CHAPTER I

INTRODUCTION

A. Background of the Study

Humans as individuals are not able to live alone. Living his life will always be with and depends on other humans. Humans need each other and must socialize with other humans. This is because humans cannot fulfill their own needs in fulfilling their daily needs. They will join with other humans to form groups in order to fulfill the needs and goals of life. In this case humans as social creatures also need language to communicate with each other. Language is a communication tool that all of humans have in their hearts and it is often used when writing something, listening music, talking about something, etc. (O'Grady and Archibald, 2017: 1). Meanwhile, according to Srijono (2017 : 2) language is a system used by humans to deliver certain meanings through sound. So, language is a system used by humans to deliver a meaning in writing, talking, etc.

The study of language called linguistics. Linguistics has several branches, one of them is sociolinguistics. Janet Holmes (2013, p.1) states that sociolinguistics is the study of language and society. It affects people in choosing the appropriate language to make communication with other people in the current context differently. In sociolinguistic there are two parts, code mixing and code switching. But in this paper the writer would like to talk about code mixing.

Code mixing is the mixing of language varieties consist in two or more langauges in a speech. Usually, people use code mixing because they have more than one language. They are mother tongue (Indonesian) and English as a target of language. "A speaker may similarly switch to another language as a signal of a group membership and shared ethnicity with an addressee" (Holmes: 2013, p. 35). Based on the statement, automatically people will change or switch their language to another language in order to make other people understand the language.

In this modern era, people prefer to consume online media such as Instagram. The development of Instagram makes people interested in accessing it, not only to getting information but also to getting entertainment

through many kinds of content on Instagram. People can follow everyone including actors, actresses, or public figures on Instagram. One of public figures that mix the language of Indonesian and English in his Instagram caption is Ahmad El Jalaludin Rumi (next, the writer write El).

El is one of the most famous public figures in Indonesia and second son from the couple Ahmad Dhani and Maia Estianty. He has 2,2 million followers on Instagram. Some of his captions are about his daily life activity and many other topics. In his captions, El writes many mixed languages.

The study about code mixing had been done by some researchers such as, Bali, Sharma, and Choudhury (2014) entitled Code Hybrid between Hindi and English used in Facebook, Oladosu (2011) entitled The Code Mixing Used in Nigerian songs, Syafrizal and Sari (2017) entitled Code Mixing Used by Students of Sultan Ageng Tirtayasa University in Twitter. All of the studies focus on the code mixing, but the different is the subject of each study. And the different this research with the previous study is the data source.

The example of code mixing used by El in Instagram is, as follows:

1. "**Stay Healthy and Stay Safe**! *, seneng banget semenjak masa PSBB transisi udah boleh main bola lagi!*"

   (Translation: Stay Healthy and Stay Safe! , it's been nice since the days of PSBB transision I can play football again!).

2. *"Byurrr!!! Suuueeeggeerrr,* **me when I was 1 yo**"

   (Translation: *byurrr*!!! Sueger, me when I was 1 ok).

3. *"Ijazah itu tanda Anda pernah sekolah, bukan tanda Anda pernah berpikir."* Quote *favorit dari pemikir favorit, Bung Rocky Gerung.* **No Rocky, No Party**.

   (Translation: "That diploma is a sign that you have been to school, not a sign that you have been ever thought of". The favorite quote from favorite thinker, Mr. Roocky Gerung. No Rocky, No Party).

According to those captions, El uses both of Indonesian and English. Indonesian as his mother tongue and English as his second language. In addition, the captions has code mixing phenomena especially in some terms bold there. The phenomena are named the type of insertion.

Based on the explanation above, the writer wants to conduct a research with analyzing the types and the reasons of Indonesian English code mixing in Instagram captions under the title **"Code Mixing Used by Ahmad El Jalaludin Rumi In Instagram Captions"**.

B. Focus of the Study

Based on the phenomena mentioned on the background of this study, the writer formulates the focus of the study into the following points:

1. What are types of code mixing used by El in Instagram caption?
2. What are reasons for using code mixing by El in Instagram caption?

C. Objectives of the Study

Related to the focus of the study above, the writer formulates the objective of the study into the following points:

1. To identify types of code mixing used by El in Instagram caption.
2. To identify reasons for using code mixing by El in Instagram caption.

D. Benefit of the Study

In this chapter, the writer hopes this study has benefits that will be useful for other people. This benefits will be divided into two types, as follows:

1. Theoretical Benefits

   The research will enrich the study of code mixing in sociolinguistics.

2. Practical Benefits

   a. Sociolinguistic Lecturer

   To give reference about code mixing especially in Instagram.

   b. Other Researchers

   To add knowledge and insight about sociolinguistic learning with Instagram that is applied in daily activity.