

CHAPTER I

INTRODUCTION

This chapter consists of background of the study, research questions, objectives of the study, significance of the study, and scope and limitation of the study.

1.1 Background of the Study

Humans are social creatures who need a means to interact with other humans, both orally and in writing. To interact with each other, humans need a tool called language. Language is a communication tool to express almost everything such as thoughts, ideas, emotions, messages, desires, and others. According to Chomsky (2002), language is a natural part of the human mind, physically located in the brain, and included in the biological heritage of the human species. In principle, language is concerned with understanding what others are saying and producing signals with the desired semantic interpretation. Language is very important because if there is no language, there will be no interaction in society (Simanungkalit & Putra, 2021). So, language serves as a bridge to connect communication among people.

The study that studies language and society is Sociolinguistics. According to Spolsky (1998), Sociolinguistics is a discipline that explores the relationship between language and society, and also between language usage and the social structure in which speakers of the language are located. Wardhaugh and Fuller (2015) also states that Sociolinguistics is the study of people's daily lives, such as what languages and media people use in their daily conversations, and how people use these languages. Currently, most everyone understands two or more languages, which in Sociolinguistics is known as bilingualism and multilingualism. Sukrisna (2019) says, the ability of someone who can speak two languages when interacting with other is called bilingualism. While multilingualism is the ability of someone who can speak more than 2 languages. One of the phenomena of bilingualism and multilingualism in modern era is that many people mix more than one language when communicating with others. They usually mix their mother language with a foreign language. The phenomenon is commonly called code mixing.

Code mixing is one of the phenomena that often face when communicating with others. Muysken (2000) defines that code mixing is the application of lexical items and grammatical features from two different languages in one sentence. In other words, the speaker mixes words or phrases in a sentence or speech. This phenomenon is very common in all circles of society and has even become a trend in this millennial era. Almost all young people and adults use this code mixing. They think that mixing languages when communicating makes them look more prestigious. In addition, they also think that it can improve their social status. But not all circles are like that, some of them have certain reasons, functions, and factors when combining their native language with foreign languages. Muysken (2000) also says that even in ordinary conversations bilingualism will produce mixed sentences. This is what makes the writer interested in analyzing code mixing in this study. One of the examples of code mixing is:

*Qathy: **Weekend** kamu **busy** nggak? Kalo nggak, kita **hang out** yuk!*
*Alfa: Boleh! Aku juga lagi **free**.*

Based on the example above, Qathy and Alfa do code mixing in their utterances. In the first utterance, Qathy adds “weekend” (*akhir pekan*), “busy” (*sibuk*), and “hang out” (*nongkrong*) which is an English vocabulary in her utterance which is dominantly Indonesian. Likewise, with Alfa, she also mixes her language. She inserts English word “free” (*bebas/tidak sibuk*), “child free” (*tanpa anak*), and “respect” (*menghormati*) at the end of her utterances.

In this modern era, code mixing is an everyday language activity that appears in daily conversations. Code mixing can also appear on various social media platforms, such as Instagram, Facebook, X, and YouTube. One of the social media that they use a lot is YouTube. Based on research conducted by the GMI team (2024), YouTube is one of the largest online video and social media platforms in the world with 2.70 billion users this year. In addition, YouTube is also the second largest search engine after Google. By using YouTube, people can get many benefits such as being able to get information or news easily and as a livelihood. Besides that, we can also access or upload various kinds of videos, ranging from podcasts, movies, games, education, music, and so on. This is what makes social

media users interested in using YouTube, including artists or public figures. One example is Natasha Wilona.

