

CHAPTER I

INTRODUCTION

A. Background of the Study

Sociolinguistics discussed about language and society. Means that it was learned about relationship between language and society. One of sociolinguistics phenomena which occur was bilingual or multilingual in society. Bilingual is someone who can speak two languages and multilingual is someone who can speak more than two languages. The ability of a person to speak more than one language is influenced by several factors namely, social status, ethnicity, religion, country, and level of education. Sociolinguistics scientists call it with code mixing. The phenomena can occur when people communicate with other people. In a society or a group there will be a communication, in other words is the existence of communication it will create different language variations from each individual, because communication is part of the community.

Communication is a part of social interaction as a means of exchanging information between one person and another, or between one group and another through language. According to Wallace and Purdy (2013) "Communication is something which makes connections". Connections can occur when communicating talk face to face, or using media. Communication is a tool to convey information. In this modern era, almost everyone has social media such as *Facebook*, *Instagram*, *YouTube*, *Telegram*, and *Twitter* which is very influential in spreading information very quickly. There is a language to interact with others.

Language is the most important communication tool in society; with language humans can express feelings or ideas. Language and society cannot be separated because they are interrelated, language occurs because of the communication relationship between the people. Trudgill (2000) stated that language is not only a means of communicating information about the weather or other subjects, but also a very important means of establishing and

maintaining relationship with others. The definition above shows that language has important role in human life to carry out activities.

Indonesia has two languages namely Indonesian Language as the National language and Regional Language such as Javanese, Sudanese, Madura, Balinese and many more. Indonesian people often use more than one language in communication. They mix several languages, Usually Indonesian and Regional or Indonesian and English. In Bilingual or Multilingual societies, they communicate using code because they understand more than one language because they can communicate better and fluently when using a code. In a conversation the speakers can choose a particular code whether to change it to another code or mix it. According to Muysken (1995) Many bilinguals will produce mix sentences in ordinary conversations . Speakers will produce some codes in a long or short conversation.

Code mixing is mixing of two codes or languages without changing of topic Code mixing can occur in sentences, phrases or words. Wardaugh (1987) stated that code mixing occurs when conversant use both languages together to the extent that the change from one language to the other in the course of a single utterance. It means that the conversant just change from the elements in their utterance. In relation to the language and society Code mixing is a phenomenon of bilingual or multilingual society. Mixing languages can be called a common phenomenon. The example is from phenomena of Code Mixing on channel YouTube “*The Connell Twins* There is:

Chirsty : “Kita dieror terus sayang, kaya kita emang **update** sih kita biasanya kaya medok banget gitu tapi sekarang kita kaya suka **natural** ya gitu deh”

According to the example above, the speaker is used the words “**update**” and “**natural**”. Update means about the way to post something in social media. The speaker used verb word *update* because it describes the act that the subject is doing. The word *natural* it’s included as an adjective because the speaker explain to the viewers that now she prefer

natural makeup than full makeup. Those words are classified as the type of Intra-sentential type.

Charly : “Kadang kita kan gatau fase-fase orang beda gitu ya, mungkin sekarang lagi bagus **makeup-nya**”

From the example above, Charly's speaker mix the codes between Indo-English. This example shows a combination of Indonesian grammatical form (**-nya**) and the English word "makeup". So it's called Intra-lexical Code mixing.

Social media an online media that is created as an alternative communication tool for the community, with its users called *netizen*. YouTube is a video sharing website. YouTube allows users to be able to upload, watch and share videos. According to Smith (1993) YouTube is unique from most other forms of media because it allows people using the service to both view content or create it and only requires an account and video file to upload. In this modern era, people are more often looking for information or watching something via YouTube rather than television. You tuber is a person who has their own YouTube Channel by making videos. The type of video on YouTube is various. There are about daily life, education, prank, mukbang, makeup tutorial, music, gaming videos and many more. Having social media makes it easier for people to get information, because social media can be used by people to share information, activities, opinions or feelings.

In Indonesia, there are many famous You Tubers, one of whom is Chanel YouTube *The Connell Twins*. The Connell Twins starts the video in 2017, and has 1.78 Million subscribers. This YouTube Channel consists of two twins, Christy and Charly from Indonesia who lived and study in Australia. The content in The Connell Twins is very diverse ranging from daily activities, makeup tutorials, fashion, healthy lifestyle, reaction music videos, Q&A experience schools in Australia, Prank and many more. They are able to speak more than one language or also known as bilingual or multilingual people.

In this phenomenon of code mixing is easy to find in daily life. This phenomenon does not only happen in daily conversations but also happens in social media that is YouTube. This researcher finds an interesting thing on video **“Everyday Makeup Routine”** by *The Connell Twins* because the speakers are consistent using two languages in conversation. They are mixing Indonesian and English in video that tells about makeup tips. So many English words are used in videos.

Related to this research there were previous studies about the study of code mixing which had previously been conducted by Novarita (2019) who discussed about code mixing in Agnes Monica’s comment on The Voice Indonesia. The second previous study by Andre (2018) analyzed about the use of Code Mixing in a business email of Corporate Sales Officer in the British Institute. The next previous study Syafaat and Setiawan (2019) analyzed the phenomenon about classifying types on Twitter. The previous study written by Hahyesalamae (2017) analyzed the use of code mixing by Thai Youngers. And the last previous study by Luke (2015) analyzed about the use of Code Mixing in Parata Ndaya Closed-Group Facebook.

Based on above description, the researcher is interested in observing the phenomena of code mixing by doing a research that might be important to contribute to sociolinguistics science because in this study sociolinguistics. This topic is worth studying because code mixing is a phenomenon that happens in a society with various languages in it. Those who are able to speak two or more languages. In this research, this study will focus on the form of types of code mixing and reasons of code mixing that it is used by the speakers of Channel YouTube *“The Connell Twins”*. Based on the phenomena and the statement above, the researcher is encouraged to carry out a research entitled : Code Mixing on YouTube Channel *“The Connell Twins”* : A Sociolinguistics Perspective

B. Problem Statement

From the background mentioned above, here are the questions that are answered in this research:

1. What are the types of code mixing found on video “**Everyday Makeup routine**” by *The Connell Twins* ?
2. What are the reasons of using code mixing on video “**Everyday Makeup routine**” by *The Connell Twins*?

C. Objective of the Study

This research focuses on the use of code mixing in the YouTube Channel “**Everyday Makeup Routine**” by *The Connell Twins*. Based on the problems that have been formulated in the previous chapter, there are two objectives of the study:

1. To find out the types of code mixing that are used in videos by The Connell Twins.
2. To explain the reasons for Code Mixing found in videos by The Connell Twins.

D. Benefit of the Study

The benefits of the study are divided into theoretical and practical benefits:

1. Theoretical Benefit

This research will be useful as an additional reference in the science of sociolinguistics, especially discussion of Code Mixing and more understanding about the types and reasons Code Mixing used in a conversation.

2. Practical Benefit

a. For English Teacher

This research can be used by teachers for classroom learning to provide explanations, examples, types, and reasons for the form of Code Mixing.

b. For Future Researcher

The results of this study can be a reference for learning about Sociolinguistics, it used as information about code mixing.