CHAPTER I
INTRODUCTION

This chapter is introduction that is divided into research background, statement problem, research objectives, and significance of the research, conceptual framework, previous studies and definition of key terms.

1.1 Research Background

According to Johanes (1976), code mixing is a transition in the use of language in accordance with situations, conditions, such as situations that were initially formal to informal, or vice versa. Code mixing has also been widely used in the general public such as teenagers, soap operas as well as other television shows such as entertainment or entertainment, contests, and so on. Besides that, on television there are many unique languages but in them full of meaning such as television entertainment shows that depict happiness but in excessive, flattering, softly critical language, which is usually called figurative language (Aini, 2017).

Another point is that because various societies, various countries and several bilingual communities have different language skills, they must be able to communicate impactively and be good at managing conditions. It is in this condition that they or some people use language code mixing (Cakrawarti, 2011).

From year to year Master Chef Indonesia always presents two sessions, namely there is a first session called the Captain session, so the session is divided into two groups of the red team and the blue team, in that session the participants will enter the elimination stage. Then the second session is the elimination round session. Later, the contest is seen whether the quality of the cooking is good or not, the unsatisfactory ones will be eliminated.

Judges and master chef participants also often say languages that include Indonesian and English, such as "Black team" "Challenge" "Free Village". The challenges faced in the cooking contest are also in English, namely "Mystery Box", which is making dishes in the box, also almost similar to the first, namely "Multi

Mystery Box", then there is "Signature Dish", where participants have to cook according to what that has been defined in the theme. There is a "Popstar Challenge", which is to make dishes according to what a guest star likes. "Duel Captain Challenge" where the captains of the two teams compete against each other. "Offsite Challenge" is an indoor challenge, held outside the Master Chef Gallery room. "Pair Challenge", "Team Challenge", where participants are divided into two teams and compete with each other in the MasterChef Gallery. And the last stage is "Final Test".

The impact of language code mixing is an impact on new habits in language, participants, the judges and those watching the program can add to their vocabulary that they don't know at first to know, from initially just joining in to trying to speak bilingual and at least they learn English. it was fun, besides that it was also for the participants, the judges, especially the researchers and the audience who watched the program, most of whom wanted to know and understand more about the international language, namely English. In mixing language codes there are also negative impacts, namely:

a. Can lead to a lack of use of Indonesian in its acquisition due to the use of English that is developing in Indonesia.

b. The use of English has the cause of wasting time because sometimes it is necessary to remember and repeat words or sentences using English.

Therefore, Sumarsono and Partana (2004) argue that some language code mixing events have the potential to cause a shift and extinction of a language. In mixing language codes there are also negative impacts, namely:

a. Caused a lack of use of Indonesian in its acquisition due to the use of English that developed in the archipelago.

b. The use of English has the cause of wasting time because sometimes it is necessary to remember and repeat words or sentences using English.

Therefore, Sumarsono and Partana (2004) argue that some language code mixing events have the potential to cause a shift and extinction of a language.

Over time, because they often hear mixed languages, millennial children prefer other people's languages to their own, starting from the structure of Indonesian which causes a lot of integration and interference. , and many also use it. mixing language codes that are used incorrectly and so that what is said and what is heard or said is not good words.

Positive or negative of a language, especially mixed language codes, it would be better if it is used only as needed for certain people or it is also not overused, because if you are in a formal event and use language, automatic code mixing will interfere with the use of the core language or language Indonesia is good and right. So mixing code is used for something that is not too formal, for semi-formal and non-formal, but mixing the language code in the Indonesian Master Chef event is good to improve the language quality of the participants and the judges so that they are more familiar and more qualified in speaking.

In various countries and some communities, bilingualism is not a sign that has a specific factor but a very normal requirement for use in everyday communication. In this case, researchers are interested in conducting a study of the impact of code mixing on the perception of the audience, as well as the factors of code mixing at the event. To limit the breadth of the data, the subjects in this study, researchers had a participant in the representation (purposive sampling) from Sayang Village, Cianjur District, Cianjur Regency.

Starting from collecting data from residents first, members of the youth organization, and PKK women, and residents (who understand and not understand English). The reason for taking samples of the participants is because they have seen all the episodes from the past until now, so they can see the impacts that occur due to the TV program.

Most of the entertainers or judges, hosts, as well as many audiences use code mixing between Indonesian and English when they communicate, one of which is in the *Indonesian Master Chef* program. Master Chef Indonesia is a TV station program about talent search in the field of cooking, which was broadcast on the

RCTI television channel which was held in 2011. This is a reality show that grabs the attention of the Indonesian population, the aim is to add experience and develop talents or talents from ordinary to the best in Indonesia in cooking as well as for television entertainment and motivation for people who have a hobby of cooking can improve their skills as well. in channeling his hobby.

