

# CHAPTER I

## INTRODUCTION

This chapter provides explanations for several topics, including the background of the study, problem identification, limitation of the research, research problems, objectives of the research, and significance of the research.

### 1.1 Background of the study

Language is an important tool for communication in social interaction to convey feelings, ideas, thoughts, and even opinions (Nurul Iftitah et al., 2022). Language and social interaction go hand in hand, with each influencing the other. There is a reciprocal relationship between language and social interaction; social interaction influences language, and language influences social interaction. The role of language is important in human interaction and communication activities as social beings. Communication and interaction activities must run well for communication actors to understand each other's meaning. In general, language is a communication tool human have agreed upon when interacting in everyday life. Each region has a different language depending on the agreement that develops in the lives of its people. So, it is unsurprising that each region has a different language to communicate.

Indonesians typically speak at least two languages: their mother tongue, a local language, and Bahasa Indonesia, the national language used by all communities nationwide. Each region has its local language, such as Javanese, Sundanese, or Balinese, spoken within specific territories, tribes, or ethnic groups. Sociolinguistics, the study of how society interacts with language, recognizes that many individuals are bilingual or multilingual. In Indonesia, bilingualism is expected due to the simultaneous use of local languages and Bahasa Indonesia for broader communication. Furthermore, in today's globalized world, many Indonesians are becoming multilingual, learning additional languages for personal or professional purposes. Technological advancements, educational development, and the increasing demands of the modern workforce drive this shift. As a lingua franca, Bahasa Indonesia continues to unite various ethnic groups and cultures, while foreign languages are becoming more integrated into everyday life.

The existence of language diversity in society, which encourages people to become bilingual and multilingual, leads to code-mixing. Code mixing is a linguistic phenomenon that occurs when speakers incorporate elements of one language into another, either consciously or unconsciously, to enhance communication. Simatupang (2018) describes it as the interjection of local or foreign languages into speech, while Budiasa (2021) defines it as incorporating foreign language elements or slang into another language. Yudhistira (2021) highlights that code-mixing can occur even without an apparent reason, whereas Fujimura (2013) argues that it often serves a specific purpose, such as emphasizing a topic or simplifying communication. This practice is typical in multilingual and multicultural environments, where speakers of multiple languages combine linguistic codes in their exchanges. Code mixing may involve replacing words, phrases, or grammatical structures from different languages within a single sentence or utterance. So, it can be concluded that code mixing refers to using two or more languages or linguistic codes in a sentence or an utterance. Its function may be to broaden language styles, emphasize meanings, or make specific intentions easier to convey in conversation. Moreover, one of the factors that can influence an individual's use of code-mixing is their motive.

In the context of code-mixing, motivation or motive plays a crucial role in determining individuals' language choices and their use of code-mixing. Motive serves as the driving force behind individual actions, including language use. Within the linguistic context, the motive for employing language is often linked to the need for more efficient communication, social identity fulfillment, and prestige achievement. As a linguistic phenomenon, code-mixing is inherently tied to these various motives. According to experts, motive is the impetus or reason behind an individual's actions. In psychology, Atkinson (1964) defines motive as an internal force that directs behavior towards specific goals, frequently related to needs or desires. Maslow (1943) further explains motive as a driver that emerges from a hierarchy of human needs, ranging from necessities to self-actualization. In the field of linguistics, Hockett (1958) posits that motives in language use, including code-mixing, are associated with the need to fill lexical gaps (need-filling motive) or to display social status (prestige-filling motive). These motives prompt individuals to

select words or phrases from other languages to enhance communication efficiency or social image.

Code mixing serves multiple functions, including emphasizing and clarifying statements, quoting other people's speech, and avoiding the existence of coarse and fine forms (Maszein et al., 2019). Code mixing can be used to convey cultural or ethnic identity. Speakers may employ words or phrases from a specific language to demonstrate membership in a particular group or to reinforce their identity. When speakers speak many languages, code-mixing can communicate concepts or ideas that are difficult to express in a single language. That can improve the efficiency of communication between speakers from various language backgrounds. Sometimes, a combination of languages can convey more significant nuances or meanings than a single language alone. Code mixing can be used to provide diversity and color to communication.

In the rapid development of technology today, code-mixing can be seen on social media. Alongside this technological advancement, social media has also grown. According to Philip Kotler and Kevin Keller, social media is a means of sharing information through text, images, video, and audio (Purbohastuti, 2017). Social media facilitates easy interaction for anyone looking to share or search for information. Additionally, numerous social media platforms are available for download in this increasingly sophisticated era. These platforms serve as sources of information, entertainment, and networking. Examples include Twitter, Instagram, and YouTube (Hindhuanjani, 2022).

One of the media platforms that is often used to create content and share information is YouTube. YouTube has become a media platform that has had a massive impact on the social life of modern society. "YouTube" describes a website where users can upload and watch videos other users have uploaded. With YouTube, users may engage with videos in different ways. Users can engage with videos differently from casual viewing to sharing videos to keeping up social connections (Lange, 2007). One of the most popular websites worldwide for channel creation, live broadcasting, and video uploading and sharing is YouTube. That suggests that YouTube allows individuals to express their views and opinions via videos. We can

find a wealth of content on YouTube, including music videos, podcasts, daily vlogs, tutorials, and much more.

