CHAPTER I

INTRODUCTION

This chapter is the Introduction of the research. It consists of background of the study, statement of problem, research purposes, research significances, conceptual framework, definition of key terms, previous studies and the outline of the studies.

A. Research Background

Language is a communication tools that human use in order to get what they need. Language is needed by society to communicate with someone else in everyday life. without language they cannot express ideas, emotions, feelings, need and any other things in neither spoke or written forms. According to Trudgill (1983:13) "language is not simply means of communicating information, It is also a very important means of establishing and maintaining relationship with other people."

According to Wittegenstein (1953) Language is a form of thinking that can be understood, I touch with reality, and has the form and structure of logical. He also stated that language is just a game. He said that concept did not have to clarity meaning, and that form of language is simpler than the language itself. But then he have a different opinion about a statement that state language separate and correlate with reality. Language is a game that can be "played" means that it can be used depending on it purposes at the time it used. One word can be "played" as a request, a statement, an exclamation, an order, an answer, an agreement, etcetera. He also said that there is no limit for his theory it is not just applicable in words but sentence as well. One word or sentences can have a variations of meaning. Wittegenstein argues that a sentences that use independently will not have a meaning and did not state anything. Those sentences will only works if there is a context behind it, the sentences that does not have a context behind it will be meaningless. Also, he added every tenses does not any particular use.

Sociolinguistic is a major that study the relationship between language and society. The subject concerned on how languages affecting and interacting with social factors, such as ethnicity, gender, age, social class, educational background. Not only that sociolinguistic means that all linguistic factors related to all the factors beyond the language itself such as a language that only used by the speaker in a certain speech community. It is a derivational word, "sociology" and "linguistic" refers to the science of society and linguistic itself is a science of language. According to Coulmas (2013) "it is the study of choice and "the principle task of Sociolinguistics is to uncover, describe and interpret the socially motivated" choices an individual makes."

Sociolinguistic is interested in how we speak differently in varying social contexts, and how we use a specific function of language, as we know language is a crucial thing in communication to establish and maintain human relationship. Every human that born into society taught by its own society to use their language properly and how to establish a conversation. The reason behind that is because of all the varieties of language. Every community has a different language majorly depending on their geographical area. A common language is restrict to its speaker choices, and one language created by virtue by of its participant choice and because of that sociolinguistic is the linguistic choices. Fasold (1996) states that "in language choice, the speaker may choose two languages (involving code switching), mix the code, and use set of variant within the same language."

Living in the era that has no boundaries allowed us to know and learn about another language that are not our mother tongue. The people that has the abilities to speak more than one language is often called Bilingual.

Bilingualism is an ability to understand more than one language at the same time.

Code-switching and code-mixing is one of the phenomenon that come with with bilingualism. Code-switching and code-mixing it self is basically a phenomenon when a bilingual or multilingual is using more than one language in one sentence. The

difference between the two type of code is that cod- switching is when a bilingual change or switch language after at least one sentence while code-mixing is when people switch to another language in the middle of conversation usually changing one or two words.

People whose bilingual often unconsciously use the two language at the same time. And often happen in a daily life conversation. This phenomenon is called code-switching and code-mixing in sociolinguistic study. According to Baetens-Beardsmore (1982) "one principle stands out: A minimal condition for bilingual behavior is the ability to code switch, that is, to be able to distinguish and use one linguistic set apart from another, at different moment in time, and as appropriate to the circumstance."

This research object is examine code-switching and-code mixing done by Indonesia International singer Nicole Zefanya or Niki on interviews uploaded in YouTube. Nicole Zefanya or Niki is a 21 years old Indonesian international Singer and she of course a bilingual as she studied in international school and now living in America.

There are three previous studies regarding Code Mixing and code Switching that use the same theory approach on both code switching and code mixing to support the study. Those previous studies are:

The first is "Beyond the use of Code Mixing by Social Media Influencer in Instragam" by Bejo sutrisno and Yessika Ariesta (2019). The writers wanted to analyse what are code mixing that used by social media influencers in instagram. And from the analysis they found out the reason influencer used code mixing are because, first, the have passion in influencing people to use English in communication. Second, the influencer do not want people to look down in other language. The second is "Code Switching used by Kimmy Jayanti in "iLook" Program On Net Tv" By Nuri Afina Rahmaniah (2016). Is focusing on finding code switching on television program. Her analysis is concluded that the most code switching type that are used in "iLook" is

intersentential types. And Code switching are used the most is when the presenter was talking about a particular topic. The third is by Rio Upasaluba (2018) titled "Code Switching Used by Cinta Laura in Ini Talk Show And Good Afternoon on Net Tv" this thesis studied Focused on Code switching. In this study he found that the types of code-switching found on the *Ini Talk Show* are inter-sentential and intra-sentential code-switching and the function are to cover inability in speaking in Indonesian and participant's solidarity status. And he also found the new function which are to cover inability in speaking in Indonesian.