In addition to being a cooking training in each session, the master chef program also allows participants, as well as the audience, to gain knowledge about cooking such as making bread, noodles, meat with soft textures and so on.

1.2 Statement of Problem

From the background in this research above, the problem in this research is related to the factor of code mixing and its impact on the audience. The research problem is formulated into two questions as follows:

1. What are the factors that cause language code mixing between the judges and participants of the Indonesian Master Chef program?

2. What is the impact of code mixing according to people's views in the MCI program?

1.3 Research Objective

Based on the formulation of the research question above, the researcher is intended:

a. To find out the factors that cause conversations using code-mixed language between the judges and the participants of the Indonesian Master Chef program.

b. To find out the public's perception of code-mixing towards the audience.

1.4 Research Significances

The advantage of this study in linguistics research is specially divides into two significances; they are theoretically and practically.

1. Theoretically, this research can give the specific knowledge especially using Hymes and Bell's theory of code mixing analysis to improve our understanding in study of sociolinguistics.

2. Practically, the result of this research can be used by English lectures in teaching sociolinguistics about code mixing and also can be useful for students of the English Literature Department at Sunan Gunung Djati State Islamic University or students from the other university, as reference of study in code mixing analysis especially in Hymes and Bell's theory.

1.5 Conceptual Framework

In this research, the writer will use factors and receptions of mixing code. This topic explains the existence of a perception about society when using language translation, that is, code mixing can occur in conversations between people who have an ethnic, socio-economic, educational background and also close people. It is also avoided in the situation of official speech discussions that exist in various societies, especially for those who have at least common factors in terms of a social status, formality and language loyalty (Lumenta, 2015).

Charlotte Hoffman or commonly referred to as Hoffman is an author of a book entitled 'an Introduction to Bilingualism', a Longman Linguistics Library which contains bilingual and multilingual languages, or can be called mixed language codes published in 1991 in the USA (Lumenta, 2015).

Communication is the process of exchanging information between people / individuals in an ordinary system using signals, symbols, or behavior and actions. Then when code mixing is used in a community environment, There are a factors for why people to use a mixture of their languages, as stated below:

1. Factor Situation

    There are various things that make situations a factor in language, especially mixing code, ranging from tense situations, situations in showing ability, relaxed situations or language factors that are not quite right when interpreted in Indonesian.

2. Condition factors

This is a factor that must be present in the competition, sometimes language can also change a condition, such as in the mention of future participants, participants and the jury at the time of dialogue use mixed language codes, because in it there are words that can make both the participant and the jury condition how well .

3. Event Factors

In responding to an event contest such as Master Chef, there are factors that must be considered, namely that on certain occasions the jury will issue a firm, polite speech, because a competition event will never be separated from criticism and negative responses from a jury, as well as positive responses. . And try to arouse them again with words that are easy to hear, contain a sense of humor so that neither the jury and the participants feel hurt by the words of the two parties and that's where mixed language codes are often used.

4. Factors of speakers and interlocutors

Speakers factors can also trigger language code mixing, such as when a speaker is a crossbreed English-Indonesian, besides that, it is also when the speaker expresses an opinion or discussion with the interlocutor so that it is more convenient and impactive for them to use mixed language.

According to Hymes argues that the factors that cause code-mixing events can be through what the setting is, the results, messages, suggestions and also norms used by some people in using language code mixing. Also in the form of texture, expression, gesture, which can cause these factors to occur.

Public perceptions that will become research material on language code mixing, there are 2 most important parts, namely negative and positive implementation of code mixing, including:

Positive Perception:

1. Adding English vocabulary

The impact of language code mixing is that for researchers and participants, the judges and those watching the program can add to their vocabulary that they

don't know at first to know, from initially just joining in to trying to speak bilingual and at least they learn English. it's exciting,

2. Know at least international languages

The participants, the judges, especially researchers and the audience who watched the program, mostly wanted to know and understand more about the international language, namely English.

3. More familiarize with social status

Over time, because they often hear the mixing of children's languages at this time, mixed language codes are starting to be used by teenagers, as well as adults, so that they are more comfortable socializing with new and old friends.

Negative Perception:

1. To prefer other people's language to one's own.

A many people who often hear language mixing, millennial children prefer other people's languages than their own languages, starting from the Indonesian language structure which causes a lot of integration and interference.

2. How to use it is not correct / misused.

Using mixed language codes that are used incorrectly and so that what is conveyed and what is heard or throws words that are not good.

3. Difficult for some people to understand

Some people are confused when hearing conversations or pronouncing mixed language codes, such as people with elderly status, as well as children who mix language codes that are difficult to understand, it can cause bad impacts for some people.

