CHAPTER I
INTRODUCTION

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

1.1. Background of the Study

Nowadays, users’ activities of social media become a phenomenon which is found in this digital era. Kompas.com (Feb 6, 2012) notes that social media has become an important and easiest tool for people who want to express their aspiration because they just write and share their sentences on internet. Therefore, they need social media as a tool of communication to share information.

Social media is a part of online media that consists of many characteristics which make users are interested to use it. In this reasons, Mayfield (2008) says that social media is a new type of online media group, which share most or all of the characteristics such as participation, openness, conversation, community and connectedness. In this paragraph, the users can open their minds in sharing information in social media.

There are kinds of social media such as blogs, wikis, microblogging, podcasts, forums, content communities and social networks. In this case, the social network becomes good topic to be discussed because it is easy to be used for communication. The social network is the tool for making connection with other users (Breiger, 2004). In this case, the social network is for communication each other easily on internet.
Moreover, the biggest social networks are My Space, Bebo and Facebook (Mayfield, 2008). MySpace is social network used by users who have same interest for the purpose when they share information. Hupfer et al (2007) say that MySpace allows users to create their individual profiles in sharing similar interests or goals. Therefore, the users can post and promote their music or videos on internet.

Then, Bebo Inc (2012) notes that Bebo is a popular social networking site which connects users to everyone and everything, such as another community, self-expression and entertainment, enabling users to consume, create, discover, curate and share digital content. So, it is social network site that allows users to have relationship with everyone or other social networks.

Besides, Facebook is social network which complete in its feature. In this reasons, the users can connect with everyone, posting photos or promoting their video and music, share information, send messages for other users, and anything else. Boyd and Ellison (2007) state that Facebook is social networking site (SNS) that connects people with friends and others who work, study and live around them or far away from them. In other hand, Dean (2009) says that Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.

In media communications, Facebook is preferred by users on virtual areas. It happens because users can apply its features easily (autodidact). Another reason is users able to share their information with sentence or quick text in update status.
box. Joshi & Rutledge (2011: 5) said “Write in update status box is for lets other Facebook users know what’s new in your life with the easiest way”.

Users commonly share information in their update status with unique sentences. By means, they usually combine different language to make a sentence which is known as code mixing (e.g. Aku forget nek ada test!!). According to Longman (in Pranolo, 2008), bilingualism is the use of at least two languages either by an individual or by a group of speakers, such as in the populations of a particular region or a notion. In addition, Deumert et al. (2009) state that multilingualism is the act of using, or promoting the use of multiple languages, either by an individual speaker or by a community of speakers. They often write two or more different languages in one sentence. It could happen in bilingual or multilingual environment.

The code mixing refers to the mixing of two or more languages in one sentence or more. In code mixing, pieces of one language are used while a speaker is basically using another language (Gumperz in Jendra, 2010). Code-mixing is the embedding of various linguistic units such as affixes, words, phrases and clauses (Aeyomoni, 2006; Wardhaugh, 2006). In addition, Ugot (2009) also says that code mixing is the random alternation of two languages within a sentence.

Based on arguments above, the writer focuses on the process of combining words, called code mixing. It is often written by Facebook’s users when they update status on Facebook. Therefore, the writer is interested to investigate “An Analysis of code mixing used by users to update status on Facebook” as the study.
1.2. Statement of the Problem

To clarify background of the study, the writer gives two questions that relate to the problem:

1. What are the types of code mixing used by users to update status on Facebook?
2. What is the meaning of code mixing used by users to update status on Facebook?

1.3. Purpose of the Study

The purpose of the study is as follows:

1. To find the types of code mixing used by users to update status on Facebook.
2. To know the meaning of code mixing used by users to update status on Facebook.

1.4. Significant of the Study

The result of this study expected to give contribution in two ways: theoretically and practically, especially for English students in UMM:

1. Theoretically, it is expected to give more knowledge to English students-UMM about code mixing sociolinguistic subject.
2. Practically, it is expected to the users of Facebook. So, they have more information about code mixing, and then they can make an update status with more educational value and have variation in their sentence or quick text. Furthermore, their update status should be more interesting.
1.5. Scope and Limitation

There are two scopes in this study. The first is social networking called Facebook. Then, the users who update status with involve code mixing in their sentence. The participants whose support this study are from the researcher’s Facebook friend list. After that, the researcher watches Facebook’s home to see users’ whose update status with combine two or more languages in their sentence from 04.00pm to 07.00pm in a week.

1.6. Definition of Key Terms

To avoid misunderstanding, the key terms in this study are defined as follows:

1. Facebook

   Facebook is a social networking site that allows you to create a personal profile page that can contain information about users, photos, groups you are a member of on Facebook, and spaces to post thoughts and opinions. (Boyd & Ellison, 2007)

2. Update status:

   Creating a quick text update that lets another Facebook users know what is new in users’ life. (Joshi & Rutledge, 2011: 63).

3. Code mixing:

   Code-mixing is the embedding of various linguistic units such as affixes, words, phrases and clauses from a co-operative activity where the participants, in order to infer what is intended, must reconcile what they hear with what they understand (Aeyomoni, 2006; Wardhaugh, 2006).
# AN ANALYSIS OF CODE MIXING USED BY USERS TO UPDATE STATUS ON FACEBOOK

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