CHAPTER I

INTRODUCTION

A. Background of the Study

In the practice of daily and social life, language development is heavily influenced by the environment. This study of the influence of the environment on language is called sociolinguistics. (Holmes, 1992, p. 1) stated that sociolinguistics explain why humans speak differently in various social circumstances. Sociolinguistics concerned in figuring out how language serves social purposes and carries social meaning.

One of the sociolinguistic phenomena that often occurs is bilingualism and multilingualism. Bilingualism is when a person masters two languages. The first language mastered is called the mother tongue, while the second language mastered is usually referred to a foreign language. Second, multilingualism is when a person masters more than two languages. (Wardhaugh, 1986, p. 96) stated that people may speak one or more languages at home, another in the village, a third for trade, and a fourth for communication with other people in larger social or political organizations.

According to (Della Puspita et al., 2022), in everyday life, city dwellers tend to use good and correct Indonesian or even mix it with foreign languages. In Indonesia, one of the well-known phenomena of language mixing is often referred to as the "bahasa Jaksel". It is called the "bahasa Jaksel" because its users are young people in the South Jakarta area. But now, its use has spread throughout Indonesia. One of the characteristics of this language is the mixture of Indonesian and English in its use, having abbreviated words and sometimes using reversed language. The use of this unique language is in great demand by young people (Della Puspita et al., 2022).

Reported from (Nurdiarsih, 2018) from Liputan6.com, vocabularies that often found in "bahasa Jaksel" are *which is, confused, prefer, literally, effort, and attitude.*

The example of the expression of "bahasa Jaksel" : "Aku udah gak se-young dulu lagi. Aku ketemu orang which is lebih muda than me. Aku tuh literally gak nyangka. Just realize that sekarang aku dah tua". (I'm not as young as I used to be. I met someone who is younger than me. I literally didn't expect it. I just realized that, now I am old). From the example, it can be seen that Indonesian is mixed with English word. Those are *young, which is, than me, literally, and just realize*.

In linguistics, this phenomenon is called code mixing. (Wardhaugh, 1986, p. 101) explained that code mixing occurs when individuals typically choose a specific code whenever they desire to talk, but they can also choose to switch between them or mix them up even during sometimes very brief utterances, creating a new code in the process.

Social media is a place for people to communicate orally and in writing, exchange information, thoughts and opinions. Based on Nielsen's research cited by (Della Puspita et al., 2022), it showed that the growth rate of internet usage in Indonesia has reached 26%. Meanwhile, based on We Are Social and Meltwater's report entitled 'Digital 2023' quoted by (Saskia, 2023) from Kompas.com, Twitter is the sixth most frequently used social media by Indonesians, it reached 60.2%.

Through Twitter, people can easily get the latest information, ask for advice, share stories or grumbling, and respond openly to other people's stories. With the ease of chatting from Twitter social media, it allows the code mixing phenomenon to spread widely and easily to observe. The most well-known campus Twitter account among college students is Collegemenfess. This Twitter account already has 1, 1 M followers from the students around Indonesia.

This study tried to develop previous research on code mixing, so that the scope of this code mixing phenomenon was wider. Most of the previous studies only tried to investigate the types and the reasons for using code mixing through the content analysis method. In this study, the researcher tried to dig deeper through a questionnaire on the reasons of college students use code mixing and their point of view on this code mixing phenomenon. So, it would be known the existence of code mixing in this era among college students. In the end, it would lead to a conclusion whether the code mixing phenomenon was feasible for expanded use and mastered by more people or not.

Based on the background above, the researcher interested to analyze the phenomenon of code-mixing used by college students. The researcher analyzed what the types, what the reasons of college students use code mixing in communication process, and the point of view of college students regarding the existence of code mixing in the current era. So the researcher take the research entitled "An Analysis of Code Mixing Used by College Student: Collegemenfess Twitter Account".

B. Limitation of the Study

This research focused on a study of code mixing that use by college students. The researcher chose tweets from campus Twitter account as data to analyze and the result of questionnaire that filled by college student from various universities in Indonesia. This campus Twitter account was Collegemenfess.

C. Focus of the Study

Based on the background of the study above, there are some problems of the study that can be formulated as follow:

1. What are the types of code mixing used by college students?
2. What are the reasons of college students use code mixing in communication process?
3. How are the college students' points of view about code mixing phenomenon?

D. Objectives of the Study

In relating with the formulation of problems, the objectives of the study are as follow:

1. To clasify the types of code mixing used by college student.

2. To clarify the reasons of college student use code mixing in communication process.

3. To describe the college students' points of view about the code mixing phenomenon.

E. Benefit of the Study

The result of this research is expected useful theoretically and practically:

1. Theoretical Benefit

    a. For the English teachers, the teachers can use this document as assistance to deepen their understanding of code mixing. It also gives information about the development of code mixing phenomenon among young people whether that is a good phenomenon or not.

    b. The research is useful for students to get to know about various types of code mixing further and it is easier to learn because it is supported by real and familiar examples from Twitter.

2. Practical Benefit

    This research is expected to contribute knowledge and research in the sociolinguistics field. It will be also very useful for lecturers in teaching sociolinguistics especially the types of code mixing and its development. For students, the development of code mixing in this era can be used as benchmark whether that is important to develop skills and master code mixing or not.