

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Language is a communication tool used by every individual in establishing social interactions in society. Nowadays, knowledge of foreign language is fundamental. Foreign language, especially English, is applied to work, to study, even to know about another culture and many other things. English is used in every sector; people directly and indirectly use English.

The development of society has become modern; therefore, the ability to use language is increasingly becoming strength to compete in the world of language, so it is not uncommon to change the use of one language to another in the communication process. This has resulted in variation codes in society which lead to a multilingual society, namely those who speak many languages, while bilingual, is the people who speak two languages. The use of bilingualism by certain society occurs because of language contact. With language contact, an individual affect others in the use of language, either directly or indirectly. Someone will choose a certain code in language according to the context, situation, and conditions when communicating. The phenomenon of language contact can lead to change in language usage, which causes code mixing and code switching.

Code mixing and code switching become the phenomena trend in society. The phenomenon occurs because the ability of person communicate using more than one language, lead a phenomenon called code mixing and code switching. According to Nababan (1984, p. 32), code mixing can occur if the speaker combines elements of other languages in a certain language. From the explanation above code mixing is phenomenon in the form of using certain language elements in one sentence or other languages.

In Indonesia, code mixing usually uses by teenagers or even adults when they interact with other people. Language used is usually mixed English when Indonesian people talked because English has grown rapidly in Indonesia, and English is international language which is used more often. Another phenomenon

related to code mixing is code switching. Code switching is the process switching one code with another code. Code switching is one of the language dependent aspects of a multilingual society, in which it's difficult for speakers to use one language. Chaer and Agustina (2010, p.114) states that code switching and code mixing are similar because these two events are commonly in multilingual society in the use of two or more languages.

Code switching and code mixing style are also studied in sociolinguistic. The phenomena of code mixing and code switching can be found in many aspects such as learning process, parenting and entertainment. The phenomenon of code mixing and switching is found in Boy William's channel. He has a YouTube channel namely "Boy William". In Boy William's channel, there are several contents; one of the most watched in his channel is a video in *Drinks with Boy* content. *Drinks with Boy* contains about talks or someone's clarification, which is shown in Boy William's channel. Some of the videos of *Drinks with Boy* have watched more than ten million times. In the videos, there are many uses of code switching and code mixing spoken by Boy William.

The most interesting thing about the videos is Boy William succeeded in inviting people from different professions and backgrounds to his YouTube channel. The videos also could help the viewer to improving their English skill. This phenomenon that leads me to analyze code switching and code mixing used by Boy William in *Drinks with Boy*.

1.2 Identification of the Problem

Based on the background of the problem above, I identify that the terms are easy to understand as the problem of this study. The readers might think that code switching and code mixing are the same things that use in communication. In fact, these two things are different, so I identify the type and factor causing code switching and code mixing.

1.3 Limitation of the Problem

Based on the identification of the problem above with the phenomenon of code switching and code mixing, I contrive the limitation. In this study, I will focus on the analysis of the type of code switching and code mixing used by Boy

William, and also, the factor causing why Boy William used code switching and code mixing in his utterance during the conversation.

1.4 Formulation of the Problem

Based on the limitation of the problem mentioned above, the formulation of the problems in this research is as follows:

1. What are the types of code mixing and code switching used by Boy William in *Drinks with Boy* YouTube videos?
2. What are the factors causing Boy William using code switching and code mixing in his conversations?

1.5 Objective of the Research

Based on the formulation of the problem above, the objectives of the research are as follows:

1. To find out the type of code switching and code mixing used by Boy William in *Drinks with Boy* YouTube videos.
2. To find out the causing factors of the use of code switching and code mixing by Boy William

1.6 Method of the Research

The research is conducted using a qualitative approach. Moleong (2011, p.6) states the qualitative approach is an approach that aims to understand the phenomena experienced by the subjects of the study such as behavior, perception, motivation, etc., holistically in the form of words and language, in a specific context and using the various method.

Based on the explanation above, I use content analysis methodology. According to Leedy and Ormrod (2001, p.155) in *Research Method* (2007, p.69), content analysis is a detailed and systematic examination of forms of human communication such as verbal, visual, and oral including books, newspapers, and film as well as other forms in order to identify patterns and themes.

Objects of the research that I use are YouTube videos and Boy William is the content creator of *Drinks with Boy* videos. It was published in 2018 by Boy William and consisting of 12 videos. The data used in this research are English

utterances that found in *Drinks with Boy* video. I choose purposive sampling that can be used to analyze the codes.

The data analysis of this research are: 1) I will watch the videos; 2) then I will mark the utterances as the data; 3) I will classify the data based on the method and/or techniques; 4) I will analyze the data to answer the research questions.

1.7 Benefit of the Research

This study gives practical and theoretical contributions, that are expected to be useful for the readers to enrich the knowledge about the use of code switching and code mixing in Boy William's videos as well as the factors of code switching and code mixing based on sociolinguistics study. Also this study will be useful as a reference for further research about code switching and code mixing.

1.8 Systematic Organization of the Research

In order to give the guidance for the readers to understand the whole study, I organize it into four main parts, as follows:

CHAPTER 1 : INTRODUCTION

Chapter One explains about the background of the problems, identification of the problems, limitation of the problem, formulation of the problem, objectives of the research, method of the research, benefit of the research, and systematic organization of the research.

CHAPTER 2 : FRAMEWORK OF THE THEORIES

Chapter Two consists of the theories of code switching and code mixing, the methods, and techniques that will support the research.

CHAPTER 3 : CODE SWITCHING AND CODE MIXING USED BY BOY WILLIAM IN "DRINKS WITH BOY" YOUTUBE VIDEOS

Chapter Three examines and analyze the data in order to answer formulation of the problem, the writer figures out the type and factor causing of code switching and code mixing used by Boy William

CHAPTER 4 : CONCLUSION

Chapter Four consists of the conclusion of the analyses of the complete study

ENCLOSURE : ATTACHMENT

This part consists of references, poster of the research, and other required attachment.

