CHAPTER I
INTRODUCTION

This chapter presents background of the study, statements of the problem, purposes of the study, significance of the study, scope and limitation, and definition of key terms. Each section is described as follows:

1.1 Background of the Study

Language is used by people to communicate each other. It helps people to deliver the idea, message, and information to the others. According to Bybee (2001: 1), language has a crucial role in shaping the form and content of sound systems. The sounds have symbols that should be pronounced by people in order to deliver those symbols to others. In fact, language can be the instrument to relate people with other people and their environment. Trudgill has stated “Language is not simply a means of communicating information about the weather or any subject. It is also a very important mean of establishing and maintaining relationships with other people” (Trudgill, 2000: 1). There is no society without language. In brief, language and society are connected.

According to Malmkjaer (in Taufiquurromah, 2003: 2), a bilingual or multilingual society is large groups of the population using two or more languages, although not all members of each group need to be bilingual. Nowadays, as a globalization era, people may master more than one language. They can speak and understand their own language and other languages, the regional or other country's languages. The ability to use two or more languages is
called bilingualism or multilingualism. It also happens in Indonesia. Indonesians can speak and understand their regional languages such as Javanese, Maduranese, Sundanese, Balinese, and so on. Besides, they can speak and understand their official language that is Bahasa Indonesia, and other foreign languages such as English, Japanese, Korean, and so on. Therefore, they can be called as bilingual or multilingual society.

In bilingual and multilingual societies, people may produce certain codes. They produce some codes because they want to communicate with others smoothly. Hence, the communication can run well. Code is a term which refers to a variety. According to Wardhaugh (2006: 88), code can be used to refer to any kind of system that two or more people employ for communication. People choose a code in order to adapt communication to their partners.

Furthermore, people are usually forced to select a particular code whenever they speak. They may also decide to mix codes or to switch one code to another. Wardhaugh (2006: 96) states that bilingual and multilingual people usually have ability to speak more than one language. Because people use more than one language, they switch or mix one language to another language. The processes are called code switching and code mixing.

Code choice is not only used in oral communication, but it also can be expressed in a written form. The written form of code choice is found in daily life on many various media. For example, code choice in newspaper, novel, and magazine.

Furthermore, some people use English as International language for some purposes such as education, business, and job. In this case, the writer finds a
phenomena that designers in “For Her” weekly fashion column of Jawa Pos newspaper. The designers did not only use Indonesian language to deliver their information, ideas, feeling, or impression. They also mixed their language to give opinions or suggestions about fashion style. Commonly, they mixed Indonesian language with English.

In this study, the writer found code mixing used by designers in “For Her” Weekly Fashion Column of Jawa Pos Newspaper. There are three designers in this column. They are Ivo Ananda, Embran Nawari SDs, and Elisa Purnomo. This column consists of opinions, criticism, and suggestions of the designers toward celebrities’ fashion style. The designers mixed the languages in that column. They mixed their language between Bahasa Indonesia and English. Besides, they mixed those statements in the form of word, phrase, and clause. Accordingly, this is important to be analyzed, in order to make the reader distinguish the form of code mixing used by designers in “For Her” Weekly Fashion Column of Jawa Pos Newspaper.

Two previous researchers studied about code mixing have been conducted by Aprila and Hamidah in 2011. Aprila conducted her research by analyzing the use of Indonesia-English code mixing found in the novel “De Journal” by Neneng Setiasih. It was found that there were three types of code mixing in the three forms: words, phrases, and clauses. They included nine of ten contexts influencing the using of code mixing in ‘De Journal’ novel based on the Hoffman and Saville-Troike theory.

The other research was conducted by Hamidah (2011 with a title a study of code mixing found in Bukan Empat Mata program on TRANS seven television
channels, discover 194 code mixing sentences used by the presenters and the guest stars in Bukan Empat Mata Program on TRANS 7 Television Channel.

Based on the above explanation and the previous research, the writer is interested to analyze the code mixing used by designers in For Her” weekly Fashion Column of Jawa Pos newspaper. Besides, the writer wants to describe the kinds of code mixing, such as in the form of words, phrases, and clauses. In fact, “An Analysis on Code Mixing Used by the Designers in “For Her” Weekly Fashion Column of Jawa Pos Newspaper” is considered as suitable title of this study.

1.2 Statements of the Problem

Based on the background of the study, this study has two statements of the problem, as follows:

1. What code mixing were used by designers in “For Her” Weekly Fashion Column of Jawa Pos Newspaper?

2. What kinds of code mixing were used by designers in “For Her” Weekly Fashion Column of Jawa Pos Newspaper?

1.3 Purposes of the Study

Based on the statements of the problem in this study, the writer has some purposes of the study. They are:

1. To describe the code mixing used by designers in “For Her” Weekly Fashion Column of Jawa Pos Newspaper.
2. To classify some kinds of code mixing used by designers in “For Her” Weekly Fashion Column of Jawa Pos Newspaper.

1.4 Significance of the Study

This study will give contribution in the field of Sociolinguistic study especially for the students and the lecturers of English Department, Faculty of Teacher Training and Education, University of Muhammadiyah Malang. In addition, students may get additional knowledge of sociolinguistics especially that is related to code mixing.

The writer has some significance of studies toward the readers in English Department. It has purpose to increase readers’ motivation in analyzing other interesting studies about code mixing. In fact, this study can be one of the additional references of the readers to make other analysis.

1.5 Scope and Limitation

This study focused on code mixing found in “For Her” Weekly Fashion Column of Jawa Pos Newspaper. Meanwhile, it is limited on English and Indonesian code mixing and the kinds of code mixing which is used by the designers in “For Her” Weekly Fashion Column of Jawa Pos Newspaper. Besides, the writer also limits it on four editions of “For Her” Weekly Fashion Column of Jawa Pos Newspaper especially in the opinions of the designers in that column.
1.6 Definition of Key Terms

1. Code is any kinds of system employed by people in communication (Wardhaugh, 2006:88).

2. Code Mixing is the change of one language to another within the same utterance or in the same oral/written text (Ye Ho, 2007:1).

3. Designers are a group of people who is giving opinions, criticisms, and suggestions toward celebrities’ fashion style in “For Her” weekly fashion column of Jawa Pos newspaper. They are Ivo Ananda, Embran Nawawi SDs, and Elisa Purnomo.

4. “For Her” Weekly Fashion Column is a fashion column published every week in Jawa Post Newspaper and it contains the opinions, suggestions, critics, and descriptions from the designers toward celebrities’ fashion style.

5. Jawa Pos Newspaper is one of the newspapers in Indonesia containing the actual news published in Java such as business, international and local news, sport, advertisement, show and celebrity.