

CHAPTER I

INTRODUCTION

1.1 Research Background

Communication is a necessity in the daily life of human beings. In general, communication can be expressed in two ways. Verbally and written. Based on F. Fiorini et al. (2014), Oral communication is the most complete system for communication, able to express concepts and thoughts and determine human relationships, with the power to create, maintain, and modify behaviors. Meanwhile, written communication involves expressing words, symbols, or images in writing. Typically in the form of sentences or paragraphs. This can be in letters, handwritten or emails, reports, books, newspapers, etc. Humans have been using written communication for centuries to convey information. Both types of communication must ensure that the message is clear, precise, and effective. Those are crucial aspects of effective communication.

Languages and communication can't be separated from each other. This can be a means of solidarity, resistance, and identity within a culture or social group. Without language, humans cannot communicate verbally or in writing. Languages were essential to learning to communicate with people nearby or around the world. Besides, there are so many kinds of local languages in Indonesia. However, English and Bahasa Indonesia are two languages that citizens often use in general. Therefore, this acculturation still occurs in language proficiency habits called bilingual language skills.

There is a difference between bilingual and multilingual. Bilingualism is the ability of a person to use multiple languages. Multilingual, is an ability for a person that can use more than two languages. One of the reasons for the occurrence of bilingualism in Indonesia is a country which has the diversity of its linguistic environment and the influences of its history. These include Dutch, Japanese colonialism, and the introduction of English as a foreign language in the 1960s. In addition, Indonesians have been urged to learn and speak multiple languages by the need for bilingualism in a globalized world. This has become a common phenomenon in Indonesia's current generation. In conclusion, bilingualism is an ability to use two languages. The relation to sociolinguistics is that bilingualism is a linguistic phenomenon that can be studied using linguistics, especially focusing from sociolinguistics perspective.

Several previous studies related to this research have analyzed the type of code-mixing. Sukrisna A (2019) carrying out research about analyzing code-mixing on Atta Halilintar, found out that intra-lexical is a code-mixing type that is often used by the subject. While Astri Z and Fian A (2020) conducted research on analyzing types of code-mixing on Gita Savitri Devi's YouTube channel using Hoffman theory by applying content analysis. Researchers found out Intra-sentential was one of the highest types of the findings. Putri N (2020) discussed the form types and reasons for code mixing using Hoffman's theory. Bonita P (2020) analyzing code-mixing that was found in Cinta Laura Kiehl Video YouTube Channel and what are the reasons for code-mixing use by Cinta Laura's YouTube Channel using Hoffman theory that stated the 3 kinds of

code-mixing. Nalantha I, Komang Arie S, et al. (2021) conducted previous research on two types of code-mixing using Hoffman's theory. In addition, Hidayatunnisa' T (2024) determined a dominant and common type of code mixing using Suwito's theory. However, the previous study only analyzed the types of code-mixing based on one subject, while this study analyzed both subjects' code-mixing types and function of code-mixing using Suwito's theory.

On the other hand, several previous studies about code-mixing functions conducted by Amani Meuthia F (2021) using Marasigan theory (1983) found that there are 4 from 7 functions of code-mixing that have been found. Namely citation with 16%, addressee specification 4%, personalization and objectification 60% and facility expression 20%. Rahmawati L, Sholeha M, Rizka H (2022) finds that 5 of 7 functions on WhatsApp group chats: quotation, addressee specification, interjection, message qualification, personalization, and objectification. They found out that the dominant code-mixing type function was addressee specification, personalization, and objectification. While Masruroh S A, Rini S (2021) state there are 6 addressee specifications, 2 repetitions, 7 interjections, 1 message qualification, 2 personalizations and objectification, and 6 facilities of expression.

This study focuses on code-mixing analysis used by Cinta Laura and Nessie Judge on YouTube. The researcher is interested in exploring code mixing in sociolinguistics. Code-mixing analysis was mostly employed in movies, not in YouTube content. For examples: From London to Bali, Yowisben, and My Stupid Boss Pt.1. Furthermore, the author evaluated data from UMM e-prints;

English language students, studies on code mixing in YouTube videos are still rarely found.

