

CHAPTER I

INTRODUCTION

This chapter consists of five subchapters that are important to describe this research in general, namely the background of the study, research questions, objectives of the study, significance of the study, and scope and limitations of this study.

1.1 Background of the Study

Language is a tool used by humans to convey speech, feelings, and thoughts in communicating. Besides, language is also the most important aspect of life for all living things, especially humans on earth, because language can be used to communicate with each other. Humans cannot communicate in the true sense or the intended purpose without language. Language is very important for communication between one another because, with language, we can obtain or receive information easily as a means of communication with others. Related to language, as the researcher will analyze in this study that the researcher will analyze code-mixing, the researcher will analyze this time about code mixing where which is currently very common.

Code mixing is very often encountered in our daily lives. Usually, in daily conversation, people can accidentally change the conversation in the form of a word or phrase to another language directly in one sentence. According to Muysken (2000) code-mixing is akin to the switching of codes between turns or utterances. Code is an important system used by two or more people to communicate with each other and talk about code. In this study, the researcher analyzed code mixing. Code mixing itself is a phenomenon of mixing languages in the form of words or phrases in one sentence, at this time people live in modern times where language is very influential starting from the mixing of languages that are often encountered. This is what makes researcher interested in analyzing the code mixing that occurs in a celebgram.

Celebgram is an abbreviation of celebrity Instagram. Someone can be called celebgram because they have many followers on their Instagram account. Celebgrams can also be used as a job because by having a lot of followers,

celebgrams can do marketing or commonly called endorsements, usually done by promoting a product and so that followers are interested in buying it. Celebgram has a big impact on product sellers because with Celebgram's help, at least the celebgram's followers can find out about the product being advertised by the celebgram. All celebgrams can successfully advertise their products/product endorsements well, depending on the product itself and the strength of the celebgram itself. The celebrity endorse range itself in advertising products also varies, some are quite cheap, and some are expensive depending on how famous they are on Instagram itself and the number of followers who follow them because that also has an effect. Talking about celebgram, one of the celebgrams that the researcher will analyze is Livy Renata.

Livy Renata is a celebgram who has 2.8 million followers on her Instagram. She is an online game brand ambassador and is well known for her innocence and unique way of speaking by often mixing two languages, English and Indonesian. Therefore, it makes the researcher interested in analyzing Livy Renata's conversation as a research subject. The researcher analyzed Livy Renata's conversation on a YouTube channel owned by Denny Sumargo, the YouTube channel contains several podcasts with other artists. However, the researcher only used the podcast whose guest star was Livy Renata because, from the beginning, the researcher was only interested in using Livy Renata as a research subject. The researcher is also interested in the contents of the conversation in the podcast, where in the podcast, there is a communication between Livy Renata and Denny Sumargo.

Talking about communication, communication is the way humans interact with each other. Communication is the process of delivering messages from one person to another where the delivery uses a language that can of course be understood by each other. Communication is a dynamic process that occurs around us all the time. Communication can be divided into two, namely non-verbal and verbal. Nonverbal communication is carried out without a sound, such as body language, hand movements, signs, winks, etc. Meanwhile, verbal communication uses language as an intermediary, both spoken and written. Starting from a very early age, people communicate primarily through oral

language Sunari and Simatupang (2021). In this world there are various kinds of languages according to their respective countries such as Indonesian, Japanese, English, Korean. and people communicate according to the language of their country. Communication itself is not always just word of mouth but can also be digital because in the technological era like now there are so many digital communication tools or media communication. Media communication is very primary to people's lives. In simple terms, a communication medium is an intermediary in conveying an information from the communicator to the communicant which aims to be efficient in disseminating information or message Aurima and Windyawati (2018). that have sprung up as a form of technological progress, now people do not need to meet to communicate even with strangers. Communication tools with technological advances themselves are not always bad, but if we can use them properly and also the right communication tools in the digital era, as they are now, will really help the development of the world. In related to communication nowadays, there are many tools for communication, can be through Facebook, Instagram, TikTok and YouTube and there are many other digital communication tools that are used by the general public, but as the researcher will discuss, that is via YouTube.

YouTube itself is also starting to be known by many people because with YouTube, sometimes people can find out what is happening at the moment, apart from that, YouTube can also be used as a learning media and as education. People can see and listen to any information through YouTube. There are so many channels made on YouTube, like today's artists who are also exploring activities through YouTube, where lately many people like to see YouTube as a means of entertainment compared to watching TV. On YouTube, there are also lots of interesting things where there are also channels about education, as well as entertainment, such as podcasts which are currently in great demand. As the researcher will analyze now, it is one of the YouTube channels belonging to the artist, namely Denny Sumargo.

