

CHAPTER I

INTRODUCTION

This chapter describes the reasons for the researcher conducting the research. It will deal with several points: an introduction that concerns Research Background, Research Problem, Research Objectives, Scope and Limitation Research Significance, and Definitions of Key Terms. Those sections are in the following:

1.1 Research Background

Indonesia is one of the non-native countries that learn English as a foreign language. Non-native speakers (hereafter is written as NnS) will use English as their second language or foreign language. NnS speak with full English or with partial English. What means by partial English is using English while speaking in another language. It can be done by switching or mixing the languages. This is what so-called code-switching and code-mixing. Code-switching is defined as switching one language to another while speaking (Adi, 2018). Code-mixing happens when the speaker uses foreign phrases or words while speaking in another language (Muljayati, 2017). The rapid flow of globalization and the growth of bilingual or multilingual community environments seem to foster code-switching and code-mixing.

In Indonesia, code-switching and code-mixing has become a common phenomenon. A study conducted by Lubis et al. (2017) found that Indonesian use code-switching to express something through Facebook posts and chats. In line with Lubis (2017), another research done by Nuraeni and Farid (2018) shows that many Indonesians mix Bahasa Indonesia with English in writing their Instagram caption to show modernity.

Based on those researches, scholars proved that code-switching and code-mixing occur in Indonesia due to globalization and bilingual or multilingual community environment. Although Bahasa is the national language for Indonesians, nowadays, people are modifying their way of expressing something by adding another language such as English into their utterances. English is chosen

since it is a *lingua franca*, and many people understand this language. Indonesians use some English words or phrases to form a sentence or change one language to another as they speak or write something. The practice of code-switching and code-mixing is undeniable in this modern and global era. Hence, it can be seen that code-switching and code-mixing has become an acceptable phenomenon in Indonesia.

Herme and Hill (2020) used the term medium to describe how television provides entertainment in the event of cataclysmic pandemic. People are still utilizing television as a source of information and entertainment for its affordance. In addition, the ability to bring reality into people's houses is another excellence of television. According to Holland (2016), YouTube has been evolving to become a user-generated platform that attracts more and more users, especially youngsters, to visit this website, making it one of the most famous online destinations.

In line with Holland, Bärthel (2018) also stated that since Google acquired YouTube, the number of people visiting the website is getting higher. YouTube provides a wide variety of channel categories in order to meet the viewers' needs. The raise of content creators also becomes one factor contributing to the increasing number of YouTube visitors. For instance, from 2008-2015, 45% of Politics and News videos were uploaded from overall uploaded videos in YouTube, followed by entertainment with 12% of uploaded videos. On the other hand, based on viewers count, the result showed that entertainment was the most viewed category valuing 24% of overall video viewers. According to this evidence, it can be seen that television and YouTube play a significant role in providing information and entertainment.

During the online era, people seem to have more time watching videos. There are numerous choices of program in the television and YouTube. To fulfill people's needs in terms of information and entertainment, broadcasting companies and content creators use their creativity to compete in presenting shows that entertain and/or educate people, of course, to attract more audiences or viewers. One of the new television shows that is quite attractive to the public today is Indonesia's Next Top Model (hereafter is called INTM). This program is broadcasted by NET. which is one of the leading television stations in Indonesia. INTM is a reality series

featuring a drama of competition from 16 contestants to fight for the first Indonesia's Next Top Model title.

The thing that caught the researcher's attention is the language used by the judges and the contestants throughout the program. Although the judges and the contestants are all Indonesians, English was used frequently to express something by the speakers. Moreover, the judges and contestants switch and mix the languages while saying something. In short, people are using code-switching and code-mixing in the program.

Despite the fact that there has been a lot of study on code switching and code mixing, only a very few of the relevant studies, particularly in the Indonesian context, have investigated the misuse of code switching and code mixing. Considering the status of Indonesia as one of the nonnative countries, the misuse is possibly occurred while doing code switching and code mixing. This occurrence attracts researcher's interest to investigate "The Use of Indonesian-English Code-switching and Code-mixing in Indonesia's Next Top Model TV Show".

1.2 Research Problems

This study is conducted due to the occurrence of code-switching and code-mixing in Indonesia. Indonesians have Bahasa as their national language, and it is used all over the country. However, as experts have agreed that today, the world has become a global village, the need to master a foreign language is rising. This leads to the phenomenon of code-switching and code-mixing. Therefore, the researcher is interested in exploring the use of code-switching and code-mixing among Indonesians. To be specific, the researcher would observe the code-switching and code-mixing done by the top six contestants and four judges of Indonesia's Next Top Model TV show. For this reason, the researcher would like to propose the following questions:

1. How code-switching and code-mixing is used in Indonesia's Next Top Model TV show?
2. Does the misuse occur in doing code-switching and code-mixing?

1.3 Research Objectives

According to the research problems, the research objectives are written as follows:

1. To explore how code-switching and code-mixing are used in Indonesia's Next Top Model TV show.
2. To investigate whether the participants misuse the language(s) while using code-switching and code-mixing.

1.4 Scope and Limitation

This study explores how code-switching and code-mixing are used in Indonesia's Next Top Model TV show. INTM was aired on NET. TV. Although this program has no longer available on television, people still can watch the reruns on INTM YouTube channel. In this research, the videos being observed were uploaded at March 15, 2021. In fact, the videos are actually from episode 31 which divided into four clips. The 31th episode was originally aired at March 13, 2021 on NET. TV. There are total sixteen contestants in the program. Nonetheless, the researcher only takes the dialogue of the top six contestants and the judges as the object being studied. The reason to choose these individuals is that they are likely to use code-switching and code-mixing in the program.

1.5 Research Significance

The researcher aims to provide comprehensive knowledge related to code-switching and code-mixing for the readers by conducting this research. The knowledge would likely be about what is code-switching and code-mixing, types of code-switching and code-mixing and how Indonesian practices code-switching and code-mixing. Furthermore, the researcher hopes that this study would help further research on related topics to shed a light on the study of code-switching and code-mixing.

1.6 Definition of Key Terms

1. Code-switching is the situation where the speaker changes one language to another in a same conversation or utterances. Code-switching deals with language alteration spoken by bilinguals or multilingual (Almelhi, 2020). So

that, in this study, code-switching refers to the language alteration happens in a discourse between bilinguals or multilinguals.

2. Code-mixing happens when the speaker uses some English words or phrases in a same sentence while saying something in other languages. According to Rohati & Hidayat (2019), bilinguals or multilingual often use more than one language—they mix the languages or codes within a conversation and do what is called code-mixing. So that, in this study, code-mixing means combining English words or phrases with another language in a same sentence.
3. Indonesia's Next Top Model is one of the programs of TV shows broadcast by NET. —one of the leading broadcasting companies in Indonesia. It shows a series of realities in which sixteen models were competing to be first Indonesia's Next Top Model. All candidates were situated to live in the same quarantine house and were required to accomplish different challenges on each episode.

In conclusion, this chapter elaborates the background of the study, the research problem and the purpose of the study. Moreover, the researcher gives the information about scope and limitation of the study along with the significance of the study. Lastly, the researcher provides the definition of key terms in order to avoid ambiguity and to make is easier for the reader to understand the important terms used in this research.