

CHAPTER I

INTRODUCTION

1.1 Background of Study

Language has an important part in human life because it is a means of communication. People need to communicate with others. Language is a mediator used by people to transfer what they have in their mind to others. They use language to avoid misunderstanding and miscommunication. Wardhaugh states that sometimes a society may be plurilingual; that is, many speakers may use more than one language (1986: 1). It means when people use more than one language, communication among people is a free expression as long as they can understand what the message is.

In bilingual and multilingual societies people may produce certain codes. They may use code mixing or code switching in their conversation. Thelender (In Suwito, 1985: 76) differentiates code switching and code mixing. If an utterance is switched from one language to another language supporting a distinctive function, it is called code switching. Conversely, if an utterance, consist of a clause or phrase does not support a distinctive function it is called code mixing.

Code is a term for any variety of language, usually stressing on the linguistic rules that underpin the variety, (Mesthrie, 2000). When people involve in a system of communication, they employ a code. Code will be something we may want to call a language, which is accessed by the speaker. According to Hammers and Blanc, code mixing is actually communication strategies of speaker. They say code mixing is a

communication strategy used by a bilingual in which the speaker of language x transfer elements of language y to x (Hammers and Blanc, 1989: 266).

Code mixing is a phenomenon in which two or more different languages are mixed in the same time. In a community where there are more than one language used, mixing between two or more languages in an utterance is a common phenomenon. In other word, bilingual individuals often mix two different languages or code since they always have alternatives to choose the language they want to use. There are many factors influencing people to change or mix the language. Wardhaugh (1986: 103) states that code mixing use of two languages together in the conversations to extent that change from one language to other in the course of a single utterance.

Code mixing is influenced by many factors, and one of them is printed media such as, newspaper, tabloid, and magazine. However, magazine is the most 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 really helpful in developing code mixing in society. Magazine is a periodical containing a collection of articles, stories, pictures, or other features. Usually, magazine is published every week or once in a month. Wilcox states that magazine is a printed media published every week, every month or quarter with the publication that show the depth of the subject than a newspaper (2005: 246). Magazine usually has such article about popular topics that are addressed to individual society. The written language used in magazine is made specifically to make the readers easier to understand the contents of the magazine.

One of famous and popular magazines in Indonesia is *Aneka Yess*. It has been established since 1990. This magazine gives information that fairly complete to the readers especially young girls. Since it is an entertainment magazine, the magazine also creates and raises some famous artists. This magazine does not only entertain the readers, but also *Aneka Yess* have informative and entertained information, as well as gives a chance to all young girls and boys to be super model. Moreover, *Aneka Yess* has certain rubrics in it such as fashion, cosmetic products, horoscopes, gossips, short story, poem, etc. One of the most favorite rubrics in *Aneka Yess* magazine is rubric celeb.

Rubric celeb contains all about celebrities in Indonesia and also other countries such as Hollywood or Bollywood. This rubric present the life of celebrities and all of information about them are discussed here deeply, from their work, lifestyle, and family. The celebrities that are discussed here are not only the famous ones, but also the new comers.

As stated above, code mixing used by people in every situation. Here, *Aneka Yess* also uses code mixing in all its rubrics, one of them is in rubric celeb. The purpose of using code mixing in this rubric is making good, fresh and friendly writing, so that the readers are not bored to read the contents of the rubric.

There are many previous research 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. Her research was based on qualitative approach. The data collected by using observation and document. She found that there were five forms of code mixing used Elfara Radio program. There

were code mixing in the form of word, phrase, repetition of word, hybrid, and clause. Based on the description, the writer is interested in observing the phenomenon of code mixing by doing a research that might be important to contribute to sociolinguistics science.

Nowadays, many science present more foreign language terms than local language terms. It can be seen in media information, people can accept foreign language terms more than local language terms used in media information. It makes people mix their languages. That situation underlined the researcher to conduct this study. Therefore, this study will be focus on the forms of code mixing and kinds of code mixing used in *Aneka Yess* magazine.

1.2 Statement of Problems

1. What are the forms of code mixing in rubric celeb of *Aneka Yess* Magazine ?
2. What are the kinds of code mixing in rubric celeb of *Aneka Yess* Magazine ?

1.3 Purpose of the Study

1. To find the form of code mixing in rubric celeb of *Aneka Yess* Magazine.
2. To identify kinds of code mixing in rubric celeb of *Aneka Yess* Magazine.

1.4 Significant of the Study

The result of this study is also expected to give some contribution to the readers and to enrich the reader's knowledge about code mixing. Therefore, the writer hopes that it will be useful for English students especially those who are studying sociolinguistics.

1.5 Scope and Limitation

The study is focused on code mixing. The emphasis of the study is the form of code mixing and the kinds of code mixing in celeb rubric. It is limited in rubric celeb of *Aneka Yess* Magazine.

1.6 Definition of the key terms

- **Code** is a term for any variety of language, usually stressing the linguistic rule that underpin the variety (Mesthrie, 2000: 490).

Code in this study is use code mixing that found in rubric celeb as a written language in *Aneka Yess* magazine.

- **Code mixing** is the use of two languages together in the conversations to extent that change from one language to other in the course of a single utterance (Wardhaugh, 1986:103).

Code mixing in this study is the use two languages between English and Indonesia used in rubric celeb to found when written mixes two languages to achieve a particular purpose.

- **Aneka Yess** is a young girl magazine.

Aneka Yess in this study as a representative media, the writer in *Aneka Yess* informs about style, fashion, movies, music, event, etc. in every rubrics.

- **Rubric celeb** is a rubric that explaining about celebrities.

Rubric celeb contains all about celebrities whether local celebrities or international one. Through this rubric the readers can know more about their idol.