CHAPTER II

LITERATURE REVIEW

2.1 Sociolinguistic Perspective

According to Lapasau & Arifin (2016) in Sukarto K, Parlianti S (2022), the word "Sociolinguistics" is a new scientific term (neologism) which consists of the word "linguistics" (formed from the Latin word "lingua" which means tongue or language) and the prefix socio which means society and additional elements for the compound word which means something related and related to social society. On the other hand, Hadi (2017) states in Sukarto K, Parlianti S (2022) that sociolinguistics is the study of language in relation to social conditions, especially in the field of social sciences, especially sociology. Sociolinguistics, as a part of institutional linguistics, is related to the connection of the language with the people who are using it.

The focus of sociolinguistics perspective is on how the use of language and the variation of language are influenced. But also social factors like ethnic, religion, status, gender, level of education, age, and geographical factors. Language is also a fundamental aspect of cultural identity. The language we speak and how we use the language are reflected in the shape of our social identities. There are few ways for people to express their identity. Language can give someone the ability to share how they want to show their way of communicating with others.

The sociolinguistic perspective on bilingualism is not just about the ability that someone has to use two or more languages. It is included with the social and psychological aspects that influence the use of language and identity. According to Bhatia, T. (2017), social bilingualism refers to the interrelationship between linguistic and non-linguistic factors such as social evaluation and value judgments of bilingualism, which determine the nature of language contact, language maintenance and shift, and bilingual education, among others. Based on the explanation above, it can be concluded that sociolinguistics and bilingualism are related. Sociolinguistics provides a perspective on and understanding of bilingualism.

2.2 Code-Mixing Type

Code-mixing refers to mixing a few codes or different kinds of language in a sentence. This naturally happens because the speaker's habits likely speak more than one language or frequently learn languages through an auditory way of switching several languages. According to Harya in Hidayatunnisa' T (2024) these codes act as symbols, allowing individuals to converse or communicate using specific languages, dialects, accents, registers, or styles, relying on communication objectives. This can be a useful way to clarify words or phrases that might have ambiguities.

Afryanti R, Daud B, and Muthalib K (2021) state that "in other words, the language is mixed with another language by obtaining some elements of the language known as code-mixing." The explanation above is connected with the first research aim which is to find out what are the code-mixing types that are used

by both subjects. The table below states Suwito's theory of analyzing code mixing. This analytical approach is based on the following principles:

1.	Word Insertion Code-Mixing	This type of code-mixing uses a unit of word.
2.	Phrase Insertion Code-Mixing	This type of code mixing uses a phrase (a group of words that have no subject or verb).
3.	Hybrid Insertion Code-Mixing	This type of code-mixing is combining two elements that create new meaning. Hybrid form usually form of English that get Indonesian suffix and affix, or vice versa
4.	Repetition Insertion Code-Mixing	This type of code-mixing is caused by the duplication of words or doubled explanations in two different languages.
5.	Idiom Insertion Code-Mixing	This type of code mixing includes idioms. Idioms are a group of words with their own meaning.

6.	Clause Insertion Code-Mixing	This type of code mix has a clause in it. A clause is a group of words that has a subject and a verb, but is not as complete as a sentence.

Here are several examples of code-mixing in English-Indonesia. First, "*Kamu bisa dapat yang* better *dari ini*" meant "*Kamu bisa dapat yang lebih baik dari ini*." Second, "*Nggak tahu, kenapa mereka saling* follow-follow *lagi di Instagram.*" This sentence meant "*Nggak tahu, kenapa mereka saling mengikuti lagi di Instagram.*" Third, "*Ada apa?* Spill the tea *dong.*" meant "*Ada apa? Kasih tau dong.*"

2.3 Code-Mixing Function

Code mixing function by Marasigan is to reveal the reason why the code mixing is used by the speakers. Whether they realized or not. The second research aim was to find out and identify the function of code-mixing that was used by both subjects. Therefore, linguistic phenomenon, including the use of code-mixing, have several functions. People who spoke with code mixing had few reasons to. such as: citing to another person, qualifying a message, highlighting a word or points, showing an emotion, emphasizing identity, while the conversation is excluding others, speakers role changing, status advancing, authority added, expertise showing, and language maintenance. (Rahmawati et., all (2022) in Yuliana et., all (2015). The table below states the function of code-mixing based on Marasigan's theory

1.	Quotation Function	Quotation frequently functions when speakers quote themselves, another person directly or indirectly to sound more credible.
2.	Addressee Specifications Function	Addressee Specifications function happens when there are certain specific meanings to be conveyed by the speakers.
3.	Message Qualification Function	Message Qualificalification function is commonly used when there is some additional information to explain more based on the next or previous sentence.
4.	Repetition Function	Repetition function happens whenever speakers intend to

		highlight something or press on a certain word.
5.	Interjection Function	Interjection function usually occurs when a speaker expresses an intense emotion.
6.	Personalization and Objectification Function	Personalization and Objectification function is to deliver or explain some certain topic and situation based on an individual person's view with personal reason is barely used for this type of function of code-mixing.
7.	Facility Expressions Function	Facility expressions usually occur when the speakers have difficulties to explain something and pick the most suitable words in the other language to fit in the sentence that depends on the context.

2.3 YouTube

Nowadays, people use many kinds of social media applications to connect to each other. Like WhatsApp, Instagram, Tiktok, YouTube, with its own purpose and target of users. For example, WhatsApp's goal is to allow people to communicate easily. While Instagram, users embed and share photos and short videos as well as updates about what is going on in their daily lives through instagram stories. Tiktok focuses more on short and funny clips of various kinds. Moreover, YouTube is primarily for uploading and viewing videos, although music, gaming, cartoons and other types of content.

Videos on YouTube are typically longer than 10 minutes. According to Arthurs J, Drakopoulou S, Gandini A (2018) "while many social media proved to be ephemeral, YouTube continues to rapidly expand and has become the second most visited website in the world. It has thereby established a unique role as a repository of popular culture, creating a diachronic archive over time as well as synchronically expanding in its scope.

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 referred to as YouTubers.

2.4 Cinta Laura and Nessie Judge

Cinta Laura Kiehl was born in Germany on August 17, 1993. Cinta started her career in Indonesia in the entertainment world after being a finalist of a model competition that was held in Indonesia in 2006.After that, Cinta Laura played an active role in modeling and the Indonesian film industry. Additionally, she is a famous celebrity with a huge number of followers on Instagram, with 9.1 million followers. She also has a personal YouTube channel, Cinta Laura Kiehl, with 799,000 subscribers and 173 videos. (Halidi R. 2016)

Nasreen Anisputri Judge, commonly known as Nessie Judge, is an Indonesian YouTuber and Instagram celebrity who was born in Solo on October 30, 1993. Nessie started her YouTube journey in 2012. She uploaded her first vlog YouTube content showing a video about interviewing foreigners in Europe about Indonesia. Furthermore, she added a first mystery theme YouTube content named NERROR on March 17, 2017. "NERROR" itself stands for Nessie Horror. (Aditia A. 2022)