

CHAPTER I INTRODUCTION

In this section, the writer explains the introduction to the study conducted. This introduction contains background of the research, statement of problem, research purposes, research significance, and definition of key terms.

1.1 Background of the Research

Social interactions are inherently intertwined with the domain of linguistic expression. Language is one of the fundamental characteristics of human (Liando & Rondonuwu, 2019). One of the fundamental elements that facilitates interpersonal harmony in various aspects of life is the communication process. Communication is not just a means of conveying information from one person to another; it is also the foundation for establishing social bonds, whether in personal, professional, or academic contexts. Effective communication leads to understanding of the language, whether in a literary or tulisan context. This is because language serves as the primary tool for conveying meaning, emotions, and information that is necessary in social interactions. Each person must not only be able to explain things clearly, but also be able to understand what other people are saying. Because of this, communication is not always straightforward or explicit; rather, it involves the processes of interpretation, negotiation, and context understanding to ensure that there is no misunderstanding during an interaction. In addition, to communicate well, one must be able to adjust one's speaking style, words, and tone to suit the situation, culture, and background of the person being spoken to. For example, in formal interactions, one must use more regular and structured language, while in informal interactions, one can more easily interact with others in a more relaxed manner. Communication in the current era of globalization and digitalization is increasingly complex with the presence of various digital communication media, such as text-based platforms, social media, and

video conferencing. This makes it more difficult to understand the language and meaning conveyed because interactions involve symbols, visuals, and digital expressions, which affect how messages are understood. Because effective communication does not only depend on the ability to speak or write, but is also a dynamic process that requires the ability to understand, interpret, and adapt language in various contexts to help people interact better, improve understanding of each other, and improve cooperation in various aspects of life.

In the Indonesian context, it is noteworthy that numerous languages serve as mother tongues or primary languages, particularly regional dialects. Almost all regions of Indonesia employ local languages as the primary mode of communication, with the Indonesian language functioning as a secondary language. Nonetheless, there exists a contention that Indonesian should be regarded as the primary language for Indonesian nationals. The coexistence of local languages alongside Indonesian often leads individuals to inadvertently amalgamate these languages within a single phrase or sentence. This phenomenon contributes to a perceived lack of formality in spoken language. However, the standards of formality in Indonesia are delineated for use in formal contexts.

The incursion of foreign cultural influences into Indonesia significantly impacts the linguistics landscape. The rapid assimilation of foreign language by the community engenders a phenomenon characterized by the intermingling of Indonesian with foreign languages. In this study, endeavoring to undertake an investigation centered on the phenomenon of language intermingling between Indonesian and English. This study initiative was prompted by the prevalence of this phenomenon, which is often embraced by individuals without a comprehensive understanding of its implication. It is common for people to engage in language interchange or mixing, yet often outside the appropriate context, resulting in the audience deriving meanings that diverge from the intended message.

The impact of incoming foreign cultures can also catalyze linguistic evolution. According to Suhardi in Harianto et al., (2023), individuals inhabiting a communal environment can engender language contact, thereby accentuating their distinctive characteristics and cultural attributes. Language connections enable phenomena such as code-mixing and code-switching, which add linguistic variation to a community. This language contact strengthens the cultural identity of the community in addition to the linguistic aspect. With the continuous interaction of the native language and the foreign language, communities can maintain their cultural characteristics while adapting to external influences, reflecting the complex dynamics between language, identity, and globalization. In the Indonesian context, the influence of the English language on cultural expression is remarkably pronounced (Dewi et al.). This phenomenon is evidenced by the extensive accessibility of English, manifested through social media platforms, translated literature, and films available across various media outlets in Indonesia. In this context, the term linguistic development refers to the process of transformation of a language, in which it develops, changes, and is eventually replaced by a newer language. Social interactions, technological advances, and cultural and political dynamics influence this process of change, which does not happen instantly. Languages can change, develop, or even be replaced by vocabulary and structures that better suit the communication needs of a society historically. Therefore, the adoption of a new language is a slow process and involves many things, such as language habits, the education system, and how the society views the change. Nevertheless, the introduction of foreign cultures, manifested through language, may serve as a catalyst that accelerates the pace of linguistic development.

