CHAPTER I
INTRODUCTION

This chapter presents the research background, research problems, research objectives, research significance, scope and limitation, and definition of key terms.

1.1 Research Background

Language has an influence on human life. We can communicate with one another by using language. It is used to indicate our emotional, ideas, willing, and curiosity about the world around us (Valoes, 2014). According to Wardhaugh (2006), a code is a system of communication that is used by the human when they talk to other.

In Indonesia, most people can communicate by using more than one language. Therefore, people sometimes mix their language when talking to others. They can choose to use whether the National language which is Bahasa Indonesia or local language such as Javanese, Balinese, Sundanese and many more or even they mix their language into English for those who can speak English. Bilingual or multilingual refers to someone who experts more than one language. In Bilingual or Multilingual, people communicate using a code as they understand the languages. Many bilinguales will produce mix sentences in ordinary conversations (Muysken, 2000).

When speaking, the individuals are generally supposed to choose a specific code whether to switch it to other code or to mix it even in a very short utterance
(Wardhaugh, 2006). Code mixing may be found either in oral or written language. In oral language, code mixing can discover in television, radio, YouTube, etc. While the written language can found in books, novels, magazines, newspapers, etc.

Nowadays, social media has rapidly developed and ended up the genre of communication in the worldwide including Indonesia (Eunson, 2015). Social media may use by all people, either teenagers, young, adults, or old. Social media makes easier to interact with people around the world. Social media is no longer a means of communication, but social media as the place to socialize which means everything is always related to social media (Miller, et al., 2015). Social media platforms such as YouTube, Instagram, Twitter, and Facebook still exist. Through social media, people can make their content and share it with others. (Lincoln, 2009 as cited in Eunson, 2015).

One of the social media platforms is YouTube. YouTube is the social media in which people can share videos, audios, films, songs and more. The successful social media that provides an opportunity to broadcast video content online is YouTube (Eunson, 2015). Someone who makes content then uploads it to YouTube called as YouTuber. Many Indonesian are interested in becoming a YouTuber. There are some of famous YouTuber in Indonesia such as Arif Muhammad, Agung Hapsah, Fathia Izzati, Gita Savitri Devi, and more.

Oral language form occurs in YouTube especially in the channel of YouTuber. Language that used in YouTube can be formal or informal. Mostly
YouTubers use informal language in the video. It has found that they mix two languages in one sentence, such as Bahasa Indonesia and English.

There are two previous studies related to this research. Those were written by Saputro (2013) and Astuti (2017). Saputro (2013) conducted a research about Indonesian-English code mixing used in “Marmut Merah Jambu” novel. The results showed that there were some forms used in Marmut Merah Jambu novel that are: word, phrase, hybrids, clause, and idiom. The researcher also found that the purpose of the previous researcher mixes his languages are to assert status, pride, and power; to make jokes; to express self-motion.

Another previous research was Astuti (2017). She conducted the research about code mixing found in Perahu Kertas novel of Dewi Lestari. She found that there were six levels of code mixing in Perahu Kertas novel. Those are the word, phrase, clause, baster, reduplication, and idiom level. The dominant level of code mixing that found was word level.

Based on those studies, it can conclude that code mixings frequently used in a novel. However, in this paper, the researcher intends to discover the code mixing which is used by Gita Savitri on her YouTube channel.

1.2 Research Problems

Based on the background above, the problems of this research can be formulated in the following questions:

1. What are the types of code mixing used in Gita Savitri’s YouTube channel?
2. What are lexical meanings of code mixing used in Gita Savitri’s YouTube channel?

1.3 Research Objectives

Based on the research problems, the objective of this research as follows:

1. To understand the types of code mixing used in Gita Savitri’s YouTube channel.

2. To know the lexical meanings of code mixing used in Gita Savitri’s YouTube channel.

1.4 Research Significance

The result of this research is hoped to use both practically and theoretically. Practically, this research can give a significant contribution to the students. This research can give students more information about code mixing and increase students’ knowledge about code mixing. Theoretically, this research can help other researchers who want to conduct the research about Sociolinguistics especially Code-Mixing.

1.5 Scope and Limitation

This research focuses on the code mixing used by Gita Savitri Devi in her YouTube channel. The scope of this research is code mixing used by Gita Savitri Devi. The researcher limits this research in Gita Savitri Devi’s YouTube channel. The researcher limits the research by choosing one topic that is Beropini. The researcher also limits the video by taking 6 Beropini videos which uploaded on January up to May 2018.
1.6 Definition of Key Terms

The definitions of key terms of this research are:

**Code Mixing** is whenever individuals are generally required to choose a specific code whenever they talk, and they may choose to switch one code to another or to mix the codes even in a very short utterance and then create a new code in a process (Wardhaugh, 2006).

**Lexical Meaning** is a study which concerns on the word meaning (Murphy, 2010).

**Social Media** has rapidly developed and ended up the genre of communication in the worldwide including Indonesia (Eunson, 2015). With social media, an individual can shift easily between the role of audience and the role of author. With easy-to-use software, ordinary individuals can create their own content and seamlessly share it with others (Lincoln 2009).

**YouTube** is the very successful social media that provides an opportunity to broadcast video content online (Eunson, 2015).

**Gita Savitri Devi** is an Indonesian YouTuber.