CHAPTER I

INTRODUCTION

This chapter consists of six sections, namely background of the study, statement of the problem, objectives of the study, significance of the study, scope and limitation, and operational definition.

1.1 Background of the Study

A Conversation occurs between two or more people. Levinson (in Oktavia, 2020) states that conversation is the prevalent dominant conversation in which all participants are free to take turns speaking. Conversation is interconnected with communication. Communication occurs when there is an exchange of information, ideas, or feelings between two or more people. According to Pohan et.al (2021) Communication is not limited to the spoken word, but any form of interaction, a smile, an affirming nod of the head, a gesture, an expression of interest, shared attitudes and feelings. Communication is important for human life as a social being. Language is key to communicating with others. Gimson (Cited in Kahfi, 2018) stated that a language is a system of conventional signal used for communication by a whole community. Language is a dynamic and changing system.

Language can change and develop by itself, because it adapts to the development of the living system of the community of speakers. There are many languages in this world that people use in communication. English language has been used by common people in communication because English language is known as international language, especially in Indonesia English

as foreign language. The majority of language used for communication occurs in social contexts. In the theoretic, it is called sociolinguistic. Sociolinguistics is a field of linguistics that focuses on how people use language in society (Saputra et.al, 2019). Besides, Adi (2018) stated that sociolinguistics studies the way that different cohorts in social contexts use distinction language. It is separated according to a number of social factors, for example including age, ethnicity, status, gender, and various levels of education.

In sociolinguistics which relates to society in the use of languages, there are situations or conditions where many people can understand two or more languages. The competence of using two or more languages is called bilingualism or multilingualism. Bilingualism is the ability to speak two languages and multilingualism is the ability to communicate effectively in three or more languages. The occurrences of bilingualism and multilingualism are common called code switching and code mixing, because people use more than one language on speaking.

Code mixing is the mixing of one language in another language by speakers in communication or conversation. Wardhaugh (Cited in Harya, 2018) states that Code mixing is the result of conversant using both languages together, so that they switch from one language to the other during a single utterance. Code mixing occurs without topic changes and can involve different levels of language. While, Code switching is exchanging between two languages or language variations in a single conversation across sentence or clause boundaries. Code switching also occurs when a person connects or inserts a

second language into the speech of his first language but each clause of both languages still supports its own language function (Myres-Scotton in Piantari et.al, 2011).

The phenomena of code switching and code mixing is becoming a popular trend of speaking in society, especially among youth people. They are very used to code mixing or switching in speech or conversation in their daily lives especially between Indonesia and English language. This is because Indonesian society is included in the category that can be said to be bilingualism or multilingualism. According to research done by Muflihah (2016) stated that most people in Indonesia are bilingual. This is because the ethnic groups in Indonesia have their own regional languages so that someone who was born as an Indonesian generally uses the regional language as a mother tongue and also the national language, namely Indonesia language.

There are also some reasons why youth people used code mixing and switching when it comes to communicate with others especially in Indonesia and English language. This is because youth people who look cool means being different with other people or outstanding, speaking English as social style, and untranslatable words in Indonesia language (Rusydah, 2020). This phenomenon also appears on the famous people in Indonesia are Maudy Ayunda and Cinta Laura On Puella ID YouTube channel, in their conversation they often use language mixing on their utterance among Indonesia and English Language. Therefore, this study will analyze code mixing and code switching

used by Maudy Ayunda and Cinta Laura conversation on Puella ID YouTube channel.

This study is important to research because code-switching and code-mixing allow speakers to communicate more effectively in situations where multiple languages or dialects are involved. In addition Code-switching and code-mixing can help speakers fit in and adapt to different cultural and social contexts, allowing them to interact with others more effectively. This research uses conversations from Cinta Laura and Maudy Ayunda because they are famous artists in Indonesia. Cinta Laura is a German actress and singer who made her career in Indonesia. She has many achievements in Indonesia such as the top main actress in 2007 and the favorite female singer in 2017. Maudy Ayunda is an Indonesian actress, model, activist, writer, and singer-songwriter. She was included in the Forbes Asia 30 under 30 list in 2021 and has been nominated 13 times by Anugerah Musik Indonesia and received a double nomination for the Citra Cup at the 2022 FFI.

1.2 Statements of the Problem

Based on the background of the study, the researcher determines the statement of the problem as follows:

1.2.1 What types of code mixing are found in Cinta Laura and Maudy Ayunda's conversation on the Puella ID YouTube channel?

1.2.2 What types of code switching are found in Cinta Laura and Maudy Ayunda's conversation on the Puella ID YouTube channel?

1.3 Objectives of the Study

The findings expected to achieve the presented objectives of this research are as follows:

1.3.1 To describe the types of code-mixing found in the conversation between Cinta Laura and Maudy Ayunda on the Puella ID YouTube channel.

1.3.2 To convey the types of code-switching found in the conversation between Cinta Laura and Maudy Ayunda on the Puella ID YouTube channel.

1.4 Significances of the Study

There are several significances of the study in this research as follows:

1.4.1 For English teacher or lecturer

The finding of this research can enrich teaching material in the teaching and learning process about code mixing and code switching. Besides, YouTube can be used as an interesting learning medium for students.

1.4.2 For Students

The finding can make students deeply understand about code mixing and code switching especially for college students in English language major. Furthermore, students can convey information and enrich their vocabularies.

1.4.3 For other Researcher

This research can be a reference, source of information and research reference material which can be further developed, especially research on code mixing and code switching through conversation on YouTube.

1.4.4 For the Reader

This research can provide the reader with some insights to expand their understanding of code mixing and code switching through conversation on YouTube.

1.5 Scope and Limitation

The phenomenon of code mixing and code switching is very common nowadays, especially among young people. In addition, this phenomenon also occurs among famous artists in Indonesia, one of them is Cinta Laura and Maudy Ayunda. Based on this phenomenon, this study will examine code mixing and code switching in the conversations of Cinta Laura and Maudy Ayunda on YouTube.

The scope of this research is obtained from the conversation conducted between Cinta Laura and Maudy Ayunda on the Puella ID YouTube channel. Limitation is focus on code mixing and code switching used by Cinta Laura and Maudy Ayunda on the Puella ID YouTube channel.

1.6 Operational Definition

Code mixing is the use of two or more languages in a single sentence or utterance, occurs not only because an individual has the ability to speak multiple languages but also due to factors such as identity, social situation, and language style.

Code switching, characterized by the use of two or more languages within a single conversation but not within a single sentence, occurs due to the influence of the hearer and the social context.

Sociolinguistic analysis is the study of the relationship between language and society, focuses on how language is used in different social contexts and investigates the language choices made by speakers, such as code mixing and code switching in conversations.