

CHAPTER I

INTRODUCTION

This chapter provides a brief overview of background of the study, identification of the problem, research questions, purposes of the study, the significance of the study, and the scope of the study.

1.1 Background of the Study

When we engage in communication and interaction with one another, the utilization of language becomes essential. Nevertheless, due to the linguistic diversity within our nation, with each region having its distinct language, this can present certain challenges. We don't just use one language when we share it with others. Indonesian people can communicate with more than one language that is mastered, namely, local, national, or international languages. Usually in communicating and interacting this will be an obstacle for us because not everyone understands our language when we talk to other people. Hence, it is imperative for us to acquire language skills as we reside in a world characterized by a multitude of languages serving as vehicles for human interaction among individuals. Language serves as a crucial set of instruments for conveying information and facilitating communication in our daily lives. Furthermore, it holds significant significance in nurturing social connections during various interactions and transactions (Armstrong & Ferguson, 2010).

Certain communities may possess bilingualism, while others may exhibit multilingualism. Bilingualism refers to an individual's capacity to converse in two languages. Multilingualism is a person's ability to communicate

using more than two languages. Some people can be bilingual and multilingual. When sociolinguists engage in conversations or monologues that involve the utilization of two or more languages, they refer to this phenomenon as code-switching and code-mixing. These practices distinctly feature the interchange of different languages and emphasize the usage of two languages (Mustamir Waris, 2012). Code-switching is the exchange of the same speech from someone using multiple or more languages. Code-switching is commonly employed within a single discourse or language when transitioning between dialects, registers, linguistic levels, or considerations of language politeness (Woolard, 2004). As for examples of code-switching in the form of Indonesian and English, namely : *“There’s no way aku mau makan makanan pedas”*. Moreover, code-switching involves spoken communication accompanied by a procedure of shifting from one language or dialect to another (Fanani & Ma’u, 2018). On the other hand, code-mixing is a linguistic occurrence where two or more languages are blended, and this has become ingrained in our way of life, particularly in Indonesia. As for examples of the use of code-mixing in Indonesian and English, namely : *“Aku lihat perempuan yang kemarin kita temui di sekolah lagi shopping dengan ibunya”*. Furthermore, code-mixing denotes a linguistic shift from one language to another within a shared speech or context (Woon & Ho, 2007).

To comprehend the code-mixing employed by the speaker, it is essential to grasp the intended language function behind their words. Numerous factors play a role in shaping the utilization of code-mixing, such as when it comes to communication. Code-mixing usage suggests a deficiency in the

ability to differentiate languages proficiently, leading to confusion among listeners due to irregular pronunciation of certain words by the speaker (Widyawati, 2020). An alternative approach to comprehending code-mixing involves examining speakers who can discern their mother tongue as the base language, in contrast to those who lack proficiency in a foreign language. Hence, code-mixing is considered a linguistic variation employed by the speaker, primarily by incorporating elements from other languages into their speech for the purpose of explanation or translation (Mustikawati, 2016).

Code-mixing can be observed in both in-person interactions and on digital platforms like YouTube. There are various kinds of videos that we want we can see on YouTube, including video tutorials, video clips of songs, video podcasts, and other videos that are no less interesting. Podcast content is the most watched content these days. The very essence of a podcast is a sequence of digital audio or video recordings distributed on a media platform through the utilization of Rapid Simple Syndication (RSS) feeds. Podcasts encompass a wide range of content, including gaming, educational material, trending discussions, and more. They are available in both audio and video formats, with audio being the more common format for consumption, akin to traditional radio broadcasts, and accessible through platforms like Noice and Spotify. In the case of video podcasts, viewers can both hear and see the individuals engaged in conversation. In this contemporary millennial era, numerous individuals exhibit creativity by producing podcast content during their leisure time. Furthermore, many Indonesian artists are presently generating podcast content on their personal YouTube channels, often featuring guests who are currently the

subject of public discourse, thereby contributing to the content creation landscape.

