CHAPTER I
INTRODUCTION

This chapter provides a brief overview of the research background that explains why the researcher conducted this research, identification of research problems, limitations of research problems, research problems, research objectives, and research significance.

1.1   Background of the Research

In everyday life, of course, we in society need to communicate and interact with each other using language. But when we share with other people, we do not necessarily use only one language. Because our country has many languages, and each region has a specific language. In Indonesia, people can master more than one language. They can communicate using the local, national, or international languages they master. It will usually be an obstacle for us in communicating or interacting with other people because not everyone we talk to understands our language. Therefore, we need to learn languages because we live in a world rich in languages with many different languages—the language used as a tool for human interaction with each other. Language is a set of tools essential to communicate in everyday life and convey information. Language also plays a critical role in maintaining social relations in transactions and interactions (Armstrong & Ferguson, 2010). In addition, someone who can understand the language used and the language can understand by others who also understand the language that can produce specific sounds and meanings made by other people (Fromkin et al.,

2017). People need to learn more than one language because, as we know that every region or country has a different language study in its society.

Some society can be bilingual and some other can be multilingual. Bilingualism is a person's ability to speak two languages. Multilingualism is a person's ability to communicate using more than two languages. By using two or more languages in a conversation or monologue, sociolinguistic scientists call code-switching and code-mixing. Code-switching and code-mixing have almost the same characteristics as highlighting the use of two languages, and it is very clear that they are used in different languages (Waris, 2012b). Code-switching uses various or more languages in exchanging the same speech from a person. Code-switching is usually used in one context/speech or language form between dialects, registers, levels, or language politeness (Woolard, 2004). As for examples of code-switching in the form of Indonesian and English, namely: "You are wrong! *Seharusnya kamu minta maaf bukannya membela diri*". In addition, code-switching means referring to spoken communication, which is accompanied by a transition process from one language or dialect to another (Fanani & Ma'u, 2018). Meanwhile, Code-mixing is a linguistic phenomenon in mixing two or more languages that occur in society and has become our lifestyle, especially in Indonesia. As for examples of the use of code mixing in Indonesian and English, namely: "*Ternyata, perempuan yang kemarin kita temui di sekolah, orangnya* high class *banget ya*". In addition, code-mixing is a language change from one language to another that has the same speech or context (Woon & Ho, 2007). Code mixing occurs without changing the topic and can involve various

levels of language such as phonology, morphology, grammatical structure, and lexical items (Ansar, 2017)

In order to understand what the speaker is saying when using code mixing, we must first understand the language functions that will help in understanding what the speaker means. There are many factors that influence a person in using code mixing, for example in communicating. The use of code-mixing actually describes a lack of understanding or mastery in distinguishing languages and also limited vocabulary mastery. As a result, not a few people feel confused because the speaker says some words that do not have rules (Widyawati, 2020). Another way to understand code mixing is to be able to identify speakers in basic speaking in their mother tongue and then in those not in other languages. Therefore the use of code mixing is said to be a variation of a speaker's language basically by using elements - no other language in his speech in order to explain or translate (Mustikawati, 2016).

In Indonesia, code-mixing is commonplace, especially in big cities like Jakarta. This code-mixing has also become a culture in our country because our society has often used code-mixing in interacting with friends, family, or people in different communities. For example, "By the way, *kita belum pernah ketemu, loh*". Speakers must have a specific purpose in mixing languages in communication. Either because of friends' influence or it could be from the closest environment accustomed to using two languages in their daily lives. Usually, the use of code-mixing can occur in formal and informal situations. Code-mixing in legal concerns rarely occurs or is used in certain conditions unless there is no word used in the mother tongue, which causes

the speaker to use code-mixing to make the listener understand the word's meaning. The use of code-mixing is also commonly used by young people today as a modern language. One of the fields in language learning related to this is the concept of code-mixing or language mixing.

Code-mixing is found in face-to-face interactions and on social media such as Youtube. On Youtube, we can see various kinds of videos we want, including song video clips, video tutorials, video podcasts, and other videos with exciting content. The most-watched content lately is podcast content. A podcast is a series of digital audio or video recordings uploaded on a website with the help of Rapid Simple Syndication (RSS) feeds. We can find many things in this podcast, such as educational podcast content, games, about someone, and much more. There are podcasts in the form of audio and video. We usually listen to podcasts in audio formats, like radio broadcasts, but the difference is that podcasts are not listened to directly like radio in general. While podcasts are in the form of videos, we can find lots of them on YouTube. We can hear and also see people who are talking on the podcast. Many children in this millennial era are very creative in creating podcast content to fill their spare time. Many Indonesian artists also follow this trend by creating podcast content on their personal YouTube channels by inviting guests to create content.

One Indonesian artist who has podcast content on their YouTube channel is Gritte Agatha. Gritte is a young artist who used to be a soap opera actor. Still, now Gritte is more focused on his YouTube content, namely Podcasts, by inviting other Indonesian people or artists to be invited to create

content. In one of her video podcasts on her YouTube channel, Gritte asks one of the most well-known Indonesian artists, Cinta Laura. Gritte and Cinta talked about many things in the video they have made. In this video podcast, Cinta Laura uses code-mixing in speaking with Gritte, namely Indonesian – English. In this study, the researcher chose Cinta Laura as the subject of his research because Cinta Laura is an Indonesian artist who is well known for the use of code-mixing in talking to other people. There is a mixture of descendants from Cinta Laura's parents, namely Indonesia - Germany, making Cinta Laura accustomed to use mixed languages to interact and communicate with other people. The podcast's title, created by Gritte Agatha and Cinta Laura, is also viral on social media, making researchers interested in using video podcasts from Gritte Agatha's youtube channel as research material.

