

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Language is an essential component of human life, facilitating communication and functioning as a means of expression. The capacity of language to convey complex ideas, views, and emotions, and to facilitate the formation of meaningful interpersonal relationships, is a fundamental aspect of the human experience. Furthermore, language plays an integral role in the formation of personal and cultural identity. Each language is imbued with a unique set of cultural and historical characteristics, reflecting the values, beliefs, and experiences of the community that speaks it. In this way, language serves as a reflection of the diversity and richness of cultures that exist in the world.

The role of language in expressing national and cultural identity is a fundamental aspect of any sociolinguistic system. For example, Indonesian, the official language of Indonesia, serves not only as a means of communication but also as a symbol of national identity. Additionally, English in England and Thai in Thailand are utilized as the primary medium in daily life, reflecting the cultural identity of their respective countries. In Korea, Japan, and China, national languages are employed to maintain and express cultural identity. Therefore, language is not merely a conduit for information but also a marker of cultural and national identity.

In today's globalized world, the ability to speak more than one language or multilingualism has become an increasingly important skill. The capacity for multilingualism expands the communicative abilities of individuals, enabling them to interact with a diversity of cultural communities. This is particularly significant in an era of heightened global connectivity, where international collaboration and cross-cultural comprehension are vital. The capacity to speak multiple languages enables individuals to transcend linguistic and cultural boundaries, which frequently constitute obstacles to cross-cultural communication.

The evolution of digital technology and social media platforms has significantly impacted the manner in which individuals engage in communication and disseminate information. In recent years, platforms such as YouTube and podcasts have grown in popularity as channels for the delivery of content in a variety of languages. In this context, an analysis of language use in digital media is crucial, particularly in terms of how language is employed to promote and celebrate cultural diversity. To illustrate, the Indah G Show employs the use of both English and Indonesian in its video interviews, thereby demonstrating the potential for languages to be used alternately, even if not explicitly stated. The use of language in digital content is reflective of the linguistic dynamics present in a multicultural society.

The Indah G Show provides an illustrative example of language use in digital media that demonstrates the phenomenon of code-mixing and code-switching. While the show is primarily conducted in English, both the host and guests on occasion utilize Indonesian to convey concepts or emotions that are more readily understandable within their cultural context. This illustrates that language choice is not simply determined by linguistic capabilities, but also by cultural and emotional contexts. The research into language use in this show offers insight into how individuals utilize language to navigate their identities and adapt to diverse audiences.

1.2. Identification of the Problem

A review of the background of the problem revealed that the Indah G Show, hosted by Indah Gunawan (also known as Indah G), exhibits a seamless transition between English and Indonesian. The majority of the program is conducted in English, while the guests and host occasionally utilize Indonesian. While English is the dominant language of the program, guests and the host frequently utilize Indonesian to convey a message, which can result in miscommunications or misunderstandings regarding the intended meaning of their statements.

1.3. Limitation of the Problem

Based on identification of the problem, I limit my research to analyze the code mixing and code switching used by the host and guest stars in The Indah G Show on episode 20 "Chindo Parents ft. Joshua Kenji, Mandy CJ & Shanika Ancita | The Indah G Show" starting from 1 minute 23 seconds to 1 hour 49 minutes 7 seconds which can be accessed on July 11, 2023.

1.4. Formulation of the Problem

Based on the limitation of the problem, I formulate the problem in this research as follows:

1. What are the types of code mixing and code switching used by The Host and Guest Stars (Joshua Kenji, Mandy CJ, and Shanika Ancita) in The Indah G Show?
2. What is the most used types of code mixing and code switching by The Host and Guest (Joshua Kenji, Mandy CJ, and Shanika Ancita) in The Indah G Show?

1.5 Objectives of the Research

Based on the formulation of the problem above, this study has general objective, as follows:

1. To identify and describe the types of code mixing and code switching used by The Host and Guest Stars (Joshua Kenji, Mandy CJ, and Shanika Ancita) in The Indah G Show.
2. To find out the most dominant types of code mixing and code switching used by The Host and Guest Stars (Joshua Kenji, Mandy CJ, and Shanika Ancita) in The Indah G Show.

1.6 Benefit of the Research

This research is expected to make a significant contribution to the development of further studies on the topic of code-mixing and code-switching. The results of this study not only provide useful additional insights for other researchers who are interested in conducting in-depth studies in the same area, but also serve as a relevant academic reference for students who are interested in

exploring these linguistic phenomena. Thus, this study is expected to enrich the existing literature and encourage further research, as well as become an important reference in the study of language and communication.

1.7 Systematic Organization of the Research

Systematic Organization of this Research consists of five chapters:

CHAPTER 1 : INTRODUCTION

Chapter 1 describes the background of the problem, the identification of the problem, the limitations of the problem, the formulation of the problem, the objective of the research technique, the benefits of the research, and the systematic of the research.

CHAPTER 2 : FRAMEWORK OF THE THEORIES

Chapter 2 consists of two parts:

- a. Theoretical Basis which contains the theory that serves as the foundation for the research.
- b. Research Studies which include the findings of earlier studies that are relevant to the research.

CHAPTER 3 : RESEARCH METHOD

The research method includes time and place, research approach and method, research method, research object and data, data collection technique, and data analysis technique.

CHAPTER 4 : CODE MIXING AND CODE SWITCHING USED BY THE HOST AND GUEST STARS IN THE INDAH G SHOW

To answer the questions asked in the problem formulation of Chapter 1, this chapter reviews the answers. Based on

Hoffman's theory of code-mixing and code-switching, it discusses the types of code-mixing and code-switching used and also the most widely used types of code-mixing and code-switching comprehensively explaining the utterances that provide validation of the types found.

CHAPTER 5 : CONCLUSION

The last chapter summarizes the research that has been done and contains the results of the problems that have been solved.

