CHAPTER I
INTRODUCTION

This chapter explains several points, covering the research background, research problems, the purposes of the study, the scope of the study, and the significance of the study.

1.1 Research Background

Students of English Language Education Department open their Instagram daily. They open Instagram anytime and anywhere.. Instagram is an addictive social media platform to connect with others through photos and videos. People can share their real moments, share information, ideas, and whatever they want to Instagram. Instagram is used by most of the students of English Language Education Department right now, especially by the fourth-semester students of English Language Education Department.

The fourth-semester students of English Language Education Department are the students who just learned English as their second language. They have learned English for one and a half years in their college life at Ganesha University of Education. This condition makes them master not only Bahasa Indonesia, their first language, but also English as their second language. According to Wardhaugh (1986), people who master more than one language are bilinguals. Bilingualism, according to Bloomfield (as cited by Rahardi in Dewi & Ekalaya, 2016), happens when a speaker uses two languages. Muysken (2000) states that when a speaker masters two languages, they will have the

habits of using those two languages when they are interacting with people. This habit is also experienced by the fourth semester students of ELE Department. They mix both of their languages, Bahasa Indonesia and English, when they are interacting with their friends in real life and in social media, like Instagram.

When there is a mix of two languages spoken by a speaker in one sentence, code mixing happens. According to Wardhaugh (1986), code mixing occurs when a speaker uses two languages in one sentence without changing the topic. The speaker who is speaking in their native language may insert the second language that they know in their sentence. Code mixing, according to Hoffman (as cited in Dewi & Ekalaya, 2015), is a switch from one language to another in one sentence.

There are several types of code mixing that are used by people in their communication. According to Hoffman (as cited in Dewi and Ekalaya, 2015), there are three types of code mixing, such as intra-sentential code mixing, intra-lexical code mixing, and a change of pronunciation.

The types of code mixing are not only stated by Hoffman. Ho (as cited in Sari, Suarnajaya, and Dewi, 2017) divides the types of code mixing into seven types. The types are letter of alphabet, short forms, proper words, lexical words, phrases, incomplete sentence, and single full sentences.

Moreover, Muysken (2000) also divides the types of code mixing into three types. The types of code mixing by Muysken are insertion, alternation, and congruent lexicalization.

When a speaker is speaking in a language, they could switch into another language because of many reasons. According to Hockett (as cited in

Hahyesalaemae, 2017), there are two main reasons for the use of code mixing, namely need filling motive and prestige filling motive. People tend to mix their language in their sentence because they do not know the word in their first language. Because of this condition, they borrow the word from the second language with the same meaning or vice versa. It can be seen on the learners of Bahasa Indonesia for Non-Indonesian. According to Rofiah (2019), the learners of Bahasa Indonesia for Non-Indonesian mixed their language because they did not know the word in Bahasa Indonesia so they said it in English to keep the conversation flow.

Moreover, people also mix their language to show their status as the prestige filling motive. According to Alam (2006), white collar service holders in Bangladesh mixed their language with English to show that they were from the higher status of careers.

According to Hoffman (as cited in Sari, Suarnajaya, and Dewi, 2017), people also use code mixing for several reasons. The reasons for the use of code mixing according to Hoffman (as cited in Sari, Suarnajaya, and Dewi, 2017) are talking about particular topic, quoting somebody else, being emphatic about something, using interjection, using repetition for clarification, intending to clarify the speech content for interlocutor, and expressing group identity.

Furthermore, Saville-Troike (as cited in Dewi & Ekalaya, 2015) states that there are different reasons for the use of code mixing. People use code mixing because they want to soften or strengthen the request or command, because they feel the lexical need, and because they want to exclude other people.

Code mix does not only occur in daily conversation. It also happens in social media networking because nowadays, people are also communicating through social media like Twitter, Facebook, and Instagram. Social media helps people to communicate, exchange information, share experiences, do discussions, and run online businesses. It helps people to communicate with each other without having to meet each other in one place. The platform mostly used by people right now is Instagram.

Instagram is used to share pictures and videos on social networking. Instagram is available for iOS, Android, and Windows operating systems. Instagram is very addictive nowadays, especially for the students of English Language Education Department. Students of English Language Education Department open their Instagram daily. They open Instagram anytime and anywhere. Instagram is an addictive social media platform to connect with others through photos and videos. They can share their real moments, share informations, ideas, and whatever they want to Instagram.

However, people nowadays do not interact in the real world only. They also interact through social media like Instagram, Facebook, Twitter, and other platforms of social media. But there are not many researchers who conduct the research of the code mix that happens in social media. Therefore, this research will discuss the use of code mixing on social media, especially Instagram because Instagram is the platform that is used by most of the people nowadays. The participants of this research were the fourth semester students of English Language Education Department in Ganesha University of Education because

they were the active users of Instagram and they were also the bilinguals who just learned English as their second language.

1.2 Research Problems

1. What are the types of code mixing that the students of English Language Education Department used on their Instagram?

2. What are the reasons of the use of code mixing by the students of English Language Education Department on their Instagram?

1.3 Purposes of Study

1. To describe the types of code mixing used on Instagram by the students of English Language Education Department.

2. To describe the reason of the use of code mixing on Instagram by the students of English Language Education Department.

1.4 Scope of Study

This research only focuses on code mixing that is used on Instagram by the 4th semester students of English Language Education. The points being the focus of this study were the types of code mixing that were used and the reasons of using code mixing on Instagram by the students of English Language Education Department.

1.5 Significances of Study

The significances of this study are formulated as follow.

1. For the researcher

Observation of code mixing on Instagram used by the students of English Language Education Department makes the researcher know the

types of code mixing that the students use on Instagram and the reason why they use it.

2. For other researcher

This study is expected to help other researchers in conducting similar studies about code mixing and can be a reference for other researchers.

3. For lecturers

This study is to inform the use of code mixing of English Language Education Department students to the lecturers. By this study, the lecturers will know the types of code mixing used by the students of English Language Education Department and the reason for using the code mixing.

4. For the students of English Language Education Department

This study is to inform the use of code mixing that they never realized that they use it in their daily conversation in Instagram. With this research, they will know the types of code mix that they use and the reasons of using code mixing.