1.2 Research Problems

1. What are the code-mixing types used by Cinta Laura and Nessie Judge?
2. What are the functions of code-mixing used by Cinta Laura and Nessie Judge?

1.3 Research Objectives

1. To know the code-mixing types used by Cinta Laura and Nessie Judge
2. To Identify the functions of code-mixing used by Cinta Laura and Nessie Judge

1.4 Research Significance

This research holds both theoretical and practical significance.

1.4.1 Theoretically

The theoretical benefit of this study is that it will serve as a valuable reference in sociolinguistic studies, particularly in the analysis and comparison of the types of code-mixing used by both subjects during each interaction. This research can enhance comprehension of how language varieties are utilized in the daily life of a bilingual on social media, specifically on YouTube.

1.4.2 Practically

The study is expected to provide practical benefits as a helpful source of information for lecturers, upcoming researchers, and students in the topic of code-mixing from a sociolinguistic perspective.

1.5 Scope and Limitation

This research aims to analyze the type and functions of code-mixing that are spoken by Cinta Laura and Nessie Judge in Nerror YouTube content. The author analyzing the type of the code-mixing using Suwito's theory (1983) in Hidayatunnisa' T (2023) and analyzing the functions of the code-mixing using Marasigan theory (1983) in Amani, M. F. (2021) The analysis is applied at code-mixing from Indonesian to English and vice versa. This study is limited to the chosen YouTube content owned by Nessie Judge on January 12, 2024. The author analyzed a highly-viewed video that had 922k+ as of March 19, 2024. The video is entitled “(BUKTI2 Kita Hidup dalam SIMULASI! (GLITCH IN THE MATRIX) Ft. [@CintaLauraKiehlOfficial](#) | #NERROR)”

1.6 Definition of Key Terms

1.6.1 Sociolinguistics

Sociolinguistics focuses on language variation, development, and ideology, and examines the relationship between language, identity, and social interaction. “Sociolinguistics is the study of the interaction between language and society.” Holmes, J., & Wilson, N. (2022) Based on the meaning, it has relation with bilingualism which is an ability to use two or more languages. Sociolinguistic research can help understand the social, cultural, and psychological factors that affect bilingualism. Sociolinguistics can provide insights into the cognitive and psychological aspects of bilingualism, such as how bilingual individuals process and use two languages simultaneously.

1.6.2 Code-mixing

Mixing some parts between two languages is the definition of code-mixing. This situation generally happens to bilinguals and occurs in the absence of a situation that requires mixing languages. In addition, code-mixing involves switching between languages without affecting the context or actual meaning of the conversation. While Wijana (2021, p. 38) in Sukarto K, Parlianti S (2022) states that code mixing is the use of two or more types of language codes in one utterance, but the transition function is unclear because speakers do not know for sure the different functions of each code.

1.6.3 YouTube

YouTube is a social networking app that lets users upload, view, and share videos. They allow users to give updates about their everyday lives, to follow trends on topics that are hyped around the world, to show their creativity, etc. This app is free to use on all devices. In 2006, Google bought YouTube and took over this platform for \$1.65 billion.

Based on YouTube Demographics: Geography data, Indonesia placed in the 3rd position with 139 million users, after India with 467 million and Brazil with 142 million. 37% of users aged 18–34 watch YouTube daily. Gen Z and millennials hold the key to the high number of statistics regarding the use of YouTube. Indonesia has a nickname for content creators who publish interesting videos on YouTube. They are commonly called YouTubers.

In Youtube networking, emphasis on code-mixing refers to the intentional mixing of two languages in one utterance while discussing a topic that they have been talking about. This phenomenon is a general thing that happens in youtube content. Cinta Laura and Nessie Judge are no exception. By applied code-mixing in their youtube content, it emphasizes the urgency of mixing between two languages through shared linguistic practices. It's effectively building a deeper connection to a wider audience. Thus, emphasized code-mixing becomes an essential component of exciting story telling on platforms like YouTube platform, for delivering essential information or to build stronger community bonds through linguistic interactions.