranging from less than one minute to two minutes.

1.6. Operational Definition

1.6.1. Sociolinguistic Study

Sociolinguistic is the examination of how language influenced by social factors and social dynamics within communities.

1.6.2. Code-Mixing

Code-mixing is a condition when the speakers combine two different languages in one utterance, one phrase, and one sentence.

1.6.3. Types of code-mixing

Code-mixing type is the specific patterns or methods by which elements from different languages are combine within a single conversation or sentence, namely insertion, alternation, and congruent lexicalization.

1.6.4. Factors for Using Code-Mixing

Code-mixing factor is the reason or cause that encourage speakers to mix two or more languages in their conversations.