

CHAPTER I

INTRODUCTION

1.0. Overview

This chapter presents the background of the study, followed by the problem identification, limitations of the research, research questions, research objectives, and research significances. These sections provide the rationale and framework for investigating the types and functions of code-mixing in Chef Juna's utterances in MasterChefIndonesia Season 5.

1.1 Research Background

Language serves as a fundamental means of communication that enables individuals to express ideas, share information, and establish social relationships. In today's globalized world, interaction among people from different linguistic backgrounds has become increasingly common, resulting in the widespread use of more than one language within a single community. Consequently, bilingualism and multilingualism have become prominent characteristics of many modern societies. According to Li Wei (2000), bilingualism refers to the ability of individuals to use two languages, while multilingualism involves the use of more than two languages in communication. As societies become increasingly interconnected, the interaction between multiple languages creates various linguistic phenomena that attract the attention of sociolinguistic researchers.

Indonesia represents a multilingual nation characterized by the coexistence of hundreds of local languages, the national language, and foreign languages, particularly English. Within such a linguistically diverse environment, language contact occurs naturally as speakers interact across different social, cultural, and professional settings. According to Spolsky (1998), language contact is an inevitable consequence of multilingual communities and often leads to the emergence of various language phenomena. As Indonesian speakers regularly navigate among different linguistic systems, they frequently employ multiple languages within a single communicative event. This dynamic linguistic situation provides fertile ground for the occurrence of language mixing practices.

One of the most common outcomes of language contact is code-mixing. Code-mixing refers to the incorporation of linguistic elements from one language into another language within a single utterance or discourse. Suwito (1983) defines code-mixing as the insertion of language elements such as words, phrases, clauses, or expressions from one language into another without changing the overall structure of the utterance. Unlike code-switching, which generally involves shifting between languages across sentences or clauses, code-mixing typically occurs within a single grammatical structure. Due to its frequent occurrence in bilingual and multilingual communication, code-mixing has become an important area of study within sociolinguistics.

The use of code-mixing is not arbitrary but often reflects particular communicative purposes. Wardhaugh and Fuller (2015) argue that bilingual speakers may mix languages to express identity, emphasize meanings, fill lexical

gaps, demonstrate expertise, or achieve specific stylistic effects. In many situations, code-mixing allows speakers to convey meanings more effectively than relying solely on one language. Therefore, code-mixing should not be viewed as a deficiency in language competence. Instead, it can be understood as a communicative strategy that reflects the linguistic resources available to bilingual and multilingual speakers in particular social contexts.

The rapid development of mass media and digital communication has further increased the visibility of code-mixing in public discourse. Television programs, advertisements, podcasts, talk shows, and social media platforms frequently feature mixed-language expressions. In media settings, language serves not only as a tool for conveying information but also as a means of constructing professional identity, engaging audiences, and enhancing entertainment value. The incorporation of English expressions into Indonesian discourse, for instance, is often associated with modernity, expertise, and prestige. Consequently, the study of code-mixing in media discourse offers valuable insights into how language functions within contemporary communication practices.

One media platform where code-mixing frequently occurs is reality television. Reality-based programs often present spontaneous interactions that reflect authentic language use among participants. Among such programs, MasterChefIndonesia has gained substantial popularity as a competitive cooking show that combines entertainment, professional evaluation, and interpersonal interaction. Throughout the competition, judges provide comments, instructions, criticisms, and feedback to contestants. As a result, language becomes a crucial instrument through which

judges evaluate performance, establish authority, and communicate expertise. The linguistic choices employed by judges therefore constitute an interesting subject for sociolinguistic investigation.

Among the judges of MasterChef Indonesia, Chef Juna is particularly recognized for his distinctive communication style. As a professional chef with extensive international experience, he frequently incorporates Indonesian, English, and occasionally Balinese expressions into his comments. Preliminary observations conducted by the researcher indicate that code-mixing appears regularly in his evaluative utterances. These mixed-language expressions are not used randomly but occur systematically in different communicative situations, including giving instructions, providing criticism, expressing opinions, and evaluating contestants' performances. Such patterns suggest that code-mixing may serve specific structural and communicative functions within his discourse.

Several previous studies have investigated code-mixing in various contexts. Maharani (2022) examined Indonesian-English code-mixing used by Indonesian public figures on Twitter and found that English lexical items were frequently employed to express identity, create a modern image, and achieve particular communicative purposes in online interaction. Similarly, Syafryadin and Haryani (2020) analyzed English code-mixing in an Indonesian youth magazine and reported that mixed-language expressions were strategically used to attract readers and create a contemporary image. These studies demonstrate that code-mixing serves functions beyond simple language alternation and often reflects broader social and communicative objectives.

