

CHAPTER I

INTROCUCTION

This chapter is focused points as: research background, identification of the problem, research limitation, research question, research objective, research significances.

1.1 Research Background

Language is one of the essential communication tools. People use language as a means of communication between social groups, both verbally or in writing. According to Rianda (2017), the most crucial aspect of human life is the language used to exchange information or communicate from one to another. Uniquely, each part of the world has its own language characteristics to interact. People tend to use a common language to interact with people from other areas, and sometimes people do a mix of grammar in communication.

Sociolinguistics is the study of the relationship between language and society. One example of the phenomena of Sociolinguistics is bilingual in the community. Bilingual can be described as someone who knows two different languages. It's fairly common nowadays that people were proficient in more than one language. Some people mixed their languages when talking with others. The example when Mrs. Ratna said "Mas tolong pakatnya di *Cancel* ya, solanya salah *Order*". Mrs. Ratna mixes the English language into the Indonesian language. The people who speak more than one language in one sentence is called "code-mixing".

People mix codes for communicating with others or conveying information to another by using words that were common and easy to understand. For example, a Vlogger, Social media influencer or Youtuber mix words between English and Indonesian quite often. Code-mixing becomes famous as a style of speech among young people and also among the community. It started when many

Social Media Influencer such as Youtuber used code-mixing between Indonesian and English to make it easier for listeners or audiences to receive information conveyed by the Youtuber. Even though In Indonesia, Youtubers mix words between Indonesian and English. English is actually the third language or foreign language, because usually Indonesian people first language or their mother tongue is the local languages to communicate. With bahasa Indonesia as their second language. Some Youtubers use mixed codes in their video content, such as tech Youtuber from Indonesia.

Tech Youtubers are people who create video content on YouTube platform that provides and shares information about the latest technology to the public. There are Tech Youtubers who used code-mixing in their video content to show their character as a tech youtuber and want to follow the trend by mixing English with Indonesian. Because of that, the researcher intends to analyze the code-mixings used by the tech youtuber. In this study, the types of code mixings used by tech youtuber on the YouTube channel, and the reasons for using the code-mixing in the video on Tech Youtubers were analyzed.

1.2 Identification of The Problem

With the recent fast development of the world's technology, especially in Indonesia, people started to be more creative, especially in entertainment. YouTube has become one of the biggest social media for video sharing worldwide including in Indonesia. The majority of Indonesian people have also begun to adapt to the technology development and have started to show their creativity through videos that contains various information. For example, the people who make videos about technology, latest gadgets and software. The people usually called them "Tech Youtubers" or "technology Youtubers" and upload the video through YouTube to provide information to people who need information about the latest technology. Based on the observations that had been done by the

researcher, many tech youtuber mix their words between Indonesian - English, and tech youtubers often used some words in their videos. The majority of the people who watched the video didn't know the terms used as code-mixing. This phenomenon had motivated the researcher to conduct this study.

1.3 Research Limitation

This research discusses the code mix in Tech Youtuber Video on Youtube platform to obtain the types of code-mixing often used by tech youtuber and the reasons for using code mix by the tech youtuber in their videos.

1.4 Research Questions

Referring to the background of this study previously mentioned, the problems of this study can be formulated as follows:

- 1) What types of code-mixings do tech youtubers often use in videocontent on the YouTube channel?
- 2) What are the reasons for using the code mixings by tech youtuber in the videos on YouTube channel?

1.5 Research Objectives

Based on the research question that mention above, the purposes of the as follows.

- 1) To find out the types of code-mixing that often used by tech youtubers in their videos.
- 2) To find out the reason behind the used of code-mixing by tech youtubers on YouTube channel.

1.6 Research Significances

This research is relevant because, through this research, most of the people who often used YouTube as a media of information now know the right words used by the tech youtubers in their videos. The people

knows more about the reasons for tech youtubers to use code mixing in their videos. This research also has the following benefits.

1) For Tech Youtubers

Since the start of the content creator with the theme of Technology, people have started to create content on youtube platform about latest technology and gadget. It is widely known that "Tech Youtuber" provide information to the public and frequently some tech youtuber used code mix in conveying said information to the public. The benefit of this research for tech youtubers is helping them to increase their understanding of the words they used and hopefully influence more people to watch their videos this research can also influence the people to be more confident in using code- mixing when communicating with others.

2) For YouTube's Audience

For the audience or the people who used youtube platform as a media of information, this research is useful to add information related to words often used by tech youtuber on youtube. This research is also helpful for the people who frequently used code-mixing when communicating with others so that there is no miscommunication occurring in the majority of the people, especially young children who often watch videos and mimic the language spoken by the youtubers so that they don't misinterpret the words used by the YouTubers.

3) For Other Researchers

For other researchers, this research can be used to increase knowledge and empirical studies to develop the related researches in sociolinguistic.

4) For The Researcher

This research is useful for the researcher as a future English teacher to teach students to be more confident in using English when communicating.