Nowadays, the phenomenon of language mixing is frequently observed across a diverse array of social spheres and contexts, indicating a widespread and significant occurrence that reflects the complexities of communication in an increasingly multilingual world. Various generations,

regardless of their linguistic backgrounds, often engage in and have become fully accustomed to the practice of employing a combination of two or more distinct languages in their interactions, therefore highlighting the fluidity of linguistic boundaries and the adaptability of human communication. In certain instances, individuals resort to language mixing when they encounter difficulties in comprehending or articulating a particular word or concept in their native language consequently, they may utilize an alternative language to effectively convey their intended meaning, a phenomenon that is commonly identified in academic discourse as bilingualism or bilingual communication. The emergence of public figures in various generations today greatly influences society in culture and has a significant influence, which is biased towards society. Because of the help of these public figures, society can easily get to know more about foreign cultures that enter, so that slowly society will be carried away and easily carry out their daily lives. One of the influences that occurs is the language style that unconsciously, humans will begin to follow people they often pay attention to. As relevant evidence that is currently happening is the mixing of two languages in one utterance, this is also called code mixing. Hoffman in Maulidar et al., (2020) said that code-mixing refers to the practice of mixing two or more languages within a single conversation, sentence, or even word It's a common phenomenon in multilingual communities. This language mixing is increasingly widespread and wide-ranging, due to the development of the era and increasingly sophisticated technology. So that people from all walks of life is able to mix languages without providing a clear context to it.

Code-mixing phenomenon is often used in everyday life in society. As articulated by Hoffman (1991), code-mixing is divided into three types, *intra sentential code-mixing*, *intra lexical code-mixing*, and *involving change of pronunciation*. People may use this phenomenon as their everyday language without knowing the right using of the grammar. Many words originating from the English language are presently integrated and

utilized within the lexicon of the Indonesian language, demonstrating a significant linguistic interplay. In light of this remarkable phenomenon, a considerable number of individuals actively engage in the practice of intermingling English with Indonesian during their conversations, which manifests in the form of a variety of sentences and individual words that permeate both their spoken and written communication. The diverse manifestations of such conversations encompass an extensive array of contexts, including but not limited to business, economic discourse, educational exchanges, discussions pertaining to beauty, advancements in technology, and numerous other fields of interest. However, it is regrettable that the phenomenon of code-mixing is prevalent within societal contexts. A deficiency in comprehending the simultaneous use of two languages may result in misinterpretations for the interlocutor. The significance of this study lies in the general populace's limited awareness of the phenomenon, which may engender potential misunderstandings. Furthermore, the imprudent application of code-mixing tends to convey an informal connotation, particularly when employed during formal occasions. Therefore, the use of code-mixing which will be discussed in this study will help people in their ability to speak a second language.

The degree of proficiency in code-mixing is profoundly influenced by the linguistic background of the individual employing this practice. An individual who possesses a background characterized by a command of two or more languages—commonly referred to as bilingual—significantly impacts the way they utilize the phenomenon of code-mixing in their verbal expressions. Bilingualism emerges because of linguistic contact (Hoffman, 1991), permitting individuals to sustain a linguistic environment conducive to development in response to their surroundings. When a person interacts with more than one language in everyday life, whether through social interactions, education, media, or work environments, they naturally learn to speak both languages. This process allows people to understand and use two languages simultaneously and adapt to different social and cultural

