CHAPTER I

INTRODUCTION

This chapter discusses some topics related to the background of the study, the statement of the problem, the purpose of the study, the significance of the study, the scope and limitation, and the definition of key terms.

1.1 Background of Study

Communication is an activity of sending and receiving information or messages between two or more people in an effective way, so that the messages are understandable. In a society, people always communicate to establish a relationship. Without communication, people cannot understand each other. Sophisticated technology, social media help us communicate each other. Communication by using technology can ease us to do it.

In order to have good communication in a society, people need media which can be used to express their ideas or feeling. One of the media which can launch communication is language. Language is a communication tool for people to interact with other human beings. Therefore, human beings can express their ideas, emotions, feelings and can exchange information about anything.

Nowadays activities using social media become a phenomenon in this digital era. Social media have become an important and easiest tool for people who want to express their aspiration because they just write and share their ideas on internet. Therefore they need social media as a tool of communication to share information.
Social media as part of online media comprises many characteristics which make users interested in it. Mayfield (2008:5) says that “Social media is best understood as a group of new kinds of online media, which share most or all of the characteristics such as participation, openness, conversation, community and connectedness”. In other words, social media becomes a tool to share information and meet new people in a cyber world.

The world has thousands of languages which have been an identity of a nation. Different countries have different languages. Though not all the languages are different, only a few languages are the same and those are not entirely have the same pronunciation. Language is not only different in each country, even in one country there are many languages of the region, or commonly called the local language.

Indonesia has many languages. They are Bahasa as a national language, regional languages like Javanese, Sundanese, Maduranese and English as a foreign language. In bilingual and multilingual societies, people may produce certain codes. They produce some codes because they want to communicate with others smoothly and, as result, the communication can run well.

Wardaugh (2006:88) stated that code is any kind of system that two or more people employ for communication. Wei (in Cardenas 2009:2) notes that if code alternation occurs at or above clause level, it is considered code switching, but if it occurs bellow clause level then it is considered code mixing. Code switching and
code mixing are most important features and well studied speech processes in multilingual communities. Code switching and code mixing is different. Romaine (in Cardenas, 2009:2) views code switching as a phenomenon that occurs in a continuum where both inter sentential and intra sentential code alternation takes place. On other hand code mixing in languages is very common and strong among bilinguals the world over. Code mixing which is also referred to the first language or second language which interferes in speech events. Code mixing occurs in any form of communication events in oral or written language. Code mixing in the form of written language, for example, occurs in the status update writing on “twitter”. In status updates writing on “twitter”, it is found the use of foreign language words.

Code mixing occurs in using media especially in written, for instance updated status. Users mix two languages in one sentence. In using the internet media, twitter is very popular in a society. Twitter becomes a part of social media used by people in their daily communication. Therefore “twitter” helps to develop code mixing in a society.

Kingston (2011:4) Twitter is a unique conversation tool that allows you to send and receive short message (called tweets) within your community. Users can add friends, send message and update their personal profiles to notify their friends about themselves. Additionally, users can join networks organized by the workplace, school or college. Besides, “twitter” has some features in which users may interact with others. Some features include “Home”, “Notification”, and “Direct Message”.

“Home” is timeline of any update status with fewer than 140 characters posted from followers. The update status allows users to inform their friends about their actions. “Notification” is notice about reply tweets from the other users. “Direct Message” is a personal message sent directly to someone who follows.

There are many researches related with the study of code mixing, one of which was done by Reza Azwan Alfarisi (2007) entitles “An Analysis of Code Mixing Used by Users to Update Status on Facebook”. The research design which was used in his study was descriptive qualitative research. The users were selected as the subject because they often used code mixing to update status. The research instrument of this research was the writer himself. To collect the data, the researcher used observation and documentation. The data were the update status of users. The findings of this study were divided into two. The first was the types of code mixing used by users to update status on Facebook. They were insertion, alternation, and congruent lexicalization. The second was the meaning of code mixing used by the users.

Nowadays, many people use foreign languages than local languages in social media. In the information technology, people can accept foreign language terms more than local language terms and people usually mix their languages especially in twitter, so the writer wanted to conduct this study. In here Twitter differs from Facebook. Greeley (in Fitton 2009:36) state that Facebook is closed, Twitter is open. Facebook is structured, Twitter is scattered. Facebook is people you have known, and
many you might have wanted to forget; Twitter is people you never knew, but might have wanted to meet, because of all that, barring an acquisition or failure to execute. Twitter will overtake Facebook and become the backbone of the real-time web. So Facebook is broadcasting status update to user’s friends and view user’s profile on Facebook. On twitter, user can share update with the world. User can protect their Twitter update so that only people allow can see them, but that is not very common. Instead, most people leave their tweets open the public or share on the public, which means anyone who is interested in what user saying, people can follow user and user can choose to follow them back or just ignore them. Therefore, this study will focus on the types of code mixing and the meaning of code mixing used by twitter users in status update writing

1.2 Statement of Problems

Based on the background of study stated above, the problems of this research are:

1. What are types of code mixing used by users to status update writing on Twitter?
2. What is type of code mixing frequently used by twitter users to status update writing on Twitter?

1.3 Purpose of the Study

The research purposes of the study are directly related to statement of problems. They are as follows:
1. To identify the types of code mixing used by users to update status on Twitter
2. To know type of code mixing frequently used by twitter users to status update writing on Twitter

1.4 Scope and Limitation

The scope of this study is update status of followers or friend list of the researcher. More specifically, this study is limited to update status of the students of Muhammadiyah University Malang.

1.5 Significance of the Study

It is expected that the result of this research is very important because it can give detail information about code mixing used by users to update status on “twitter”. First the data and information obtained from this study are expected to be useful for the “twitter” user and other researchers. Furthermore, the result of this study is also expected to enlarge the readers’ knowledge.

1.6 Definition of Key Terms

a. Code Mixing : when speakers use two or more languages below clause level within one social situation. (Cardenas, 2009)

b. Update Status : status which allows users to post message for all their friends to read. In turn friends can respond with their comment (Zuckeberg, 2009)

c. Twitter : is a unique conversation tool that allows you to send and receive short message (called tweets) within your community. Kingston (2011:4)