

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

As social beings, humans need to interact with each other through language, either verbal or non-verbal. Language is essential in all human life since it is a system of communication to convey thoughts, ideas, emotions, and information as a way to express themselves and share their experiences with others. Ilmiana, et al. (2022, p.1) state that language is the most important aspect of all beings' lives because it allows them to communicate with one another. Sapir (1921, p.8) explains that Language is a human and non-instinctive method of communicating thoughts, feelings, and desires via the use of a system of intentionally generated symbols. Thousands of languages exist in this world and each of them has unique perspectives and histories of the people who use them. Therefore, language plays an important role in how humans perceive the world and engage with one another.

One of the scientific branches that studies about language and society is called sociolinguistics. Sukrisna (2019, p.2) explains that sociolinguistics is concerned with a way of conveying social meanings, providing a lot of information about how language works, as well as regarding social relations in the community. Trudgill (1974, p.21) states that sociolinguistics is a branch of linguistics that studies language as a social and cultural phenomenon. It is a branch of studies that holds that human society is made up of many interconnected patterns and behaviors, some of which are linguistic in nature.

Within the scope of sociolinguistics, there are people who have the ability to speak proficiently in two or more languages. Those people are called bilingual or multilingual. Haugen as cited in Yuliana, et al. (2015, p.48) states that when the speaker of one language can produce complete meaningful utterances in the other language, it is a kind of bilingualism. They can communicate within different linguistic and cultural contexts. Spolsky as cited in Risliyanti, et al. (2019, p.40) defines bilingualism as the possession of several functional abilities in a second language. Bilingual or multilingual can be influenced by learning additional languages, growing up in a multilingual environment, or acquiring languages due

to family heritage. They tend to have cognitive flexibility, as they can effortlessly mix between languages to express their thoughts.

By mixing two or more languages within one utterance, it is referred to as code-mixing in sociolinguistics. Nababan as cited in Yuliana, et al. (2015, p.48) explains that code-mixing is the change of one language to another within the same utterance or in the same oral or written text. Hoffmann (1991, p.112) defines code-mixing as the switches occurring at the lexical level. The phenomenon of code-mixing has been a concern in sociolinguistics for a long time. This can also happen consciously or unconsciously. In everyday life, this phenomenon often occurs in a multilingual society like Indonesia. The influence of globalization also affects the use of English in Indonesia.

English has become a global language. This means English is currently utilized globally for both internal and international communication and is no longer limited to native speakers or people with English heritage. In Indonesia, English is regarded as a foreign language. Many people are fluent in English since it is taught in schools. Aside from that, many courses are offering English-specific programs, as well as colleges offering English departments. As a result, students of all ages can study English. Now, it is a part of daily communication since mixing Indonesian and English is often considered trendy, especially among young adult people.

Code-mixing occurs not only in face-to-face conversation but also in social media content. Social media is a computer-based technology that provides the sharing of ideas, thoughts, and information through online networks. Social media platforms can interact with others and gain access to information in real time. It allows its users to discover common ground with others or the same communities and makes the world more and more interconnected. The users can engage with different types of content, such as images, videos, and written text, which are presented in various languages. According to research by Das as cited in Tarihoran, et al. (2022, p.55), social media has brought a new dimension to the evolution of languages, increasing the mixing of languages and cultures and as a result, leading to the fading of society. One of the popular social media nowadays is YouTube. YouTube is a video-sharing website where users can watch, upload, and comment on videos. It is easy to find the phenomenon of code-mixing on this platform.

A lot of influencers in Indonesia create their own YouTube Channels. One of them is Livy Renata. Her career began as a brand ambassador for the e-sport game Alter Ego. Because she comes from a wealthy family and has an oriental face, her name has grown in popularity. She made her acting debut in the film "Love in Game" in 2022. She is a multi-talented girl who can speak 4 languages, namely English, Indonesian, Mandarin, and Japanese. Currently, her YouTube content is about her life in Japan, where she joined an entertainment agency.

In addition, this research aims to elaborate a sociolinguistics analysis of code-mixing especially the types and most dominant used in Livy Renata's YouTube channel video. I select one of the videos uploaded by Livy Renata on her YouTube channel. The chosen video is entitled "ALONE IN JAPAN: HOW DO I SPEND IN A DAY?" The analysis of this phenomenon in social media contexts is intended to enrich our understanding of language use in the modern digital era.

1.2 Identification of the Problem

According to the background of the problem discussed above, the identification of the problem of this research is as follows: Nowadays, the use of code-mixing is considered trendy among young adult people. The problem lies in the rapidly evolving landscape of language use and communication patterns within the context of social media. Therefore, although code-mixing often occurs in everyday life, further investigation is needed to understand the types of code-mixing particularly in Livy Renata's YouTube channel video.

1.3 Limitation of the Problem

Based on the identification of the problem mentioned above, due to limited time, cost, and ability, this research is limited with the following conditions:

1. The analysis of code-mixing used in Livy Renata's YouTube channel video between English and Indonesian only.
2. This research analyzes the types of code-mixing using the theory by Muysken (2000).
3. The object of the research is one of the videos uploaded on Livy Renata's YouTube channel.

1.4 Formulation of the Problem

According to the limitation of the problem discussed above, the points to be discussed are as follows:

1. What are the types of code-mixing used in Livy Renata's YouTube channel video?
2. What is the dominant type of code-mixing used in Livy Renata's YouTube channel video?

1.5 Objective of the Research

Based on the formulation of the problem mentioned above, there are two objectives of this research:

1. To identify and analyze the types of code-mixing used in Livy Renata's YouTube channel video.
2. To examine the dominant type of code-mixing used in Livy Renata's YouTube channel video.

1.6 Benefit of the Research

The findings of this research are useful for these people: myself, readers, and other researchers. First, for myself, the result of this research answers the questions in the formulation of the problem which are the basis of this research. Second, for the readers, I hope it provides a better knowledge of the use of code-mixing, hereby enriching understanding of language use in the modern digital era. Third, for other researchers, I hope that the result of this research can be used as a reference to conduct further research.

1.7 Systematic Organization of the Research

The systematic organization of this research contains the structure of this research, namely:

1. CHAPTER 1 – INTRODUCTION

This chapter introduces the background of the problem and identifies the problem. It outlines the limitations of the problem and formulates the problem. It also presents the objectives of the research and benefits of the research. Additionally, it provides the systematic organization of the research.

2. CHAPTER 2 – THEORETICAL FRAMEWORK

This chapter presents elaboration on the foundation theories or conceptual framework of the research and defines any technical terms necessary for the reader to understand. It also provides previous related studies to comprehend how this research builds on existing work to advance the knowledge in the field.

3. CHAPTER 3 – RESEARCH METHOD

This chapter contains elaboration regarding the time and location of the research, research approaches and methods, research objects and data, data collection techniques, and data analysis techniques. It provides a detailed description of how the study was conducted and ensure the integrity of the research, making it trustworthy and credible.

4. CHAPTER 4 – THE USE OF CODE-MIXING IN LIVY RENATA’S YOUTUBE CHANNEL VIDEO

This chapter presents the findings of the research by analyzing the data that already have been collected. It elaborates on the types of code-mixing analyzed using the theory by Muysken (2000).

5. CHAPTER 5 – CONCLUSION

This chapter provides a conclusion as a short explanation of the main findings of the research, connecting them to the data presented in the paper.