contexts. Bilingualism is often an important tool for increasing opportunities in various fields, such as academic, professional, and social, because it provides greater linguistic flexibility. This occurs in multilingual environments. In addition, affective and cognitive factors influence the development of bilingualism; people who are accustomed to speaking more than one language tend to have a broader cultural understanding and more flexible thinking abilities. Thus, linguistic contact influences the development of a person's bilingualism in addition to contributing to the dynamics of language development in an increasingly connected and global society. Furthermore, the proliferation of the code-mixing phenomenon is also shaped by its widespread occurrence; an individual may find themselves imitating conversational models that incorporate code-mixing because of frequent interactions with others who engage in this linguistic behavior. This phenomenon has the potential to gain widespread traction due to various factors that influence the speech styles of individuals, among which the presence of social media influencers stands out as a particularly significant factor. This phenomenon may also yield beneficial outcomes for the broader community. Although acquiring knowledge through such phenomena is often characterized by minimal efficacy. This phenomenon presents substantial potential for community members to enhance their linguistic competencies. In the context of this study, the enhancement of English proficiency, which constitutes the primary focus, is evident. Linguistic skills are derived from the individual's capacity to adapt, learn, and seek comprehension of the provided explanations. The evolution of language skills is contingent upon the individual's willingness to engage in learning and to grasp the contextual nuances of an alternate language being utilized.

Within the framework of language development, several developmental stages must be traversed before an individual can attain a general level of proficiency. Various theoretical explorations within the domains of linguistics and developmental psychology delineate stages such

as bilingualism, second language acquisition (SLA), cognitive comprehension, and syntactic advancement. These stages are intrinsically linked to the linguistic development observed in individuals, as second language learners necessitate the enhancement of their linguistic capabilities in the target language. Moreover, these stages are intimately associated with the phenomenon of code-mixing as explored in sociolinguistic studies, given that they elucidate the interactions that emerge among individuals and social groups.

At the bilingual development stage, according to Lado in Rusdiansyah (2018), bilingualism is the ability to use language by someone as well or almost as good, which technically refers to the knowledge of two languages regardless of their level. So thus, speakers are at the pre-differentiation stage, where they have not fully differentiated the language systems used. This usually happens when code-mixing is done unconsciously, especially in a bilingual environment. According to Krashen in Setiyadi & Salim (2018) SLA is a product of real interaction between students and people in the target environment. As this progresses, the speaker's SLA ability will also increase as an early production and speech emergence stage, where the use of code-mixing becomes an alternative communication to overcome vocabulary limitations in the second language. Furthermore, at the cognitive development stage, code-mixing speakers become more developed from just a communication need to a social tool and identity. Cognitive refers to everything related to the mental process involving knowledge, understanding, perception, thinking, memory, attention, and problem solving (Babullah, 2022). According to Cross & Israelit in Babullah (2022) this includes the acquisition of information by individuals and ways of thinking. At this stage, code-mixing speakers already could speak two languages, so that their cognitive abilities can adjust unconsciously and become a habit of speaking in a mixed manner. This tendency is also reinforced by environmental elements such as exposure to bilingual media and interaction with bilingual communities.

Combining codes is also often considered better in conveying meaning or adapting to the interlocutor, especially in informal situations. As a result, this habit continues to develop and eventually becomes part of everyday communication patterns, indicating the linguistic flexibility of its speakers. Furthermore, at the syntactic development stage, through the theory presented by Chomsky in Widana et al., (2024) regarding Generative Transformational, it explains that syntactic abilities can develop over time and allow speakers to form more complex sentences. In the context of bilingualism, the complexity of code-mixing also increases along with the progress of the language structure mastered by the speaker. Code-mixing will be used more often up to two or more phrases in one sentence. This phenomenon often occurs in bilingual conversations in Indonesia, especially among urban communities, where speakers can easily switch between Indonesian and foreign language such as English in one sentence. With the stages above, speakers can experience language development that occurs in themselves, these stages occur unconsciously from the individual, because the environment greatly influences language progress, especially in the digital era like today.

However, in this study, the stages of language development that will be used as the main reference are the stages proposed by Charles A. Ferguson (1968), *graphitization*, *standardization*, and *modernization*. Ferguson developed this concept to explain how a language develops in society, especially in the context of structural and functional changes in language. This stage focuses on the linguistic aspects used in society, including how language is written, standardized in official norms, and undergoes changes and adaptations according to social and technological developments. In addition, the development stages proposed by Ferguson, namely the early stage, the developing stage, and the advanced stage, are still used as appropriate requirements for measuring the extent to which language development has occurred. Therefore, the concept proposed by Ferguson remains in the realm of sociolinguistics, because it discusses the

dynamics of language use in various social and cultural contexts, which are also closely related to the phenomenon of code-mixing in bilingual or multilingual societies.