Based on the results of previous studies, the research using the topic of code-mixing analysis in a video podcast is still rarely done. Four research results show the use of code-mixing in podcasts, namely Nurfitriani, which examines the analysis of code-mixing and code-switching in podcasts on the Millenial Power youtube channel. This research found that there are three types of code-mixing and code-switching. Code mixing contains an insertion of 31 data, the substitution of 8 data, and congruent lexicalization of 1 data. Code-switching consists of tag switching involving 5 data, intra-sentential transfer of 43 data, and transfer between sentences of 22 data. Dewi studied code-mixing in podcasts on Deddy Corbuzier's youtube channel. The results of this study found code-mixing in the form of language words 8 data, code-

mixing in the form of foreign words 1 data, code-mixing in the form of baster 1 data, code-mixing in the form of idioms 3 data, social and cultural background factors 1 data, social value factors 2 data, and control factor 5 data .

Sukrisna who a study about an analysis of code-mixing on Atta Halilintar's video youtube channel. The research design used is a descriptive qualitative method. This study found thirty-four data on the types and levels of code-mixing. In the types of code-mixing, the highest class was intra-sentential code-mixing, and the lowest type involved a change of pronunciation. While, in the levels of code-mixing, the dominant level was word level and the lowest level was repetition word and idiom level. Simanungkalit (2021) who conducted research on studying code mixing in YouTube video content on Daniel Mananta's YouTube videos. The reason the researcher conducts this research is because in every video content he always uses code mixing which is his trademark. The purpose of this research was to determine the types of code mixing and code mixing factors contained in Daniel Mananta's YouTube video content. In this study, the researcher used a qualitative descriptive method with the data collection technique used by observing and listening to the conversation in the video and then recording the code mixing found in the video. The results of this research, the researcher found 23 types of intra-setential data, 6 types of intra-lexical data, and 1 data types of articulation and speech changes and the researcher found factors that influenced the use of code-mixing such as discussing important and exciting points.

From the results of previous research described above, it can be seen that the survey carried out has several similarities with research conducted by the current researcher, namely using video podcasts. It's just that this research focus more on analyzing the types and levels of code-mixing carried out by Cinta Laura in the video podcast on the Gritte Agatha youtube channel. Therefore, the researcher are interested in exploring this matter to be appointed as research because not so many studies have raised the topic of code-mixing in the Podcast world. The researcher analyzes the code-mixing used by Cinta Laura in the video podcast on Gritte Agatha's youtube channel by examining the types and levels of the code-mixing used. For the reasons above, the researcher is interested in researching **"An Analysis of Code Mixing used by Cinta Laura In Video Podcast on Gritte Agatha's Youtube Channel."** This research aims to make people understand the purpose and use of code-mixing itself and reduce misunderstandings about using code-mixing in communication.

1.2   Problem Identification

Based on this background, the problems exist based on code-mixing in communication. Many people do not understand code-mixing itself due to people who misunderstand and misinterpret its use in communicating. Many people use code-mixing in communicating with each other but do not know the function of using code-mixing. That will make the interlocutor in communication confused.

1.3   Limitation of the Research

In this research, the researcher limits the utterance that used by Cinta Laura on the youtube channel of Gritte Agatha. The researcher analyzes Cinta Laura's code-mixing and the levels of code-mixing used by Cinta Laura. The types of code-mixing analyzed are insertion, alternation, and congruent lexicalization. The levels of code-mixing analyzed are word level, phrase level, baster level, reduplication level, idiom level, and clause level. This research uses a qualitative method to find answers to existing problems.

1.4   Research Problem

From the description above, this research formulates the following research problems:

1. What are the types of code-mixing used by Cinta Laura on Gritte Agatha's video podcast?

2. What are the levels of code-mixing used by Cinta Laura on Gritte Agatha's video podcast?

1.5   Objective of the Research

Based on the research question, the purpose of this study is as follows:

1. To describe the types of code-mixing used by Cinta laura in the video podcast from Gritte Agatha's youtube channel. The type of code-mixing used in analyzing the video podcast uses Muysken's theory, including insertion, alternation, and congruent lexicalization.

2. To describe the level of code-mixing used by Cinta Laura in the video podcast from Gritte Agatha's youtube channel. The level of code-mixing used in analyzing the video podcast uses Suwito's theory, including word level, phrase level, idiom level, baster level, repetition level, and clause level.

Therefore, the researcher is interested in conducting this research because few have conducted research on code-mixing in video podcasts.

1.6   Significance of the Research

This research has two crucial things: theoretical significance and practical significance. The advantages of these two essential things are:

1. Theoretical Significance

The advantage of this research is that it will be a reference for other researchers who will conduct research on linguistic topics, especially on the code-mixing phenomenon found in video podcasts, and be able to redevelop the research so that it becomes complex and accurate research.

2. Practical Significance

a. For the Readers

For the readers, this research can help the readers learn about the types of code-mixing that exist, especially learning it from Youtube.

b. For the Lecture

This research can be a reference for lecturers for learning resources about the sociolinguistic field, primarily the code-mixing phenomenon applied through YouTube.

c. For the other Researchers

For other researchers, this research can help you learn about the types of code-mixing that exist, especially learning it from Youtube.