CHAPTER I
INTRODUCTION

This chapter discusses background of the study, statement of the problems, the purposes of study, significance of the study, scope and limitation, and definition of the key terms.

1.1. Background of Study

In daily life, human being will mostly communicate by using a language. Through language, people can express their idea, mind, feeling, desire, and emotion to another or can get information from other. Therefore, as language is a tool for communication, language is very important in the relationship between person to person in a social group, community and society. In everyday life people use language for different purposes. Beside for communication, language is also used for negotiation, introduction and socialization. In other words, communication cannot be separated from language and society.

Sociolinguistics is any study of language in relation to society (Matthew in Jendra, 2012:10). Wardhaugh (2006) says that sociolinguistics concerns with investigating the relationship between language and society, with the goal of being a better understanding of the structure of language and how language functions in the communication. Thus, language in a society can be studied in sociolinguistics. It is general knowledge that most people can speak more than one language in speech
community, other than mother tongue, like Indonesian people who can speak or write in foreign languages, especially English.

In bilingual and multilingual society, it is normal for the people to be in a situation where a choice between two or more codes has to be made. Code is one of the bilingualism characteristics. Code refers to a variety of language. It also refers to any kind of system that two or more people employ for communication (Wardhaugh, 2006:88). There are two kinds of code. They are code mixing and code switching.

Code switching is changing or switching one language to other language. When people are speaking, they switch the language each sentence. Code mixing is a mixture of words, phrases, clauses of several languages (Thaleder; Chaer and Agustin 2004:115). Thus, code mixing is mixing of two languages or more. Gumperz in Jendra (2012:79) argues that code mixing and code switching are completely different. First, in code mixing, bilingual speakers seems to apply some foreign words or phrases (piece of one language smaller than clause) while other language functions as the base. Second, bilingual speakers are said to mix codes (but not switch from one to another) when there is no topic that changes, nor does the situation.

There are many previous researches related to the study of code mixing. Handita (2011) studied on ‘code mixing found in advertisement on Elfara FM. She described the forms of code mixing in Elfara advertisement program and found that there were five forms of code mixing used by Elfara Radio program. There are code mixing in the form of word, phrase, repetition of word, hybrid, and clause.
Another researcher, Naili (2012) looked at code mixing used by the presenter of Ala Chef program on Trans TV. She found that there were some types of code mixing. There are 145 single elements, 86 partial or entire phrases. She also found 2 shapes of code mixing influencing the use of code mixing in that program, they were 13 pragmatics and 1 syntactic.

Code mixing can be seen in spoken and written language. Code mixing in spoken language can be found in radio program, television program, teaching-learning process, etc. For written language, it can be seen in novel, newspaper, tabloid, magazine, etc. Moreover, magazine is the one of favorite printed media among young people. People use magazine to search the new information that is developing in politic, fashion, issue, lifestyle, celebrities, etc. Magazine is a periodical containing a collection of articles, stories, picture, or other features. Magazine is really helpful in developing code mixing in society. The language used in magazine is made specifically to make the readers easier to understand the contents of the magazine. This makes high competition among journalists in creating or innovating of style in writing.

The development of printing media in Indonesia greatly developed. One of famous and popular magazines in Indonesia is Cosmo Girl Indonesia magazine. It is published monthly. Cosmo Girl Indonesia has certain rubrics in it such as fashion, cosmetic products, horoscopes, gossips, short story, etc. One of the most favorite rubrics in Cosmo Girl Indonesia magazine is paparazzi rubric. Paparazzi rubric contains all about celebrities in Indonesia and also other countries.
presents the life of celebrities and all of information about them, from their work, lifestyle, and family. The celebrities that are discussed here are not only the famous ones, but also the new comers. Sometimes the editor mixed and uses several language to inform the readers in paparazzi rubrics. The using of language in this magazine should be modern and interesting because it is designed for teenagers. The phenomenon of mixing English in this magazine make the writer interested to analyze about forms and kinds of code mixing in paparazzi rubric deeply. From the explanation above the writer titles this study as “AN ANALYSIS ON CODE MIXING FOUND IN PAPARAZZI RUBRIC OF COSMO GIRL INDONESIA MAGAZINE”.

1.2 Statement of Problem

1. What are the forms of code mixing found in paparazzi rubric of Cosmo Girl Indonesia magazine?
2. What kinds of code mixing are found in paparazzi rubric of Cosmo Girl Indonesia magazine?
3. What is the dominant form of code mixing found in paparazzi rubric of Cosmo Girl Indonesia magazine?

1.3 Research Objective

1. To find the forms of code mixing in paparazzi rubric of Cosmo Girl Indonesia magazine.
2. To identify the kinds of code mixing in paparazzi rubric of Cosmo Girl Indonesia magazine.

3. To know the most dominant forms of code mixing in Paparazzi rubric of Cosmo Girl Indonesia magazine.

1.4 Significance of Study

This study will give the contribution in the field of sociolinguistics especially for students and lecturers of English Department, Faculty of Teacher Training and Education, University of Muhammadiyah Malang.

The contribution for lecturers of English Department is expected to be an additional resource, adding and enlarging the variation of sociolinguistics, giving the example of the kinds of code mixing occurs in Cosmo Girl Indonesia Magazine involving English – Indonesia code mixing.

In addition, students get additional knowledge of sociolinguistics especially about code mixing phenomenon in society especially in magazine/media. This study also can be used as a reference for those who are interested in the subject of sociolinguistics especially about code mixing.

1.5 Scope and Limitation

The study is focused on code mixing. The emphasis of the study is the form of code mixing, kinds of code mixing and the dominant form of code mixing in paparazzi rubric. It is limited in paparazzi rubric of Cosmo Girl Indonesia magazine particularly January-March 2014 edition.
1.6 Definition of The Key Terms

1. Sociolinguistics is any study of language in relation to society (Matthew in Jendra, 2012:10).

2. Code is any kind of system that two or more people employ for communication (Wardhaugh, 2006:88).

3. Code mixing is a mixture of words, phrases, clauses of several languages (Thaleder; Chaer and Agustin 2004:115).

4. Cosmo Girl Indonesia is a young girl magazine. Cosmo Girl Indonesia magazine informs about style, fashion, movies, music, event, etc in every rubrics.

5. Paparazzi is a rubric that presents celebrities. Paparazzi rubric covers local celebrities and international one.