Language development according to Bloomfield (1933) occurs through associative and stimulus-response roles, where a person learns language through interaction and experience with the surrounding environment. Meanwhile, according to Halliday (1993) The process of language development remains a continuous learning process, which takes place from birth, through infancy and childhood, and onwards throughout adolescence to adulthood. Therefore, language development will continue to run along with the life of the individual, because basically language is the basic material of human communication. Language is an important tool for social interaction because it not only conveys information, but also shows technological, social, and cultural progress in society. The language a person uses will also change as their experience and communication environment increases. This will include changes in vocabulary, structure, and delivery methods. Various factors can influence this process; these include interaction with other languages, the use of language in digital media, and adapting to increasingly complex communication needs. Language, therefore, is always changing and developing, reflecting how humans adapt to technological advances, increasingly broad social interactions, and changing times in the era of globalization. Language is not just a means of communication, but also part of human cognitive and social development that always experiences changes and adjustments in various contexts of life. In this study, language development plays a role as one of the main aspects affected by the code-mixing phenomenon. This phenomenon reflects how individuals in a society dynamically mix two or more languages in everyday communication, both consciously and unconsciously. The use of code-mixing does not only occur as a spontaneous form in conversation but can also reflect the language development that takes place in a community.

The result of this phenomenon, language development can experience changes in various aspects, such as vocabulary expansion, changes in grammatical structure, to the emergence of new terms in communication. These changes can provide positive and negative views for language users. In its positive changes, it can specifically improve a person's bilingual or multilingual skills, enrich linguistic expression, and increase flexibility in understanding various languages. However, the code-mixing phenomenon also pose challenges, such as the potential for weakening the use of the native language or even the emergence of language shifts in a society. The community's response to this phenomenon is an important factor in determining the extent to which code-mixing can provide benefits for language development. It depends on the response of the community that will accept the code-mixing phenomenon by utilizing it as a language learning, or on the contrary, those who consider that the occurrence of this phenomenon can damage the language culture itself. Therefore, a deep understanding of the impact of code-mixing on language development is key in determining how this phenomenon can provide a positive contribution to the development of individuals and society.

In contemporary society, influencers or public figures frequently employ code-mixing as a key component of their communication on various social media platforms. The public is likely to adopt, either consciously or unconsciously, the linguistic styles utilized by the influencers they choose to follow on these platforms. This study chose influencers as the main object of the study because influencers or public figures are able to adapt quickly to the digital world. This ability is not only based on the ability to adapt, but also responsive to new things that emerge quickly on the internet. Influencers also have a very wide and diverse audience, so the way they speak in public greatly influences the communication patterns of their followers. The form of branding also greatly affects influencers, because they will do strong branding so the uniqueness that is owned by them. Language style could be as the one aspect of branding for influencers. Many

influencers use code-mixing or multilingual methods to attract a wider audience. This reflects the social and cultural dynamics in digital communication. One of the influencers strategically incorporate code-mixing within their content to broaden their reach to international audiences such as Titan Tyra. She is consistently merging linguistic codes within her content across popular platforms such as Instagram, TikTok, and YouTube. In pursuit of a deeper understanding of this phenomenon, writer have undertaken thorough investigations focused on several influencers who adeptly practice code-mixing and possess the potential to significantly impact the larger community regarding this linguistic phenomenon. Among these influencers, writer have chosen to delve into an in-depth examination of Titan Tyra, who wields considerable influence in the beauty industry, thereby offering audiences who engage with her content the opportunity to gain insights into the realm of beauty through the reviews and commentary provided by Titan on her social media channels. Titan Tyra was chosen as the object of study in this study because she is a fluent bilingualist in Indonesian and English, and consistently uses both languages in various content that she creates. Her ability in bilingualism makes her an interesting example of how someone can combine two languages in digital communication. In addition, Titan Tyra has a very large number of followers on various platforms, which shows that her communication style is able to attract attention and retain audiences for a long time. With a large follower base, her content has a wide reach and has the potential to influence the way her followers communicate, especially in terms of the use of mixed languages or new word trends that often appear in her content. Her popularity also makes her one of the influencers who can represent the phenomenon of language use in the digital world more broadly. Another uniqueness that Titan Tyra has is her authentic, engaging, and characterful communication style. Each of her content is not only visually appealing, but also in the way she conveys messages to her audience. Her relaxed, expressive, and interactive speaking style makes her followers feel closer

and more connected to her. Moreover, Titan frequently employs code-mixing between Indonesian and English, a practice that is facilitated by her own bilingual background.