Research on code-mixing within Indonesian entertainment media has also produced valuable findings. Rakhmasari (2022) investigated code-mixing in MasterChef Indonesia and identified insertion as the most dominant structural pattern. Similarly, Sabrina and Astarina (2022) explored the communicative functions of code-mixing used by one of the judges and concluded that language mixing contributed to emphasis, evaluation, and identity construction. Although these studies provide important contributions to the understanding of code-mixing in media discourse, they generally focus either on structural classification or on communicative functions separately.

Despite the growing body of research on code-mixing, several gaps remain. First, many studies concentrate primarily on identifying the dominant types of code-mixing without examining the communicative functions associated with those patterns. Second, studies that investigate communicative functions often provide limited discussion of the structural characteristics of code-mixing. Third, relatively few studies integrate Muysken's (2000) typology of code-mixing and language function theories to analyze both structural and functional dimensions within evaluative television discourse. Furthermore, limited attention has been given specifically to Chef Juna's utterances in MasterChef Indonesia Season 5. Therefore, a more comprehensive analysis that combines structural and functional perspectives is needed.

Considering Chef Juna's influential role as a judge and evaluator in MasterChef Indonesia Season 5, his utterances provide a valuable source for examining how bilingual resources are utilized in professional media discourse. This

study seeks to investigate both the types and functions of code-mixing used by Chef Juna by applying Muysken's (2000) theory of code-mixing and Leech's (1981) theory of language functions. By integrating structural and functional analyses, this research is expected to contribute to the broader understanding of code-mixing in televised discourse. Therefore, this study is entitled "An Analysis of Code-Mixing Used by Chef Juna in MasterChef Indonesia Season 5."

1.2. Problem Identification

Code-mixing has become a common phenomenon in multilingual societies, including Indonesia, where speakers frequently utilize more than one language in communication. The occurrence of code-mixing is evident not only in everyday conversations but also in professional and media-related discourse.. The occurrence of code-mixing is evident not only in everyday conversations but also in professional and media-related discourse. In televised programs, language choices often serve various communicative purposes beyond conveying information, such as expressing evaluation, demonstrating expertise, establishing authority, and maintaining interaction with audiences and participants. Consequently, code-mixing has emerged as an important area of investigation within sociolinguistic studies.

One context in which code-mixing frequently occurs is MasterChef Indonesia, a television cooking competition that involves continuous interaction between judges and contestants. As one of the judges, Chef Juna is known for his distinctive communication style, which often incorporates Indonesian, English, and occasionally Balinese elements within a single utterance. The frequent use of multiple languages in his evaluative comments reflects the multilingual nature of

Indonesian society and suggests that code-mixing plays a significant role in shaping communication within the program.

Although code-mixing has been widely investigated in previous studies, many studies tend to focus either on the structural patterns of code-mixing or on its communicative functions separately. As a result, a comprehensive understanding of how different types of code-mixing are utilized to achieve particular communicative purposes remains limited. Furthermore, studies specifically examining the integration of structural and functional analyses of code-mixing in Chef Juna's utterances in MasterChef Indonesia Season 5 are still relatively scarce.

Therefore, it is necessary to investigate the types of code-mixing employed by Chef Juna and the functions expressed through those code-mixing practices. Such an investigation is expected to provide a more comprehensive understanding of how code-mixing operates within televised evaluative discourse and how multilingual linguistic resources are strategically utilized in professional media communication.

1.3. Limitations of the Research

To maintain a clear focus and manageable scope, this study is limited to the analysis of code-mixing used by Chef Juna in MasterChef Indonesia Season 5. The study specifically investigates two aspects of code-mixing, namely the structural types of code-mixing and the communicative functions expressed through the identified code-mixing instances.

The analysis of code-mixing types is conducted using Muysken's (2000) typology, which consists of insertion, alternation, and congruent lexicalization.

Meanwhile, the analysis of communicative functions is based on Leech's (1981) theory of language functions. These theoretical frameworks are employed to classify and interpret the code-mixing phenomena found in the data.

The data of this study are limited to utterances produced by Chef Juna that contain code-mixing elements in selected episodes of MasterChef Indonesia Season 5. The study focuses exclusively on the use of Indonesian, English, and Balinese elements occurring in his utterances.

