CHAPTER I

INTRODUCTION

In this chapter presented the research background, problem identification, research limitations, research questions, research objectives, and research significance related to the phenomenon of code-mixing in the communication of the Bali Arknights players community on WhatsApp.

1.1 Research Background

In the era of globalization and rapid technological advancement, interpersonal communication has become increasingly diverse and complex. Digital platforms have revolutionized how individuals interact, breaking geographical barriers and creating new spaces for linguistic expression. According to Wardhaugh & Fuller (2015), a speech community is not merely a group of speakers who share grammatical rules, but a collective that adheres to specific linguistic norms and social expectations. These norms dictate how language is used to maintain social harmony and group identity, especially in the fast-paced environment of modern communication.

Language plays a vital role in this interaction, serving as the fundamental bridge between individuals within a society. As Sapir (1921) famously stated, language is a guide to social reality; it is not simply a tool for conveying information but a framework that shapes how people perceive and engage with the world. Through language, people express emotions, build relationships, and foster mutual understanding. In digital contexts, this social reality is increasingly reflected in the

way speakers adapt their linguistic choices to fit the dynamics of the platforms they use, such as instant messaging applications.

One of the most prominent linguistic phenomena emerging from this modern landscape is code-mixing. Code-mixing, the use of two or more languages within a single conversation or text, reflects the fluidity of language in a globalized society. This practice is particularly prevalent among bilingual and multilingual speakers who navigate different cultural and social environments daily. It is not merely a sign of linguistic deficiency but a sophisticated communicative strategy used to enhance clarity and express social belonging.

In Indonesia, a nation renowned for its immense ethnic and linguistic diversity, code-mixing has become a staple of daily interaction. It is common for Indonesians to blend local languages, the national language (Indonesian), and foreign languages, most notably English. Hoffmann (1991) defines code-mixing as the blending of two languages within a single sentence, a practice that allows speakers to adapt to varied linguistic environments. This phenomenon is frequently observed on WhatsApp, where the informal nature of the platform encourages creative and spontaneous language blending.

A notable and unique example of this phenomenon can be found within the Bali Arknights Players Community. Arknights is a globally popular mobile game that features a complex "lore" and technical gameplay mechanics. The players in this community often communicate via WhatsApp groups to exchange information, share strategies, and discuss their gameplay experiences. Because the game itself is natively developed with heavy use of English terminology such as "gacha,"

"sanity," "farming," and "operator" players are naturally inclined to incorporate these English elements into their Indonesian conversations.

In this gaming context, code-mixing serves as both a reflection of the community's shared identity and a practical tool for effective communication. The use of specific gaming jargon combined with English allows members to express a range of emotions from the frustration of a failed "pull" to the camaraderie of a successful strategy more precisely than they could using only one language. This creates a vibrant linguistic environment where language acts as a bridge, connecting local Balinese players with global gaming trends and terminology.

Furthermore, this practice highlights how individuals negotiate identity and social relationships in a digital society. As Gumperz (1982) pointed out, code-switching and code-mixing are strategic tools used to signal group membership. In the Bali Arknights WhatsApp group, members come from diverse social and linguistic backgrounds. Using English-infused code-mixing ensures inclusivity among players who may have different primary languages but share the same passion for the game, thereby strengthening social cohesion within the group.

Several studies have explored code-mixing on social media, yet a gap remains regarding specialized gaming communities. For instance, Lianda et al. (2022) focused on YouTubers, while Chika & Handayani (2022) examined Twitter posts. Additionally, Raksang (2019) investigated broader platforms like Facebook and Instagram using Muysken's theory. While these studies provide valuable insights into general social media usage, they often overlook the highly specific, informal, and technical nature of communication within a dedicated gaming WhatsApp group.

The communication within the Bali Arknights Players Community is unique because it is not just about sharing general information; it is about constructing a specific sub-cultural identity through "insider" language. Unlike formal settings like classrooms or news broadcasts, the language used here is spontaneous and highly creative. There is currently a lack of systematic research that specifically analyzes the types of code-mixing used by gamers to navigate the intersection of technical jargon and social bonding, particularly within the Indonesian context.