This study, on Titan Tyra YouTube channel, prove code-mixing between Indonesia and English has often occurred repeatedly. Titan, an influencer hailing from Indonesia, has garnered significant attention and a large number of follower due to her captivating content that largely revolves around the scope of beauty, fashion, and lifestyle, which she skillfully weaves together to create engaging content for her audience. In her video, she often engages in unique linguistic practice that involve mixing Indonesian with English, a strategic approach to increase accessibility and reach to a broader spectrum of viewers who may resonate with her diverse content. This study has developed a focus in investigating specific instances of language mixing used by Titan in the production of videos through her YouTube channel, as this phenomenon presents a rich area for academic exploration and understanding. Therefore, this study intends to conduct a thorough examination of the linguistic interactions evident in Titan's content, with a particular emphasis on instances of code-mixing and an analytical focus on its applicability in the context of the 'beauty' category, therefore contributing to the wider discourse on language use among social media influencers. Titan Tyra's selection of beauty content shows a close relationship between linguistics and code-mixing, where the use of mixed languages plays a role in how she effectively conveys messages to her audience. As a bilingual, Titan Tyra often uses code-mixing, which is the insertion of English elements into Indonesian or vice versa, in various contents, for example when she explains makeup tutorials or recommends beauty products. This is not just a style of language, but also reflects how language adapts to the development of the digital world, especially in the beauty enthusiast community who are often exposed to international terms. The use of code-mixing in her digital interactions helps Titan Tyra build closeness with her audience, most of whom are also exposed to English. By

combining Indonesian as the main language and inserting English terms, she creates more natural and relatable communication for her followers. By choosing flexible language that is in accordance with the context of the beauty industry, Titan Tyra not only conveys information clearly but also makes her content more engaging and relevant to her audience. Thus, the combination of sociolinguistics and code-mixing in the beauty content she creates is not only a trend, but also part of the linguistic dynamics in digital communication that continues to develop.

In this study, the writer has decided to concentrate on a well-defined and specific domain, which is the field of beauty category, which undoubtedly holds a prominent position in contemporary culture and is universally relatable, as it connects individuals both domestically and internationally. It is compelling a thorough exploration into its ongoing development, particularly the fact that it is characterized by the constant emergence of new advancements and trends that demand investigation. One particularly intriguing aspect of this fields is the diverse language employed when discussing various topics, such as makeup, skincare, plastic surgery, and treatments. Within each of these discussions lies a multitude of subfields that present the potential for the ongoing evolution of new terminologies or vocabularies, which may include absorbed vocabulary, borrowing, or even those expressions that have become entrenched as common vernacular in everyday discourse.

To conduct this study meticulously selected the expansive and frequently accessed YouTube platform as a significant conduit through which they can efficiently ascertain a wide array of information sources that demand thorough exploration and consideration. Alek posits that the digital epoch has fundamentally transformed the way language influences social relationships and interpersonal interactions. Given its substantial size and remarkable ease with which it can be accessed across various generations, YouTube serves as an invaluable repository of knowledge. By utilizing content derived from YouTube as foundational study material, the writer

simultaneously creates significant opportunities for the broader community to engage with and discover innovative knowledge that is often elusive and seldom encountered in traditional academic settings. YouTube provides facilities with a longer and more in-depth content format duration, providing more opportunities to analyze a problem. Unlike some other platforms such as Instagram or TikTok which provide shorter content format facilities. YouTube also offers better data stability and accessibility when compared to other platforms. YouTube stores videos for a longer period, unlike other platforms that are more dynamic and change quickly. In addition, YouTube also provides transcriptions and subtitles on all content on YouTube, making it easier for writer to analyze videos on YouTube. With a longer format, data stability and accessibility, and the availability of transcripts make YouTube superior to other social media platforms. Furthermore, this approach serves as a great reminder that an extensive variety of topics and phenomena existing in our world are ripe for scholarly exploration and examination.