Positive or negative perception of a language, especially mixed language codes, it would be better if it is used only as needed for certain people or it is also not overused, because if you are in a formal event and use language, automatic code mixing will interfere with the use of the core language or language Indonesia is good and right, Likewise in the Sayang village community, Cianjur district. So mixing code is used for something that is not too formal, for semi-formal and non-

formal, but mixing the language code in the Indonesian Master Chef event is good to improve the language quality of the participants and the judges so that they are more familiar and more qualified in speaking.

Hymes' commitment to sociolinguistics in the world is visible, that is, it can be said that there is a more activist attitude, for example political activists. He is always looking for something new that is not commonly done by some people, he is always looking for people who are respected but universal in language and allow diversity when speaking, because diversity in such a world can be a source, as well as the initial core of an inequality.

In 1965, Hymes who initially studied at Cambridge University, then moved to the University of Pennsylvania, he took the Anthropology Department, and it was there that he looked for references in communicating well, presenting his work on communicating to various regions. During this time of life, Hymes began trying to work with people who knew sociolinguistics to create a journal he would write about, dedicated to the means and infrastructure of speech in the various communities he encountered, and to some of the people who used it (Hymes, 1972: 2).

The history of Hymes we can prove that there are many factors and influences that cause language coding to take place. It can be seen from the life journey of Hymes who is looking for identity, social with the community because he wants to know what kind of language diversity is used by people in various countries. Among them, the influence is due to the phenomenon, situation, and various other diversity factors that he addressed, and produced satisfying results because he succeeded in proposing theories that influence and bring about good factors in using mixed language codes in our environment.

This also relates to the object to be discussed, namely mixing language codes in the Indonesian Master Chef event, researchers prioritize the judges who will be studied, because they are Master Chefs who have won international medals as a great chef, and that's where they can also use two languages simultaneously,

according to the situation, the conditions they do, and do not arbitrarily use mixed language codes.

1.6 Previous Research

The writer is greatly helped by previous writers, because of becoming references in working on this research. The writer enters several previous studies that are identical discussing code mixing but different in terms of objects and data. Here are some of the writers:

The first was employed by Sualang (2017) entitled '*Alih Kode dalam Bahasa Inggris pada Program TV Indonesia NEZ Academy'*. It discussed about three types of code switching: Inter-sentential switching, Intra-sentential switching and Tag switching. The research showed that there were seven reasons which affected the use of code switching in Indonesian Television program Nez Academy, about a particular topic by showing empathy, interjection (inserting sentence content or sentence connector), repetition for clarification and Expressing group identity.

The Second was conducted by Cakrawarti (2011) entitled '*Analysis of Code Switching and Code Mixing in the Teenlit Canting Cantiq by Dyan Nuranindya'*. The author found six types of language switching and language mixing in this *Teenlit.* There was intra-sentential switching, inter-sentential switching, emblematic switching, intra-lexical code mixing, establishing continuity with the previous speaker, and involving a change of pronunciation. The modus of code switching and code mixing dominating was intra-sentential code switching, because there was speech inserted in English and local language. Moreover, there were ten causes of code switching and code mixing dominated by expressing group identity.

The third was conducted by Aini (2017) entitled '*The Analysis of English Code-Switching and Code-Mixing Used by Maudy Ayunda'*. There were fifty times inter-sentential switching, five times of symbolic switching, onces in the continuity with previous author and two kinds of code switching, such as 54 times intra-sentential

switching and seven times intra-lexical code mixing in both videos. This research also showed there were six reasons of code switching and code mixing usage, nineteen samples discussing about certain topic, three repeated samples used for clarification, nine samples as interjection (inserted content of sentence and sentence connector), 42 samples for explaining the purpose of interlocutors, six samples for filled motives needs and 38 samples for prestige filling motives. There was phonology level interference, grammatical leave interference 1 and morphological interference.

The last was employed by Gayatri, (2016) entitled '*Alih Kode dan Campur Kode Guru dalam Pembelajaran Bahasa Indonesia Kelas VII SMP Negeri 4 Kubutambahan*'. The problems studied in this research were about code switching and code mixing types, the factors caused code switching and code mixing both in English to Indonesia and Indonesia to English and the impact of code switching and mixing used in school. The most found types were internal code switching type and external code switching type.

From the previous studies above, the similarity with this research is discussing about code mixing. Meanwhile the differences are the method used and the research object.

1.7 Definition of Key Terms

Sociolinguistics	: a language learning that discusses the scope of social life, which has various variations but still refers to social factors in society.
Code Mixing	: an utterance in the form of phrases or clauses that are used, which consist of mixed phrases and mixed clauses.
Factors	: the factors that cause code mixing are certain situations, conditions and events with various social environments.
Public Perception	: is part of the process of a life that everyone can own, from the point of view of everyone

Impact   : a person speaks more than two languages in certain situations and conditions, positive and negative about object, be accustomed to various social environments.