Natasha Wilona is a young model and actress from Indonesia who is now also a famous youtuber. She started joining YouTube on July 9, 2015, with a channel called Natasha Wilona and now has 6.28 million subscribers. There are various kinds of video content on the channel, ranging from daily vlogs, beauty tips, makeup tutorials, games, cooking tutorials, pranks, and others. On March 23, 2023 Natasha collaborated with 1 ID entertainment and launched the iWil Network platform. The iWil Network channel is the new name of Natasha Wilona's YouTube account, which contains podcast content that is interesting and aimed at young people. There are many podcast videos with famous and entertaining guest stars. However, the writer is interested in the episode "Tentang Self Love dan Mengatasi Kesepian" with Cinta Laura as the guest star. That is because throughout the video she speaks by mixing two languages, namely Indonesian and English, which are related to the topic of this study. In addition, the content of the episode is inspirational and motivational.

Furthermore, in Indonesia, people do not just use one language to communicate, it can be two or more. It is common because it has become a necessity to clarify what they say. For example, when they want to convey something but they do not know the Indonesian language, so they mix it with English. This often happens to Indonesian children who have parents from different countries or simply called half-blood child. As a result, they have different upbringing styles and languages. So, the way they speak also depends on the place, time, and situation. One example is Cinta Laura Kiehl, she has a mother from Indonesia and a father from Germany. So obviously, when communicating daily, she uses Indonesian and English.

Cinta Laura Kiehl is an Indonesian-German actress, singer, and model. Besides working in entertainment, she is also known as an activist because of her concern for women, children, and the environment. Cinta Laura was born to a mixed marriage couple. Her mother named Herdiana Soekarseno who is an Indonesian citizen. Meanwhile, her father named Michael Kiehl who is a German citizen. Cinta

Laura grew up in Germany. Therefore, she has some difficulty when speaking Indonesian. So, when interacting with others she uses two languages, namely Indonesian and English. So, we can conclude that Cinta Laura is a bilingual. That is why the writer choose Cinta Laura Kiehl as the subject of this study.

Based on the explanation above, the writer is interested in conducting a study about code mixing with the title “The Use of code mixing by Cinta Laura Kiehl in iWil Network YouTube Channel”.

1.2 Research Questions

Based on the background of the study above, the writer formulates the research questions as follows:

1. What are the types of code mixing used by Cinta Laura Kiehl in iWil Network YouTube channel?
2. What are the possible factors that cause code mixing used by Cinta Laura Kiehl in iWil Network YouTube channel?

1.3 Objectives of the Study

From the research question above, the objectives of this study are:

1. To find out and describe the types of code mixing used by Cinta Laura Kiehl in iWil Network YouTube channel
2. To explain the factors of code mixing used by Cinta Laura Kiehl in iWil Network YouTube channel

1.4 Significance of the Study

By doing this study, the writer hopes that this study can provide theoretical and practical benefits:

Theoretically, the results of this study are expected to contribute meaningful and useful thoughts in the field of Sociolinguistics, especially the phenomenon of code

mixing that occurs in Indonesia, specifically the code mixing used by Cinta Laura Kiehl on the iWil network YouTube channel. This study is also expected to be one way to provide broader and meaningful information about the types and factors of code mixing in Cinta Laura Kiehl's utterances. It is because in this study there are many theories related to code mixing.

Practically, the writer hopes that this study will provide benefits and good impact for English teachers, learners, and other researchers. For teachers, this study can be used as a reference in learning activities. For example, teachers use social media, namely YouTube to teach about code mixing to their students. It is because YouTube is one of the interesting media so that students can be more enthusiastic and enjoy when teaching and learning activities take place. For learners, it can be utilized to gain more knowledge and understanding of code-mixing so that it can be applied in everyday life. Last, for other researchers, this study can be used as a reference for those who want to conduct study in the field of Sociolinguistics, especially code mixing. In addition, this study can also be used as an idea for other researchers to conduct similar study in different ways.

1.5 Scope and Limitation of the Study

This study focusses on Sociolinguistics aspects of code mixing, especially in analyzing the types and factors of code mixing. However, this study is limited to one video only, namely the episode "Tentang Self Love dan Mengatasi Kesepian" on the iWil Network YouTube channel, where Cinta Laura Kiehl is the guest star. This study uses the theory proposed by Hoffman (1991) to analyze the types of code mixing and the theory of Bhatia and Ritchie (2006) for the factors.