This study not only focuses on the phenomena that occur on social media, but also considers how the phenomenon develops in the surrounding environment, especially in the academic world such as college. The focus of the study in the college environment because students are a group that actively uses social media and is more proficient in language than the general public. As students, they also tend to interact more often with others in various formal and non-formal contexts, and are involved in academic discussions. In addition, the university environment is very helpful for students to study in many fields, such as linguistics. Students have a greater opportunity to understand and analyze the language changes that are happening around them because they have access to the latest study, academic reading resources, and interaction with lecturers and language experts. High language awareness, intense use of social media, and an academic environment rich in scientific discussions make universities a very relevant place for feudal study. In this digital era, students are play a

role in the process of forming and spreading language styles, including the increasingly common code-mixing phenomenon found in everyday communication, both in academic and informal spheres. The selection of campuses as part of this study is also based on academic relevance. Many students, especially those majoring in English Literature or fields of study related to language, study and explore the phenomenon of bilingualism and how mixed languages are used in various communication contexts. By involving students who have at least basic English language skills, this study can dig deeper into the extent of their understanding of code-mixing, as well as how they assess the effectiveness and impact of using mixed languages in digital communication. This also allows for analysis from an academic perspective, where English Literature students can provide a more critical perspective on this phenomenon, both from linguistic, social, and cultural aspects. In addition, this study also aims to increase students' awareness of the appropriate use of code-mixing. With better insight into the structure and function of language, students can understand when and how code-mixing can be used effectively without losing clarity of meaning or damaging the structure of the language used. This study contributes to providing students with a broader understanding of the dynamics of language in their academic and social lives.

Moreover, many writer have analyzed code-mixing and in the field of beauty for their study. This study focuses in analyzing more about the combination of beauty and its use of language through code-mixing. This study wants to educate the reader and others about the presence of code-mixing in our immediate environment, as well as the ongoing development of language itself. Since people nowadays are less aware of but often use for mixing language, it could be important for anyone because these days, code-mixing is sometimes necessary for work, study, conversation, and many parts of life. One aspect of language dependency relationships in multilingual societies is the phenomenon of code-mixing in the context of transitional functions, situation relevance is a form of dependency identified

from both sides of the relationship between speakers and language functions (Daulay, n.d.). This study might be interesting too for those who like beauty. In part adding some new vocabulary for the beauty category is needed to dive into the scope of beauty. This study ensures the reader that code-mixing is a different kind of mixing language and has a type. Also, to ensure the reader the vocabulary used in the beauty category could be developed the language that is used.

This study refers to several previous studies. The first research was written by Salsabila, Siregar, and Sosrohadi in 2021 entitled “Analysis of Code Mixing in Jerome Polin Youtube Content “Nihongo Mantappu””. The result found is one type of code-mixing it is outer code-mixing. It used as a choice of words that are easier to remember and pronounce.

The second research was written by Tarihoran, et al in 2022 entitled “The Impact of Social Media on the Use of Code Mixing by Generation Z”. The result found in this study is the impact of social media in the form of oral and written can influences the audience in the use of code-mixing. Some of the issues discussed are that they are interested in discussing mixed languages, confirming the latest information, increasing knowledge of people who are speaking, or simply issues of western social and cultural issues. Meanwhile, some factors that influence the use of code-mixing are motivating student in the lack of vocabulary, showing knowledge of technology and culture has changed, showing that they are educated and can speak English, showing that they have a linguistic background, or showing that they are happy and excited.