YouTube offers a variety of content formats, such as daily vlogs, travel, culinary, romance, beauty, and lifestyle vlogs, kids, movies, and podcasts (Zahra et al., 2022). Podcasts are among the content in great demand by the public on YouTube (Abadi, 2024). Over the past few years, a lot of podcast content has been available on YouTube. Video podcasts have become one of the go-to content formats for YouTube users. Video podcasts offer audiovisual content, where viewers can listen to a conversation or discussion audibly while seeing visuals of the speaker or topic being discussed. Video podcasts have helped in diversifying content on YouTube. In addition to short videos, video podcasts provide an alternative to longer, in-depth content, allowing creators to explore more complex and in-depth topics. There has been a significant increase in the number of video podcasts being uploaded to YouTube. Many content creators, including celebrities, industry experts, and influencers, have leveraged video podcasts as a platform to share their knowledge, experiences, and opinions with audiences. Video podcasts present various topics, from entertainment, education, business, health, and technology to politics. That allows audiences to find content that suits their interests and preferences. Of the many video podcasts available on the YouTube platform, this research will examine the video podcasts found on Denny Sumargo's YouTube channel.

In Indonesia, many public figures, including Denny Sumargo, have become YouTubers. According to Pushpaningtyas et al. (2023), Denny Sumargo is a content creator who posts podcast content to his YouTube channel called "*Curhat Bang Denny Sumargo*." Denny Sumargo started making videos in 2020 (Hindhuanjani, 2022). In the channel, which already has a million subscribers, Densu, as he is known for his broad network, frequently invites notable persons from many backgrounds to be guests on his podcast. Denny Sumargo often uses multiple languages in his podcasts when talking to his guest stars. This indicates the use of code-mixing.

Based on the phenomenon mentioned, the researcher examined the types and motives of code mixing in a podcast video on Denny Sumargo's YouTube channel.

Several researchers have conducted studies on code-mixing. In this research, the observer considers relevant studies previously investigated.

Research on code-mixing has been conducted in various media and contexts, reflecting the diversity of language use in social interactions. The researcher refers to some relevant research that has already been conducted. Previous studies, such as the one conducted by Putri (2019), analyzed the use of code-mixing in Indonesian fashion blogs, focusing on the types and reasons underlying the code-mixing found in blog posts. Putri used Hoffman's theory to identify the types of code-mixing and employed a qualitative descriptive approach to explore the factors influencing the use of code-mixing in written content. The data collection method involved purposive sampling, collecting blog posts that consistently contained code-mixing.

Rahmawati (2020) also researched the types and motivations of code-mixing employed by influencers in their YouTube videos. Rahmawati's study used Hoffman's framework to classify the types of code-mixing and adopted a qualitative approach to examine why these influencers mix languages in their content. The sampling strategy focused on selecting popular YouTube influencers frequently engaging in bilingual communication. Pratiwi (2021), in another study, analyzed the use of code-mixing in the Instagram Stories of Indonesian celebrities, emphasizing the types and reasons behind the code-mixing. This study used Poplack's theory to identify the types of code-mixing and applied a qualitative descriptive method to explore the sociolinguistic reasons behind its use.

The key differences between these three previous studies and the current research lie in the context, media, and theoretical frameworks used. This study takes a different approach by focusing on using code-mixing in a podcast format, specifically analyzing spoken conversations between Denny Sumargo and Maudy Ayunda. It applies Muysken's theory to categorize the types of code-mixing (insertion, alternation, and congruent lexicalization). Additionally, it uses Hockett's theory to explore the motives behind code-mixing, such as prestige-filling and need-filling motives, which were not addressed in the previous studies. Thus, this research not only broadens the scope of analysis regarding types of code-mixing

but also delves deeper into the reasons for code-mixing in verbal interactions, particularly in podcasts.

Code mixing, or the use of mixed languages, is an essential phenomenon to research because it plays a significant role in cross-cultural and cross-language communication and the world of education. Code mixing in podcasts has a relationship with the world of education. This can be seen from the results of previous research. According to Manurung et al. (2024), the research on code mixing used in Deddy Corbuzier's podcast shows that Deddy Corbuzier's podcast can increase the learning awareness of the younger generation. Besides that, the research reveals that code-mixing in the Cape Mikir podcast with Jebung improves bilingualism skills. In addition, the study conducted by Istiara et al. states that code-mixing in the podcast "Guruku Mr. D" increases prestige and ease of speech. Overall, based on those studies, it can be said that code-mixing in podcasts increases learning awareness, language skills, prestige, and ease of speaking. According to Sutikno (2020), research on code-mixing can help understand how people use Indonesian in communication, especially in situations that allow using other languages, such as local or foreign. Research on code-mixing can help understand how code-mixing is used in communication (Sutikno, 2020).

