

CHAPTER I

INTRODUCTION

Chapter I elaborates the phenomenon of using code-mixing and switching in Facebook as one of the most used social media. Chapter 1 also presents the research questions, purposes, and significances.

1.1 Research Background

We know that currently, foreign languages are very influential in our lives in this global era where foreign languages are fundamental nowadays in various types of work and to get a job, in running a business, education, accessing various content on social media or on social media, internet, travel, interact with people from various countries and get to know cultures, individuals, communities, and many other things. As a result, speaking two or more languages on a regular basis is a worldwide phenomenon. This is due to the growing influence of English, which is utilized in every area of society, both directly and indirectly, particularly among today's young millennial generation. There is a practice of communicating in a second language when someone uses other languages to communicate with persons who do not speak the same language.

Sometimes we meet people who communicate using two different languages, both in face-to-face meetings and through social media. Those people are called bilingual people because they usually mix and switch languages.

Spolsky, (1998) expresses that bilingual is capabilities in using second language. Further, (Deckert & Vickers, 2011) mentions that someone who uses two or more languages is known as a bilingual person or multilingual person. From several phenomena that occur between mixed codes, Hoffmann, (2014) explains some reasons why these people (bilingual and multilingual) switch or mix their languages such as: (1) they talk about a particular topic; (2) they quote from somebody else; (3) they are emphatic about things they find, (4) they produce interjection, or sentence cohesive devices), (5) they clarify by using repetition, (6) they intentionally try to clarify the content of the speech for the interlocutor and (7) they express group identity and entity. Recently, it is very common to know people with two languages at the same moment. It is known as a bilingual or multilingual (Wardhaugh, n.d. 1986). As a way to differentiate between those mentioned terms above, Spolsky (1998) defines bilingualism as a person who are capable of using two language equally. This may vary from a limited ability in one or more domains, to a very strong command of both languages. According to Rahardi, 2001), bilingualism is a situation where a speaker can use two languages as well. This condition leads to the use of code-switching and code-mixing (Wardhaugh, 1986:101). Wardhaugh (1986: 103) mentions they point of code-mixing in which two or more languages are used to form utterance. On the other hand, (Aurima & Windyawati, 2018) states that code switching emphasizes the switch of a language to another language.

In this digital age, communication is not limited to face-to-face interactions but may also take place on a variety of platforms, that is social

media. It has become a network for people to stay in touch despite the distance between them and without having to meet in person. Fans of celebrities may now share their memories more easily thanks to social media. People utilize social media to communicate their emotions about anything they are feeling and experiencing. It might be a post that includes photos and captions and discusses daily activities. One of the most discussed social media platforms is Facebook, which is now used by practically everyone, both in the city and in the village.

Facebook allows people communicate in virtual environment. Because everyone can have a Facebook account, this flexibility aids in the formation of a language. Variances in race, socioeconomic level, and even cultural and linguistic differences are all fascinating to research. The disparity in language and social standing results in an intriguing mash-up of languages, which is frequently utilized unintentionally. Code-mixing is the term used to describe the blending of languages. In a speech community, code mixing deals with the involvement of two languages or two variations of a language (Chaer, 2004).

Code mixing is not only used in direct speech but is also used in social media networking like Facebook. In this study, the writer conducted further research from the previous writers on code-switching and code-mixing because the writer was interested in continuing previous research. Sociolinguistic researchers, especially in the use of code-switching and code-mixing, discuss the use of code-mixing in Indonesian and English on social media networks especially Facebook by young Indonesians and adults who always use code-switching and code-mixing. This research develops forms, as well as investigate

those codes in social media among facebookers. Then the writer classified their uses code-switching and code-mixing in their captions on Facebook. An object of this research is the uses code switching and mixing of Facebooker. This research data comes from the caption of the researcher's post on Facebook users. They are some Facebook users with English teacher background, English students from several campuses, and the rest are ordinary people who are not English background who like to use code switching and mixing. The current study intends to investigate two codes above in social media among facebookers.

Code-switching and code-mixing appearance on Facebook is currently incredibly popular and fantastic, is of interest to the writer. Second, the writer is curious about the different sorts of code and function that are currently employed by young and adult Facebook users.

1.2 Research Questions

Regarding the explanation stated in the background, the research question for the current study are as follows:

1. What are the types of code switching and code mixing contained in the captions among Facebookers?
2. What are the functions of code switching and code mixing uses among facebookers?

1.3 Research Purposes

Referring to the research questions above, the purposes of this study can be stated as follows:

1. To identify the types of code switching and code mixing used in social media among facebookers.
2. To investigate the functions of code switching and code mixing in social media among facebookers.

1.4 Research Significances.

The result of the current study has two main significances as follows.

1. Theoretical significance

It has an expectation to give significant contribution to the development and enrichment of knowledge about sociolinguistics, especially in terms of code switching and code mixing.

2. Practical significances

The result of this study is expected to provide practical significances for different individuals.

- a. For students.

The students should also understand that code-mixing and switching frequently appear in conversation especially when the interlocuter is bilingual.

- b. For Facebookers

The result of this study is expected to be able to give adequate information about the uses of code switching and code mixing in uploading captions in their facebook captions.

- c. For other researchers.

Other researchers can use the result of this study as reference in conducting another similar research.

1.5 Scope and Limitation.

To focus on the research problem that had been formulated, the researcher contrives the scope and limitation. In this study the researcher focused on analysis of the type and functions of code-switching and code-mixing used by facebookers.

1.6 Definition of key terms

To avoid misunderstanding the use of certain terms used in this study, some terms are defined both conceptually and operationally.

a) Conceptual Definition

a. Code Switching

Code Switching is defined as the use of more than one language, variety, or style by a speaker within an utterance or discourse, or between different interlocutors or situations (Romaine, n.d. 1992).

b. Code Mixing

(Wardhaugh, n.d. 1986) states that code-mixing is involved in the conversation since both languages are mixed to form utterance.

c. Social Media

Veil, Buehner, and Palenchar (2011) in (Mayfield, 2006) states that social media concerns with human communication, possessing

characteristics of participation, openness, conversation, community, and connectedness.

d. Facebook

Facebook is one of the social media that was first introduced by Mark Zuckerberg in 2004, Mark is a student at Harvard University. Facebook is not the first, but currently Facebook is the most famous and widely used by people around the world. Facebook is used as a place to make friends, establish business relationships, advertise, and even just play games.

b) Operational Definition

a. Code Switching

According to (Poplack, 1980) code switching is alternation of two languages within a single discourse, sentences or constituent.

b. Code Mixing

According to (Bhatia & Ritchie, 2004) Codemixing refers to “linguistic behavior of a bilingual speaker who insert the words or phrases from one of his languages into the other one”.

c. Facebook

According to (Jefferi A, 2011) states that Facebook is a global long range interpersonal communication site that boasts 350 million registered users.