CHAPTER I

INTRODUCTION

This chapter is concern with such 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. Social groups are 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 region has its 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 more than one language. Nowadays, people were proficient in more than one word. Some people mixed their languages when talking with others. The example when Mr. Budi said "tolong hubungi saya nanti, karena saya sedang ada *meeting* yang sangat penting". Mr. Budi mixes the English language into the Indonesian language. The people who speak more than one word 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 on YouTube mix words between English and Indonesian. Code-mixing becomes famous as a style of speech among young people and also among the community. It started when many

vloggers on YouTube used code-mixing between Indonesian and English to make it easier for listeners or audiences to receive information conveyed by vloggers. In Indonesia, vloggers mix words between Indonesian and English. Still, for English, it becomes the third language because basically, people in Indonesia used their mother tongue, which is their local language, or their national language Indonesian to communicate. Some vloggers use mixed codes in their video content, such as beauty vloggers from Indonesia.

Beauty vloggers are people who create video content that provides information about beauty to the public. Beauty vloggers often used code-mixing in their videos to share the information with the public about beauty. There were beauty vloggers who used code-mixing in the video content to show their character as a beauty vlogger and want to follow the trend by mixing English with Indonesian. Because of that, the researcher intends to analyze the code-mixings used by beauty vloggers. In this study, the types of code mixings used by beauty vloggers on the YouTube channel, and the reasons for using the code-mixing in the video on beauty vloggers were analyzed.

1.2 Identification of The Problem

With the development of the world of technology, especially in Indonesia, people started to make creativity, especially in entertainment. YouTube has become one of the social media which are mostly visited by the majority of Indonesian people. The majority of Indonesian people have also begun to adapt to social media development and have started to show their creativity through videos that contain information. For example, the people who make videos about makeup, skincare, and how to make your face look glowing. The people usually call it "beauty vlogger" and the video through youtube to provide information to people who need information about how to look beautiful. Based on the observations that had been done by the researcher, many beauty vloggers mix their words between

Indonesian - English, and beauty vloggers 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 beauty vloggers on YouTube to obtain the types of code-mixing often used by beauty vloggers and the reasons for using code mix in beauty vloggers 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 beauty vloggers often use in video content on the YouTube channel?

2) What are the reasons for using the code mixings by beauty vloggers 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 were often used by beauty vloggers in their videos.

2) To find out the reason behind the used of code-mixing by beauty vloggers 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 more know the right words used by the beauty vloggers in their videos. The people also

know more about the reasons for beauty vloggers to use code mix in their videos. This research also has the following benefits.

1) For Beauty Vloggers in YouTube

Since the start of the content creator with the theme of beauty, the people have started to create content on youtube about makeup, skincare or it is widely known that "beauty vloggers" provide information to the public and frequently some beauty vloggers used code mix in conveying information to the public. The benefit of this research for beauty vloggers is influencing the people to watch their video and can 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 as a media of information, this research is useful to add information related to words often used by beauty vloggers 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 don't misinterpret the words used by them YouTube vloggers.

3) For Other Researchers

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

4) For The Researcher

This research is useful for the researcher as a future teacher to teach students to use the language correctly and adequately.