Therefore, this study aims to fill this gap by examining the phenomenon of code-mixing in the Bali arknights players community on WhatsApp. The research focuses on identifying the types of code-mixing that occur and exploring the underlying reasons for its use based on Hoffmann's theory. By investigating this community, the study contributes to the field of sociolinguistics by highlighting how language serves as a tool for constructing identity and negotiating meaning in a globalized, digitally connected gaming society.

1.2 Identification of the Problem

In the Bali Arknights Players Community, the use of mixed languages in WhatsApp groups is a common form of interaction and helps create a sense of togetherness among members. The combination of languages, such as Indonesian and English, reflects the shared identity and diverse backgrounds of the players. Given that gaming communities are rarely the focus of linguistic research, this study aims to explore this unique context in greater depth.

Based on the above description, several issues can be identified in this study. First, although the phenomenon of code-mixing has been widely studied in the

context of education, media, and everyday conversation, research examining its use in online gaming communities, particularly through the WhatsApp application, is still very limited. Second, the forms of code-mixing used by members of the Bali Arknights Players community have never been systematically mapped according to the classifications offered by linguists. Third, the reasons behind the use of code-mixing in the community's interactions have not been clearly revealed, making it important to analyze them in greater depth. Thus, this study attempts to address these gaps by identifying the types of code mixing that arise and exploring the factors that cause its use in the communication of the Bali Arknights Players community on WhatsApp.

1.3 Research Limitation

This research investigated the forms of code-mixing employed by the Bali Arknights Players Community on WhatsApp, focusing specifically on identifying the types most frequently used. It also explored the underlying reasons that drive members of this community to mix codes in their everyday group interactions. However, several limitations should be noted. The research was confined to the digital interactions of the Bali Arknights Players Community on WhatsApp, meaning the results might differ in a face-to-face context. Additionally, the researcher faced obstacles in categorizing certain expressions due to the heavy use of informal abbreviations and game-specific slang, which required careful contextual analysis to align with Hoffmann's framework.

1.4 Research Questions

Referring to the background of this study previously mention, the problems of this study can be formulate as follows :

1) What are the types of code-mixing used by the Bali Arknights Players Community on WhatsApp?

2) What are the reasons of code-mixing used by the Bali Arknights Players Community on WhatsApp?

1.5 Research Objectives

Base on the research question that mentioned above, the purpose of the study are:

1) To analyze the type of code-mixing used by the Bali Arknights Players Community on WhatsApp

2) To analyze the reason of code-mixing used by the Bali Arknights Players Community on WhatsApp

1.6 Research Significances

The findings of this study are expected to provide both theoretical and practical contributions to the field of sociolinguistics, as outlined below:

1.6.1 Theoretical Significance

Theoretically, the findings of this research are expected to contribute to the development of sociolinguistic studies, particularly regarding the theory of code-mixing. This study provides empirical evidence of how linguistic phenomena

evolve within digital environments and virtual communities. Furthermore, it enriches the existing literature by analyzing the specific patterns and functions of language transformation used in the context of online gaming, which may differ from formal or traditional spoken interactions.

1.6.2 Practical Significance

Based on the problem and purpose of the research, significant of the study can be formulated as follows :

1. For the students

   The findings of this study will provide students with a deeper understanding of code-mixing as a linguistic phenomenon, particularly in the context of digital communication.

2. For the teacher

   This research will serve as a valuable resource for teachers by highlighting the relevance of code-mixing in contemporary communication among students. Understanding the dynamics of code-mixing can help educators develop more effective teaching strategies that incorporate students' linguistic practices, fostering a more engaging and relatable learning environment.

3. For the others researcher

   This study provides valuable insights into the types and reasons for code-mixing within an online gaming community, an area that remains underexplored.