

CHAPTER I

INTRODUCTION

This chapter introduces the research by providing the background and explaining the importance of the topic. It also shows how the study can give benefits for both academic understanding and for practical applications in everyday life. The scope of the study is described, so it's clear what will be covered and what will not. Additionally, the main research questions that guide this study are presented. The final of this chapter, a brief overview of the following chapter is provided to give readers a sense of what to expect in the rest of the thesis.

1.1 Background of the Study

Code mixing is a common phenomenon in bilingual and multilingual communities where the speakers often mix between languages within single conversation. People who are bilingual often mix between languages depending on the context, need, or personal experiences (Grosjean, 2012). The language choice and mixing patterns of bilinguals are highly influenced by their conversation partners, they adapt their language use by strictly using one language with monolinguals while freely mixing languages when communicating with other bilinguals who share their language repertoire (Grosjean, 2013). As Kim (2006) points out, code mixing has become increasingly common in daily interactions, especially among young bilinguals who naturally combine languages to express themselves more effectively.

Code mixing is a widespread linguistic phenomenon in multilingual societies like Indonesia. According to Muysken (2000), it refers to the mixing of two or more languages of language varieties within the same sentence or discourse. This practice is particularly common among young people who combine languages fluidly in their daily interactions. There are three types of code mixing: insertion, alternation, and congruent lexicalization (Muysken, 2000). These types are not

random but are shaped by various contributing factors. Several factors influence code mixing: social roles and relationships of the participants, situational factors, message intrinsic factors, and language attitudes including social dominance and security (Ritchie & Bhatia, 2008).

For example, in casual conversations, speakers might naturally mix both languages:

*“reputasi itu bukan sesuatu yang gua paham dulu, jadi gua cuman kejarnya **quick win**, tapi gua paham **game**-nya itu bukanlah kaya dengan cepat tapi yaitu **endurance**.”*

(Ronald, 2025)

This is an example of code mixing where English and Indonesian are combined in a single sentence. This mixing allows the speaker to communicate more fluidly, using words and phrases from both languages that feel more natural to them. By blending these languages, the speaker can express ideas more clearly and convey a sense of familiarity or belonging to both linguistic communities. The use of English words like quick win, game, and endurance especially when talking about personal growth or abstract concepts demonstrates how code mixing helps bilingual speakers articulate complex thoughts more effectively in everyday conversation.

In today's world, many people actively use social media to access information quickly. Platforms like Facebook, Instagram, Twitter and Youtube allow users to share thoughts, ideas, and aspects of their daily lives. Among these, Youtube is well-known because it lets users upload videos, create personal channels, and watch many kinds of content like gaming, Music, and educational videos. According to Ensour (2015), Youtube serves as a video sharing website where users can view, post, and comment on videos, offering a space for personal broadcasting and direct streaming for organizations.

Puella, whose name comes from Latin word meaning smart and confident women, is an Indonesian digital education platform by Cinta Laura. The youtube channel is particularly valuable because of its unique characteristics. Firstly its

targets audience is intellectual Indonesian youth, who naturally create discussions that use different style of language, from formal academic language to casual everyday language. The channel aims to educate young people, and its content is made for them. This creates a special language used by youth today. On Puella Youtube Channel the presenters and guests mix formal academic with informal expressions, creating a dynamic blend. This mixing provides valuable data for studying language variation in educational media. Analyzing Puella Youtube Channel helps us understand how Indonesian youth use different language styles.

The content of Puella Youtube Channel, Maudy Ayunda emerges as a particularly interesting subject for linguistic analysis. As a prominent Indonesian public figure who graduated from Oxford University and Stanford University, Maudy Ayunda frequently appears as a guest speaker on various platforms, such as podcasts, webinars and panel discussions. Her bilingual background in Indonesian and English along with her unique educational experiences and role as a cultural bridge between Indonesia and the international community makes her language use particularly noteworthy. During her appearances on Puella Youtube Channel, Maudy naturally shifts between Indonesian and English, showing shopiscated code mixing patterns that show both her academic background and her ability to connect with young Indonesian audiences.

Researching the code mixing used by Maudy Ayunda on Puella Youtube Channel provides valuable insights into how young, internationally educated Indonesians use language. By exploring how Maudy Ayunda combines Indonesian and English on this educational platform, we can better understand the types of code mixing patterns she uses and the factors behind her language choices. This understanding contributes to broader insights into bilingual communication strategies among young, educated Indonesians, especially in the context of digital media and education. From this background, the writer is interested in conducting a thesis entitled “*An Analysis of Indonesian-English Code Mixing Used by Maudy*

Ayunda on Puella Youtube Channel” to explore bilingual interaction in digital media.

1.2 Research Question

Based on the reasons mentioned for choosing this topic, the researcher wants to look into these problems:

1. What are the types of code mixing used by Maudy Ayunda on Puella Youtube Channel?
2. What are the factors that influence code mixing used by Maudy Ayunda on Puella YouTube Channel?

1.3 objective of the study

The main goals of this research are outlined as follows:

1. To describe the types of code mixing used by Maudy Ayunda on the Puella YouTube channel.
2. To explain the factors influencing Maudy Ayunda’s use of code mixing in her utterances on the Puella YouTube Channel.

1.4 Significance of the study

This research provides valuable contributions both theoretically and practically in the field of Sociolinguistics, particularly in the context of code mixing phenomenon in digital educational content.

Theoretically, this study contributes to the growth of knowledge in Sociolinguistics by providing insights into code mixing phenomena. By analyzing the code mixing patterns in Maudy Ayunda’s utterances on Puella Youtube Channel, this research expands our understanding of how bilingual Indonesian public figures use language mixing in educational content particularly in terms of the types of code mixing they use, the frequency of occurrence, and the communicative functions it serves.

Additionally, the application of established frameworks offers deeper insights into the factors influencing code mixing choices in digital education contexts.

Practically, This research can help many people in simple ways. For language teachers, learning about how people mix languages can help them make better lessons that feel more real and useful for students who speak two languages. Content creators and social media influencers can use this information to connect better with their followers who come from different backgrounds and speak different languages. For social media users, this research shows that mixing languages when they post or chat online is not wrong or bad. This can make people feel more confident when they write posts or comments online because they know that mixing languages is actually a good communication skill.

1.5 Scope and Limitations of the Study

Scope of the Study

This study focuses on the sociolinguistics aspects of code mixing, specifically analyzing the types and factors influencing code mixing. The analysis will be based on the theoretical frameworks provided by Muysken (2000) and Bhatia & Richie (2006), which outlines the various types of code mixing and sociolinguistics factors that affect language use in bilingual contexts.

Limitations of the Study

While this study seeks to provide insights into the code mixing used by Maudy Ayunda, it is important to consider certain limitations. The analysis was limited to the specific video entitled “*Kuliah ke Luar Negeri Itu Penting Ga Sih?*” published on year ago, which may not fully represent her overall language use across different contexts or platforms. Additionally, the study focused solely on Maudy Ayunda’s use of code mixing, excluding the language practices of other speakers in the video. Furthermore, the research primarily focused on spoken language and may not consider written discourse or other forms of communication.