

CHAPTER I

INTRODUCTION

A. Background of the Study

Nowadays, the development of information technology in the world has grown so fast in recent years. The use of technology by the community makes technology more and more sophisticated. Long time ago, Communication needs more time on its delivery. Now with technology, communication between people is more efficient and easier.

One of the examples of the development technology is mobile phone. The use of mobile phone should follow the user manual, so that it can work in the best performance. Generally, user manual provides guidance to the users on how to operate the mobile phone. By reading user manual, hopefully mobile phone would be more durable than without reading it.

User manual is a technical communication document intended to give assistance to people using a particular system. User Manual has specific language to make easier for the user to understand. This specific language often consists of more than one languages mixed to have new meaning which is called code mixing.

Fasold (1984:180) states that code mixing is a kind of language choice where pieces of one language are used while a speaker is basically using another language or it is the use of one language in another. He asserts that

using another language is only pieces of the language to be mixed with another language.

It is interesting to analyze code mixing used in mobile phone user manual, especially Samsung mobile phone user manual. To give a little description, the writer quotes example as follows:

1. “Mendengarkan dengan *Headset* pada *volume* tinggi dapat merusak pendengaran.”
2. “Jangan menggunakan *charger* atau baterai yang rusak.”
3. “Colokkan ujung kecil *adaptor travel* ke colokkan multifungsi.”

Based on example above, the writer is interested in analyzing the forms and the reasons of using code mixing. The writer formulates the research ideas with a title A SOCIO-LINGUISTIC ANALYSIS OF INDONESIAN - ENGLISH CODE MIXING FOUND IN SAMSUNG MOBILE PHONE USER MANUAL.

B. Previous Study

The researcher tries to prove the originality by comparing the research to the other related researches that deals with code mixing analysis done by student of Muhammadiyah University of Surakarta.

Ismawati (2007) conducted a research entitled “A Study on English-Indonesian Code Mixing Used in PC PLUS Magazine”. She analyzed the forms of code mixing, the referential meaning of code mixing, and the reasons of using code mixing. The result of her analysis show that there are

25 data of word, 5 data of verb, 1 data of adjective, 2 data of reduplication, 17 data of compounding, 7 data of hybrid, 13 data of noun phrase, 3 data of verb phrase, and 1 datum of adjective phrase. The kind of meaning is referential meaning. The reason of using the code mixing is need feeling motive.

Other research was conducted by Syaifudin (2011) entitled “A Study of Code Mixing in Radio Broadcast on 99, 60 PTPN Radio in Surakarta”. He analyzed the forms, and the reasons of using code mixing. The result of his analysis showed that 113 data of code mixing consists of 36 data of words, 1 datum of blending, 4 data of affixations, 11 data of hybrid, 2 data of word reduplication, 33 data of phrase, and 26 data of independent clause. The reason of using the code mixing is need feeling motive and other reasons (to refine, to give information, and to show personal speaking habit).

From the previous researches above, it can be seen that it is different object with research conducted by the researcher. The difference from the first previous study and this research lies on the object, the object of this research is mobile phone user manual and the object of the first previous study above is magazine, and the difference from the second previous study and this research also lies on the object, the object of the second previous study above is radio broadcasting. The similarities of both research above and this research are in the Indonesian-English code mixing analysis. In this research, the researcher uses Samsung Mobile Phone User Manual containing Indonesian-English code mixing as the data.

C. Research Problems

From the background above, the research problems can be formulated as follows:

1. What are the forms of code mixing found in Samsung Mobile Phone User Manual?
2. What are the reasons of using code mixing in Samsung Mobile Phone User Manual?

D. Objective of the Study

Based on the research problems that has been stated above, the writer states the following objectives:

1. To describe the forms of code mixing found in Samsung Mobile Phone User Manual.
2. To describe the reasons of using code mixing in Samsung Mobile Phone User Manual.

E. Benefits of the Study

The writer hopes that this research will be useful both theoretical and practical benefit.

1. Theoretical Benefit

The result of this research can be used as additional source and references for those who want to conduct a research in sociolinguistic study, especially in code mixing discussion.

2. Practical Benefit

a. Students of English Department

The writer hopes the finding of the research will give contribution and could be some input for students in studying sociolinguistic.

b. English Teachers

The writer hopes the result of the study can be useful in developing teaching method especially in sociolinguistic.

c. Next Researchers

The writer hopes the results of this research can be useful for the other researchers as the additional reference for further research in understanding of code mixing study.

F. Research Paper Organization

The organization of research paper is given in order to help the readers understand the content of the papers as follow:

Chapter I is introduction. It consists of background of the study, previous study, research problem, objectives of the study, benefits of the study, and research paper organization.

Chapter II deals with underlying theory. It deals with of theories to assist the writer in doing the study. The theories are: definition of sociolinguistics, scope of sociolinguistics, definition of bilingualism, level of bilingualism, definition of code mixing, forms of code mixing, reasons of

using code mixing, context and context of situation, user manual, and Samsung Mobile.

Chapter III presents research method. It presents of type of research, object of the research, data and data source, technique of collection data, and technique of analyzing data.

Chapter IV is research finding and discussion. It relates to data analysis and the discussion of the findings which has the intention to analyze the data to find the forms and the reasons of using code mixing.

Chapter V is conclusion and suggestion.