In light of previous studies, the researcher intends to investigate code-mixing, particularly in the context of podcast videos, as it presents an untapped opportunity for linguistic research in today's digital age. The rapid growth of social media usage across diverse groups has influenced many aspects of communication, making code-mixing an increasingly relevant phenomenon. While prior research has focused on code-mixing in traditional spoken language contexts such as interviews, conversations, or broadcast media, a significant gap exists in understanding its role within dynamic, multimodal platforms like podcast videos, especially those on popular YouTube channels like Denny Sumargo's. The nature of these videos, with their conversational flow and mixed audience, makes them unique from other media formats and warrants further examination. This research aims to bridge that gap by exploring how multilingual communities interact and express themselves through code-mixing in these contemporary media spaces.

The purpose of this investigation is not only to identify instances of code-mixing but also to provide insights into the broader communicative practices of bilingual or multilingual communities. As Auer and Wei (1999) argue, code-mixing is a natural component of life in such communities, and its study is crucial for understanding how individuals navigate social interactions. By focusing on the code-mixing used in Denny Sumargo's YouTube podcast "*Curhat Bang*," particularly in episodes featuring prominent guests like Indonesian actress Maudy Ayunda, this research will explore the implications of language choices about professional and personal experiences discussed in the videos. The frequent use of English and Indonesian within these podcasts reflects the fluidity of language use in contemporary Indonesia, and examining this linguistic interplay will offer valuable insights into both communication strategies and the social significance of language in modern media. Ultimately, this study aims to contribute new perspectives to code-mixing research and enrich our understanding of how language evolves in digital and popular culture contexts.

### **1.2 Problem Identification**

Code-mixing has become increasingly prevalent among bilingual communities, particularly in Indonesia, where many individuals are proficient in more than one language. This is influenced by the linguistic diversity across various regions and the rapid growth of globalization and technology. Globalization has introduced Indonesian society to foreign languages, enhancing their ability to multilingual or use more than two languages. This multilingual phenomenon can be observed on various social media platforms, including YouTube. In this context, the researcher focuses on the phenomenon of code mixing in podcast videos featured on Denny Sumargo's YouTube channel. This study explores the types of code mixing used and the motivations behind its use, considering the importance of understanding this phenomenon in cross-linguistic communication, which is becoming increasingly common in digital media.

### **1.3 Limitation of the Research**

Based on the background discussed, code mixing is a broad and complex linguistic phenomenon. To narrow the scope of this research, the focus was directed toward analyzing the types and motives of code mixing found explicitly in the

podcast videos on Denny Sumargo's YouTube channel. In these videos, the speakers predominantly use a combination of Indonesian and English. Therefore, the researcher concentrated on examining instances of code-mixing between Indonesian and English within the podcast, seeking to identify the patterns and underlying motivations driving the use of both languages in this context. This focused analysis provides a clearer understanding of the linguistic behavior within the podcast and its broader implications in sociolinguistic studies.

#### **1.4 Research Problem**

According to the background study above, two problems are used in this analysis. There are problems, as follows:

1. What are the types of code mixing used in Denny Sumargo's podcast video?
2. What are the motives for code-mixing used in Denny Sumargo's podcast video?
3. What is the dominant type of code-mixing in Denny Sumargo's podcast video?
4. What is the dominant motive of code-mixing used in Denny Sumargo's podcast video?

#### **1.5 The Objective of the Research**

This study aims to find relevant answers to the research problems.

1. To analyze the types of code mixing used in Denny Sumargo's podcast video.
2. Describe the motive for code mixing used in Denny Sumargo's podcast video.
3. To identify the dominant type of code-mixing in Denny Sumargo's podcast video.
4. To analyze the dominant motive underlying the use of code-mixing in Denny Sumargo's podcast video.

#### **1.6 Significance of the Research**

This research is significant in two ways: conceptually and practically. The following are the anticipated theoretical and practical benefits of this Research:

1. Theoretical



This research can provide a deeper insight into the phenomenon of code-mixing in informal conversations on social media, especially in podcasts. The results of this study can also be a reference for further research in applied linguistics, especially in understanding language use in a multilingual digital environment. Theoretically, readers can learn more about sociolinguistics in general and code mixing in particular from this research because it includes a wealth of code-mixing theories, especially the theory by Pieter Muysken about the types of code mixing and the theory by Charles Hockett about the motive of code-mixing. In addition, this research is also expected to be a scientific contribution to linguistics, especially regarding code-mixing, so that later, it can be a reference for other studies with related topics.

## 2. Practical

### a. For Teachers

Educators can use this material as a guide to deepen their understanding of code-mixing. This study explains what types and levels of code-mixing can be used as teaching materials.

### b. For Readers

This research can provide insights to the community, especially readers, to gain in-depth knowledge and information about code mixing, especially those often done by public figures on social media. Pupils can also apply code-mixing in real-world situations and gain a thorough understanding of it. They can also improve their English-speaking skills via YouTube. Research on code mixing also helps readers comprehend the complexities of cross-cultural and cross-language communication they may encounter daily. Furthermore, readers become more aware of the various languages surrounding them and how language is utilized in different social and cultural situations.

### c. Regarding Further Researchers

Future researchers may be inspired to investigate code-mixing in other contexts by the study's findings. Additionally, if more scholars wish to study code-mixing, they can use this study as a reference investigation of code-mixing.