The third research was written by Herman, et al in 2022 entitled “Attracting Viewers through Advertisement by Using Code Mixing: A Sociolinguistics Study”. From the result found there are two types of code-mixing that were initiated by Muysen, namely insertion and congruent lexicalization. Then four reasons were found for the use of code-mixing including discussing topics, interjections, intention to clarify interlocutor speech content, and identity expressing group.

In the previous three studies concerning code-mixing, this study explores novel aspects that diverge from earlier research. The distinction among previous research resides in the breadth of analysis undertaken. In the three previous research, code-mixing was examined from various perspectives, specifically code-mixing within Indonesian and Japanese contexts, whereas the current study explore code-mixing between Indonesian and English. The second research maintains a similar thematic focus, namely research conducted in the digital era; however, this study will concentrate on a singular platform that serves as a pivotal reference for elucidating code-mixing and its relation to beauty. While the third research addresses the way code-mixing can captivate audiences within advertising contexts, this study diverges by focusing specifically on the domain of beauty. A modest interpretation will be provided regarding how code-mixing can engage viewers, albeit presented within the framework of YouTube content that emphasizes beauty. Specifically, this study examines the types of code-mixing employed by a prominent Indonesian influencer, Titan Tyra, concentrating on the beauty sector pertinent to the study object. Consequently, the analysis will be restricted to the beauty category rather than encompassing a broader spectrum of fields. This study further delineates the various types utilized by Titan, alongside the underlying rationales for this linguistic phenomenon.

The fourth researcher was written by Seamus Donnelly and Evan Kidd in 2021 entitled *The Longitudinal Relationship Between Conversation Turn-Taking and Vocabulary Growth in Early Language Development*. The result found are there will be a bidirectional relationship between independently measured vocabulary growth and turn-taking growth in conversation. The importance of social interaction in early language development, and the active role that infants play in the process.

The fifth researcher was written by Johanne Paradis in 2022 entitled “Sources of individual differences in the dual language development of heritage bilinguals”. The result found in this study is the development of

language that is relevant occurs in the development of bilingual person. Some factors that appear are the child's socioemotional and parental contribution to the child. Second, the "rule-based" system such as morphosyntax and phonology abilities. Third, the AOA (age at ones acquisition: cognitive abilities) factor and SES (socio-economic status).

The last researcher was written by Kristina Pantović, in 2023 entitled The Online LexiCOIN: Exploring the formation and use of English slang blends. The results found are elements of word creation that develop online. Found that the word *portamanteau* is one of the slangs that has successfully developed its influence in conversation. In this study, Pantović discusses some of the history of word changes, namely slang, which emerged and spread widely on social media. The method used is internet-based by using manual word selection from an online slang database.

Moreover, building upon the insights from the previous three studies focusing on language development, the novelty findings of this study endeavor seek to elucidate the language evolution engendered by the phenomenon of code-mixing. This inquiry will investigate how individuals are able to discover or assimilate new vocabulary that arises through this linguistic phenomenon. In the three previous research above, extensive discourse centered on the phenomenon of language development occurring in children. It is imperative to acknowledge that language development persists throughout an individual's life, extending into adulthood. Consequently, the novelty identified in this study lies in the demonstration that language development can transpire across all demographics, inclusive of adults, and the second language learner, utilizing code-mixing as a conduit to facilitate the enhancement of language skills.

From the previous research above, the writer wants to present a new perspective on the phenomenon of code-mixing as it relates to the process of language development, which encompasses not merely the amalgamation of two languages, but also aims to explain the potential interrelationship and influences that this linguistic blending may impact on the overall

development of the languages involved. The previous research has identified a total of six types of code-mixing, which have been shown to expand and evolve based on the data collected during the research. Through this, the writer thoroughly investigating the various types of code-mixing that are utilized by Titan in her YouTube videos, while seeking to uncover the intricate connection that Titan constructs to ensure that her audience can genuinely relate to and resonate with the emotions conveyed through the intriguing phenomenon of linguistic, code-mixing. Considering the noticeable decrease in the level of engagement established with the audience due to the various types of code-mixing identified, it is essential that further investigate the mechanisms of language development that occur within Titan's distinctive linguistic system, with particular emphasis on the code-mixing that highlighting on the aesthetic aspects of communication in her content.