Denny Sumargo is an actor who was also a basketball player which after he suffered an injury and decided to leave to become a basketball player, after that Denny Sumargo also penetrated into the world of YouTube with his YouTube

name, namely Denny Sumargo, Denny Sumargo's YouTube channel contains content that focuses on podcasts where he invites artists and celebrities as well as a number of public figures for sure to talk intensely with him, previously his YouTube channel was less interesting but over time and some rumors have appeared like after people come to the podcast it will end up dead, these rumors can appear to the public because there are several artists who did experience death after visiting the Denny Sumargo podcast, as a farewell, but this was not justified by Denny Sumargo but only by chance, but over time people enjoy his YouTube content in the form of the podcast because of the way he talks and appreciates the guest stars and the quality that makes people like his YouTube content including the researcher. There is a lot of podcast content on Denny Sumargo's YouTube channel, but the author is only interested in analyzing the podcast with Livy Renata, which contains a podcast with Livy Renata because initially the researcher was interested in analyzing code mixing and Livy Renata is bilingual. Therefore there is a connection between code mixing and bilingualism because there will be a lot of code mixing in it, which of course is spoken by Livy Renata, who is bilingual. Livy is a celebrity who often speaks and always mixes both languages or you could say Livy Renata is bilingual.

Sometimes everyone can speak two languages or is called bilingual. According to Hamers and Blanc (2000) the concept of bilingualism refers to the state of a linguistic community in which two languages are in contact with the result that two codes can be used in the same interaction and that a number of individuals are bilingual (societal bilingualism); but it also includes the concept of bilinguality (or individual bilingualism). In bilingualism sometimes bilingualism occurs spontaneously, especially now that there are many artists or young people who use bilingualism a lot, either from themselves or from the influence of the surrounding environment, and according to Meyer et al (1992) the research reviewed in this report exists in the context of a broad and rich array of research traditions on bilingualism and bilingual education. From an academic perspective, the hybrid fields of psycholinguistics, sociolinguistics, and education have viewed bilingualism both as a topic intrinsically worthy of investigation and as a phenomenon that offers interesting perspectives on, or even critical tests of,

theories about linguistic, cognitive, and social processes. These theoretical views of bilingualism such as the cognitive effects of bilingualism, the social correlates of knowing two or more languages, the nature of the relationship among languages, and the relationship between language and its family, school, community and societal contexts provide a background for understanding of bilingual education practice and policy. What will the researcher examine in this research is the celebgram, namely Livy Renata, who many people know is a crossbreed because when she speaks she often uses English who also attends an international school where her teaching method and environment, of course, uses a lot of English for daily conversation. In daily conversation, Livy Renata also often use English, therefore she admits that she is not fluent in Indonesian. She often mixes the two languages in one sentence, like in the Denny Sumargo podcast.

Related to code mixing, there are several studies that have been carried out, namely the previous study which used the focus of code mixing in its research, it means related to this research. An example is a study which has the title “*An Analysis of Code Mixing in Video Motivation on Dedy Corbuzier YouTube Channel*” by Hasanah (2020) the study analyzes the types of code mixing in a video motivation on Dedy Corbuzier which is defined by Pieter Muysken and the motives of code mixing that argued by Charles F Hockett. However, this study has several differences from previous study First, this study uses motives and uses Charles F Hockett's theory meanwhile, for this study, the researcher analyzes the factors of code mixing by Bhatia and Ritchie. And the data source used in the previous study was Dedy Corbuzier's YouTube video podcast. Meanwhile, for this studies, the data from this study were taken from Livy Renata's conversations on Denny Sumargo's YouTube channel. From some explanation above, the researcher is interested in carrying out a research about the code mixing that happen to celebgram Livy Renata in the podcast Denny Sumargo's YouTube channel by analyzing types using Muysken's theory and factors using Bhatia and Ritchie's theory in the podcast.

1.2 Research Questions

Based on the background of the study above, the researcher focuses on the research questions below:

1. What are the types of code mixing that appear in Livy Renata's conversation on Denny Sumargo's YouTube channel?
2. What are possible factors that lead to code mixing that appear in Livy Renata's conversation on Denny Sumargo's YouTube channel?

1.3 Objectives of the Study

Based on the research questions above, the objectives of the research are:

1. To find out the types of code mixing used in Livy Renata's conversation on Denny Sumargo's YouTube channel
2. To explain the factors of code mixing used in Livy Renata's conversation on Denny Sumargo's YouTube channel

1.4 Significance of the Study

Theoretically, the researcher hopes this research has and makes a significant contribution to sociolinguistics, in particular the code-mixing phenomenon that occurs in Indonesia, especially what the researcher discusses this time, namely on Livy Renata's podcast on Denny Sumargo's YouTube channel. This research could be a way to provide more information about the types and reasons mix code in conversation, especially on that Livy Renata podcast.

Practically, the researcher hopes that this analysis of code mixing can help or provide broad insight into sociolinguistics, especially about code mixing so that it can become a source of new knowledge for people who read this research, and of course the researcher hopes that this research can be a reference for other students who will conduct similar research.

1.5 Scope and Limitations of the Study

In this research, the researcher focuses on analyzing the types and the factors of code mixing on the celebgram Livy Renata on Denny Sumargo's YouTube channel that is *curhat bang*. In analyzing videos, researcher is looking for code mixing from Indonesian to English that is used by Livy Renata's videos on Denny Sumargo's YouTube channel