Although the data were obtained from Chef Juna's utterances, the unit of analysis of this study was the code-mixing elements identified within those utterances. These elements include words, phrases, and clauses containing combinations of Indonesian, English, and Balinese. Therefore, the analysis focused on the code-mixing elements embedded in the utterances rather than on the utterances as complete linguistic units.

Other linguistic phenomena, such as code-switching, borrowing, language attitudes, discourse strategies, and language ideology, are beyond the scope of this research. In addition, the study does not examine the utterances of other judges, contestants, or speakers appearing in the program, nor does it include data from other seasons of MasterChef Indonesia.

1.4. Research Questions

Based on the problem identification, the following research questions are proposed:

1. What types of code-mixing are used by Chef Juna in MasterChef Indonesia

Season 5?

2. What functions of code-mixing are used by Chef Juna in MasterChef Indonesia Season 5?

1.5. Research Objectives

Based on the research questions, this study aims to:

1. To identify the types of code-mixing used by Chef Juna in MasterChef Indonesia Season 5.
2. To analyze the functions of code-mixing used by Chef Juna in MasterChef Indonesia Season 5.

1.6 Research Significances

1.6.1 Theoretical Significances

The present study is expected to contribute to the development of sociolinguistic research, particularly studies concerning code-mixing in media discourse. In contemporary multilingual societies, the interaction between different languages has become increasingly visible across various communication settings, including television programs. By examining the code-mixing practices employed by Chef Juna in MasterChef Indonesia Season 5, this study provides additional empirical evidence regarding how bilingual speakers utilize multiple linguistic resources within professional and public communication contexts.

The study also contributes to the theoretical discussion of code-mixing by applying Muysken's (2000) framework to identify the structural patterns found in

the data. Through the analysis of insertion and alternation, the study offers insights into the ways linguistic elements from different languages are combined within a single discourse. These findings may enrich existing discussions concerning the structural characteristics of bilingual speech, particularly within media environments where language choice often serves multiple communicative purposes.

Furthermore, this study extends previous research by integrating both structural and functional perspectives in the analysis of code-mixing. While many earlier studies focused primarily on identifying the types of code-mixing, this research also explores the communicative functions performed by the identified code-mixing instances using Leech's (1981) theory of language functions. The combination of these two perspectives provides a more comprehensive understanding of how code-mixing operates not only as a linguistic phenomenon but also as a communicative strategy.

Finally, the findings are expected to provide a useful theoretical reference for future studies investigating bilingual communication, multilingual discourse, and language use in media settings. The study may also contribute to broader sociolinguistic discussions concerning the relationship between linguistic form and communicative function in multilingual interactions.

1.6.2 Practical Significances

a. Significance for Students/Learners

This study may assist students and language learners in developing a deeper understanding of code-mixing as a common phenomenon in multilingual communication. Through the analysis of authentic language data taken from a

television program, learners can observe how different languages are combined to fulfill particular communicative purposes. The findings may also broaden students' awareness of language variation, bilingual practices, and the dynamic nature of language use in contemporary society.

b. Significance for English Education and Sociolinguistics

The findings of this study may serve as an additional learning resource for the fields of English Education and Sociolinguistics. The analysis provides authentic examples of code-mixing that can be utilized in classroom discussions related to bilingualism, multilingualism, language choice, and language functions. Moreover, the study may enrich teaching materials for courses such as Sociolinguistics, Discourse Analysis, Language and Society, and Pragmatics by demonstrating how theoretical concepts are reflected in real communication settings.

c. Significance for Future Researchers

For future researchers, this study may serve as a reference for conducting further investigations into code-mixing and other sociolinguistic phenomena. The findings provide empirical data concerning both the structural patterns and communicative functions of code-mixing in media discourse. Future studies may expand the scope of investigation by examining different speakers, communication platforms, linguistic phenomena, or theoretical frameworks to obtain a broader understanding of multilingual language practices.

d. Significance for Media and Communication Studies

The findings may also contribute to the field of Media and Communication

Studies by illustrating how multilingual linguistic resources are utilized in televised discourse. The study demonstrates that code-mixing can function as a strategic communicative tool for delivering information, expressing evaluations, providing instructions, and maintaining interaction with audiences. Consequently, the findings may offer useful insights into the relationship between language choice, professional identity, audience engagement, and communication effectiveness within contemporary media programs.

