

# CHAPTER I

## INTRODUCTION

### **A. Background of the Study**

In recent years, social media Twitter has become very popular in the world of social media, many people use this application to send tweets, pictures and videos. There are interesting phenomena that can be found on twitter, one of which is the trend around skincare, make-up and fashion. Many skin care, make up and fashion products with new brands emerging, both local and imported products. There are also many Indonesian artists or celebrities who make their own makeup and skin care products. Which can be found the review or the comment from consumer on the twitter account by ohmybeautybank. In the utterances sent to the ohmybeautybank twitter account, there is a linguistics that is often used by twitter users, namely sociolinguistics. Linguistics is the scientific study of language. Linguistics is divided into 2 branches, namely macro and micro linguistics, one of the linguistics contained in macro linguistics is sociolinguistics.

Sociolinguistics is the study of the relationship between language and society. Sociolinguistics explains the different social contexts that exist in society and can indicate a person's identity through the way that person speaks. In sociolinguistics there are many knowledges that discuss various linguistics, one of which is code mixing and code switching. Code mixing is the use of language units from one language to another to expand the style of language or variety of languages. This includes the use of words, clauses, idioms, greetings, etc. Code-mixing users are usually bilingual or multilingual speakers. Code mixing is divided into three types, namely insertion, alternation and congruent lexicalization.

Code mixing is also widely found in the use of language that describes beauty, such as on the ohmybeautybank twitter account. In this

account, there are many code mixing that explains things related to beauty, such as fashion, make-up and skin care.

Code mixing can be found in everyday life, can be seen in the example below:

Patient	: “ <i>dok gimana ini untuk tindak lanjut <b>treatment</b> wajah saya? Apakah perlu treatment tambahan?</i> ”
Dokter	: “ <i>saya lihat perkembangannya sudah bagus, saya rasa cukup</i> ”.

The conversation above is an example of code mixing insertion of words, it can be seen from the word "**treatment**" which has meaning "*perawatan*" in Indonesian language.

This topic is important to research because in the current era of social media, netizens are very easy to type to give criticism about appearance which can make their self-confidence drop drastically. So that fashion, makeup and skin care products are popular and widely used from teenagers to adults. Not everyone has a strong mentality if they are insulted or even bullied because of an unattractive appearance, so skin care, make-up and fashion are one way for netizens to look better and increase self-confidence.

There are several studies that discuss code-mixing, one of which is a study by Alfian and Zulastrri (2020) entitled "*The Sociolinguistics Study on The Use of Code-Mixing in Gita Savitri Devi's Youtube Channel Video.*" In this study, the writers concluded that the most of types of code mixing that appears in Gita's video are intra sentential and intra lexical of code-mixing. Meanwhile, involving a change of pronunciation has no data. The types of code mixing were analyzed by applying Hoffman's theory (1991) and the result of this research, for the types of code-mixing, there were 52 data that the writers found. The data showed that intra-sentencial of code-

mixing was the highest types in Gita's video namely 88.46 %. Moreover, the author found only 11, 54 % for Intra-lexical of code-mixing. Furthermore, the writers did not find any data indicated as involving a change of pronunciation. Then, by Larasati (2020) who conduct research entitled "*An Analysis on Forms and Functions of Code-Switching And Code-Mixing in The Comments of The Cinta Laura Kiehl Twitter Account*". In this research, author found types and function of code-mixing used by cinta laura twitter account. The type of code mixing was supported by Suwito's Theory and the function of code mixing was supported by Marasigan's Theory. From 53 data, the author found 5 function in the followers comment there are 5 interjections, 3 facilities of expression, 12 message qualifications, and 8 personalization and objectivizations, and 25 addressee specifications. For types of code switching the researcher found 41 data, there are 8 data of tag switching, 9 data of inter-sentential switching, and 24 data intra-sentential switching. Furthermore, the researcher found 35 data analysis of code mixing there are 22 insertions of words, 2 insertions of phrases, 8 insertions of hybrids, and 3 insertions of reduplications. The difference between the research above and my research that the object of research above is Cinta Laura twitter account and Gita Savitri youtube channel whereas the object of this research is ohmybeautybank twitter account.

Many researchers have studied this topic, there are five research that study deeply about the sociolinguistics topic but that five research has dissimilarity with this research, and that four study will be discussed in the next chapter, which is chapter two. The theory that will support this research is the theory of Code Mixing by Musyken (2000) that grouped the types of code mixing into several types, there are Insertion of words, phrases, hybrids, idioms, clauses and reduplication and theory of code mixing functions by Marasigan (1983) that grouped the functions of code mixing into several types there are Quotation, Addresse Specifications, Message

Qualifications, Repetition, Rejection, Personalization and Objectifications and Facility Expressions.

The focus in this study is the classification of code-mixing types on Twitter social media and the functions why Twitter users using code-mixing in the text that users upload on Twitter social media.

## **B. Problem of the Study**

The problem of the study are:

1. What are the types of Indonesian-English code mixing in the @ohmybeautybank twitter account?
2. What are the functions of using Indonesian-English code mixing used by the @ohmybeautybank twitter account ?

## **C. Research Objectives**

The objectives of the study are:

1. To describe the types of code-mixing that using in the ohmybeautybank twitter account
2. To describe the functions of using code-mixing that using in the ohmybeautybank twitter account

## **D. Research Benefit**

### **1. Theoretical Benefits**

The contribution of this research is to enrich sociolinguistic study in code mixing variety in use of social media.

### **2. Practical Benefits**

The contribution of this research for sociolinguistic lecturer and future researcher with the same interest in the code-mixing topic.

#### **a. For Sociolinguistics Lecturer**

This study provides theories, example and related data with code-mixing, the lecturer can use this research as a reference to understanding code-mixing. And Sociolinguistic lecturer

can practice of code mixing to interact with students that cannot fluent in English well.

b. For Future Researcher

This research is intended for future researcher who are studying sociolinguistics, especially in code mixing. In addition, this research bridges previous research with this final research on code mixing. future researchers are expected to be able to apply code mixing in their study with friends.