The similarities between the by Yessika Ariesta (2019) Journal and this Thesis is the theories about code Mixing. The differences is the object as the Journal using Instagram caption while this thesis is using Interviews that are taken from Youtube. Other than that the journal just analyzing the use of code mixing, this thesis on the other hand is analyzing both code mixing and code switching. The relevance of the study and Nuri's are using same approach, as well as code switching theory that both of the thesis used. The difference is Nuri's thesis just focusing on code switching, and she choose television program as her object. While this thesis, focusing on both code mixing and code switching and the object was taken from an interview in YouTube. The relevance of the study by Rio Upasaluba (2018) and this study is using the same approach about sociolinguistic and code-switching and the same question as the types and factor of code switching. The difference is that the object of Rio's study is the tv shows while this study is taken from YouTube. Rio's study also just focus on code switching whilst this study focused on both code switching and code mixing.

Therefore, based on the background of research above, it is seen that code – switching and code – mixing have so many types and needed to be put according to its category. From sociocultural point of view it is something that needs to be address because it is the factor that support code-switching and code-mixing to happens between bilinguals.

B. Research Question

Based on the background of the problem can be concluded into research questions as the follows:

1. What are the types of code-switching and code-mixing done by Niki on her interviews on YouTube?

2. What are the sociocultural factors which becoming the background of code-switching and code-mixing uses by Niki on her interviews on YouTube?

C. Research Objective

1. To find out the types of code-switching and code-mixing done by Niki on her interviews on YouTube.

2. To find out sociocultural factors which becoming a background of codeswitching and code- mixing that are use by Niki on her interviews on YouTube.

D. Research Significances

1. Theoretically

Theoretically, this study is expected to reveal theoretical perspective code-switching and code-mixing used by Niki on her interviews in YouTube. Hopefully this research can be useful to future student that are learning Sociolinguistic especially the material about code-switching and code-mixing and can apply it in life. For the researcher this study can be used as reference to conduct further research.

2. Practically

The purpose of this study is to examine a phenomenon of language happen among bilingual or multilingual people. The study is to analyzed on why people who are bilingual tend to do cod-switching and code-mixing in their everyday life even often without realizing it. The research was done to prove and show the real reason of code-

switching and code-mixing done by native in order to avoid negativity image that the bilingual helds. Because Code-switching and code-mixing often misunderstood as arrogance to most people.

E. Conceptual Framework

The researcher uses a couple of theories in order to finish the study. First of all the data of this research is taken from interviews from a media streaming online called YouTube. The theories that are used corresponding with the statement of the problem of the research.

To answer the first question the researcher is supported by Romaine S (1992) theory about how the variation of code is used to help people from a certain community communicate easily and effectively within the person from that same community. Her theory is also supported by other theory such as Hoffman that talked about how code switching often happened in an informal situation. And the issues will be cleared by how the theories and match with the actual situation

The important background of code switching and code mixing is the cultural effect from the speaker. This lead to the second question which will be answered using sociocultural theory. As Sapir (1929) states that tradition is even beyond the theory and it is a fundamental effect of language.

F. Definitions of Key Terms

1. Sociolinguistic

Sociolinguistic is linguistic branch which focusing more on the social aspects of language, focusing on the actual event in everyday life. According to (Trudgill, 1984, p. 32) sociolinguistic is a "part of linguistics which is concerned with language as a social and cultural phenomenon." Sociolinguistics is related to the relationship between society and language which to helped understand the structure of the language and how it functions in communication.

2. Bilingual

Bilingual is a term used by an individual whose be able to mastered and used more than one language in their everyday life. the existence of the internet and the modern era resulted many bilingualism.

According to Spolsky "bilingualism is an individual who has abilities to speak in two languages and it has some functional ability in a second language.

3. Code-Switching

Code-switching named after bilingual abilities who can use more than one language it often happen in one sentences or in daily conversation in their everyday life. Code switching is a switch occurs when the speaker shift from one language to another or when the speaker switch from one code to another. (Holmes, An Introduction to Sociolinguistics, 1992).

4. Code-Mixing

Nababan said "code-mixing is found mainly in informal interactions. In informal situation, the speaker tends to mix it because there is no exact idiom in that language, so it is necessary to use words or idioms for other language."

5. Niki

Nicole Zefanya has a stage name called Niki which the one we are all more familiar with. She is a 21 year old Indonesian International singer born on the 24th of January 1999. At 15 she became the opening act for Taylor Swift's The Red Tour in Jakarta after winning a competition. She was a student of an international school and that's where her bilingual ability was formed.

6. YouTube

YouTube is one of the online video-sharing platform, founded in America by Chad Hurley, Steve Chen and Jawed Karim. Headquarted in San Bruno, California, United States of America. The platform was made on February 14th 2005 it or fifteen years ago. So many stars born form YouTube, including Justin Bieber. Now a days people uploaded video on YouTube to get money and the person who uploaded a video is called content-creator. Other than that people uploaded every thing on YouTube including interviews.