Deddy Corbuzier is an Indonesian artist who hosts podcast content on his YouTube channels. Deodatus Andreas Deddy Cahyadi Sunjoyo, widely recognized as Deddy Corbuzier, is an Indonesian television host, actor, content creator on YouTube, and former performer of mentalist acts. Presently, Deddy Corbuzier primarily focuses on producing YouTube content, specifically podcasts, where he collaborates with various Indonesian individuals and artists to create engaging content. In one of his video podcasts available on his YouTube channel, Deddy engaged in a conversation with one of Indonesia's most renowned artists, Agnez Monica. During this video podcast, Deddy and Agnez Monica delved into a wide range of topics. Notably, Agnez Monica exhibited code-mixing in her communication with Deddy Corbuzier, alternating between Indonesian and English languages. The researcher selected Agnez Monica as the subject of their study due to her notable practice of code-mixing when conversing with others. The title of the podcast, produced by Deddy Corbuzier and Agnez Monica, has gained significant attention on social media platforms. This viral popularity piqued the researcher's interest in utilizing video podcasts from Deddy Corbuzier's YouTube channel as a research resource.

In this study, it was discovered that there are three categories of code-mixing and code-switching. Code-mixing involves the inclusion of 31 instances, the interchange of 8 instances, and the congruent lexicalization of 1 instance. On the other hand, code-switching encompasses tag switching, which

comprises 5 instances, intra-sentential transfer, comprising 43 instances, and transfer between sentences, comprising 22 instances.

The research methodology employed in this study is a descriptive qualitative approach. The investigation identified a total of thirty-four instances of sentential code-mixing, with the least common type involving a pronunciation alteration. Regarding the levels of code-mixing, the predominant level was at the word level, while the least frequent levels were word repetition and idiom usage.

This research primarily centers on the examination of the code-mixing performed by Agnez Monica in the video podcast featured on Deddy Corbuzier's YouTube channel. Given the limited existing studies addressing code-mixing within the podcasting domain, researchers are intrigued by the prospect of investigating this subject. The researcher conducted an analysis of the code-mixing employed by Agnez Monica in the video podcast on Deddy Corbuzier's YouTube channel, with a specific focus on identifying the types and levels of code-mixing utilized. For the reasons above, the researcher is interested in researching **“An Analysis of Code-Mixing used by Agnez Monica In Video Podcast on Deddy Corbuzier’s YouTube Channel.”** The primary objective of this research is to enhance people's comprehension of the rationale and application of code-mixing, thereby diminishing misconceptions surrounding its usage in communication.

1.2 Identification of the Problem

From the background, issues arise due to code-mixing in communication. Numerous individuals have misconceptions and misinterpretations regarding the utilization of code-mixing in communication. A significant number of people employ code-mixing without a clear understanding of its purpose, which can lead to confusion for both the speaker and the listener during communication.

1.3 Research Questions

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

1. What are the types of code-mixing used by Agnez Monica on Deddy Corbuzier's video podcast?
2. What are the levels of code-mixing used by Agnez Monica on Deddy Corbuzier's video podcast?

1.4 Purposes of the Study

This study was carried out to identify the varieties and elucidate the extent of code-mixing employed by Agnez Monica in the video podcast on Deddy Corbuzier's YouTube channel. The categorization of code-mixing used for the analysis of video podcasts adheres to Muysken's framework, encompassing insertion, alternation, and congruent lexicalization. Meanwhile, the gradation of code-mixing employed in the analysis of video podcasts adheres to Suwito's model, encompassing word level, phrase level, idiom level, baster level, repetition rate, and clause level.

Hence, the researcher's motivation to undertake this study stems from the scarcity of prior research on code-mixing within the context of video podcasts.

1.5 Significance of the Study

This study holds significance on two levels, both in terms of theory and practical applications.

1. Theoretical Significance

An important benefit of this study is that it will serve as a valuable resource for future researchers delving into linguistic subjects, particularly the code-mixing phenomenon observed in video podcasts. This resource can inspire further research, enabling the development of more intricate and precise investigations in the field.

2. Practical Significance

- For the Readers

This research can serve as a valuable resource for readers, aiding them in understanding the various forms of code-mixing, particularly in the context of YouTube.

- For the Lecturer

This research can be utilized as a resource by educators to enhance their teaching materials related to the field of sociolinguistics, with a particular focus on the code-mixing phenomenon as demonstrated on YouTube.

1.6 Scope of the Study

This study has certain limitations, and a comprehensive analysis of all aspects of code-mixing is not within its scope. Consequently, this research is specifically focused on examining the motivations behind the use of code-mixing in Indonesian society and exploring its various types. The analysis of code-mixing types is conducted based on Muysken's theoretical framework. Additionally, Suwito's theory is employed to assess the level of code-mixing within the analysis of video podcasts.