1.2 Statement of Problem

Based on the background above, this study would do deeper research into the intricate phenomenon of code-mixing, while simultaneously investing in potential impact that the process of language development may exert on the interplay and blending of the two distinct languages.

The writer has formulated the problem in the form of statement of problem. The main focus of this study is two main questions. These questions are intended to learn more about the phenomenon being studied and to understand how the study results are influenced by the related elements. The following are the research questions:

1. What types of code-mixing are used in Titan Tyra YouTube channel?
2. How is code-mixing used in the beauty category on Titan Tyra YouTube channel to determine the stages of language development among respondents?

1.3 Research Purposes

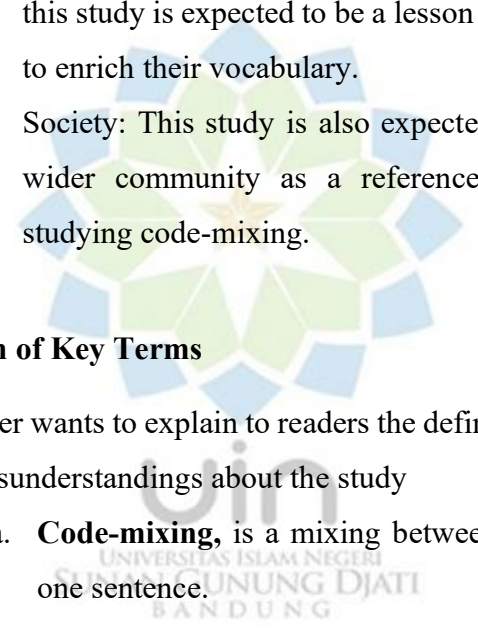
Based on the formulation of the research questions above, the writer aims to explore and analyze the phenomena that are the main focus of this study. The writer is intended:

1. To find types of code-mixing used in Titan Tyra YouTube channel.
2. To determine the influence of code-mixing through language development among respondents based on the data found.

1.4 Research Significances

It is sincerely hoped that the results and understandings gained from this study will not only be extremely helpful and advantageous for practitioners, the larger academic community, and the wide range of readers from different backgrounds, but also act as a priceless and essential resource for future academicians, researchers, and scholars who may wish to add to, broaden, and improve the body of knowledge in this area. This study hopes to make a significant contribution to current scholarly discussions, pique intellectual curiosity, and motivate future investigations that go even farther into the complexities of the topic by offering a thoroughly documented and methodologically sound foundation. It is also expected that this study will stimulate multidisciplinary discussion, support the creation of fresh theoretical viewpoints, and enable useful implementations that may have a long-term influence on scholarly discourse as well as practical applications. Ultimately, this study aims to make a significant contribution to the ongoing advancement of knowledge and the enhancement of scholarly inquiry in the years to come.

1. Theoretically, this study can provide knowledge about the differences between code-mixing as well as the growth of language formed from this phenomenon.
2. Practically, this study can be useful for:

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- i. Teachers: As a form of learning in the field of code-mixing. Able to provide perspectives from the scope of beauty to foster curiosity in students.
 - ii. Student: Could learn the types of code-mixing based on the explanation that will be delivered, to students do not just use the language mixing explicitly but understand what they are saying.
 - iii. Beauty enthusiasm: This study also discusses language development, especially in the scope of beauty. Hence, this study is expected to be a lesson for beauty enthusiasts to enrich their vocabulary.
 - iv. Society: This study is also expected to be useful for the wider community as a reference for those who are studying code-mixing.

1.5 Definition of Key Terms

The writer wants to explain to readers the definition of the key terms to avoid any misunderstandings about the study

- a. **Code-mixing**, is a mixing between two languages into one sentence.
- b. **Titan Tyra**, an influencer with a million subscribers on her YouTube channel. She often used mixing languages in her everyday life.
- c. **Beauty category**, the center of attention in this study is on face category, which only discusses about make-up and facial skincare.
- d. **Language development** is a phenomenon where the object of this study, Titan, reflects the phenomena of code-mixing that occurs in her YouTube channel.