CHAPTER I
INTRODUCTION

This chapter shows the research's overview. This chapter provides the background of the research, the statement of problems, the research objective, the research significance, and the organization of the writing.

1.1   Background of Research

MasterChef Indonesia is one of the television shows that have made such a significant impact on the cooking field. The particular reason for the circumstances is this television show was established six years ago and has reached up to 9 seasons and produced reliable chefs from this show. MasterChef Indonesia has also become one of the favorite shows for many people, especially in Indonesia. However, this MasterChef Indonesia cooking show unconsciously provides a lot of new knowledge in cooking, and some things can be used as learning materials, namely to learn English. MasterChef cooking show is not only entertaining. It gives the viewers cooking insights and also unconsciously English learning material since the contestants and the chef judges used to speak both English and Indonesian. This cooking show is also being shared on *Youtube*. *Youtube* is a digital platform used to share or watch videos online. The users can download and upload videos to share with others. It was created in 2005 and now is the most popular video application. Up to six billion hours, many visitors watch videos every month.

The contestants and judges, in particular, mixed and switched the language often, especially from Indonesian to English. For example, contestants and judges often use English when commenting on cooking or explaining what ingredients are used for the food. In the show, which is also shared through *Youtube*., whenever the judges or contestants who compete in this cooking talent search event speak in English, subtitles or translations are always displayed in Indonesian therefore the audience can find out what the speaker is talking about.

English is a language that can be said to have become a language of need for humans, especially in the current digital era, where many digital platforms are using the English language. Learning English is undoubtedly very necessary to keep up with the times. People do many methods to speak and understand English. Watching television shows to learn English must be fun, one of which is through this MasterChef Indonesia television show.

The writer was interested in analyzing the phenomenon that the chef judges and the contestants switch or mix their language from Indonesian to English and vice versa frequently in MasterChef cooking shows. This phenomenon is called code-switching and code-mixing, which are discussed in linguistics fields, namely sociolinguistics. Some research has been conducted on code-switching and code-mixing analyses and approaches. Those studies are mentioned as follows:

The first research, which was carried out by Yuliana et al. (2015), was "Code-Mixing and Switching of Indonesian Celebrities: A Study Comparatively."The goal of this research was to find code-switching and code-mixing techniques that Indonesian celebrities frequently employ. The author writer conducted this research because numerous Indonesian celebrities speak more than one language. There were two groups in the research. Celebrities who could speak more than one language belonged to Group 2 and those with native-speaking parents belonged to Group 1. The research examined code-mixing and switching at various frequencies using qualitative and quantitative methods. The author came to the conclusion that Group II spoke a foreign language more actively and used code-mixing and code-switching in different ways.

The second research was conducted by Permatahati (2021) to investigate "Nationality as the main factor of code-switching and mixing in Niki's interviews."The purpose of the research was to determine the types of code-switching and code-mixing, as well as to investigate the sociocultural significance of bilingual interviews. An interview with Niki, a world-renowned Indonesian singer, was the subject of this research. This research also looked at the sociocultural reasons Niki switched and mixed codes.

The third research by Suryawati (2013), titled "Code-Switching in a Puppet Show," to investigate the types, purposes, and factors involved in

employing code-switching in the puppet show Lamongan.This research observed three performances and conducted an interview with a puppeteer. By recording the performances and writing down the puppeteer's words on paper, the data were gathered. The data were broken down by the author into two categories of code switching: situational and metaphorical code-switching in accordance with Holmes' theory

The types of code-switching and code-mixing that the current research shares with the preceding studies are similar. In the meantime, the difference between this research and previous ones is related to the object of the research. While the prior research primarily used an interview as the object of the research, other studies utilized a different theoretical framework. The writer chooses MasterChef Indonesia's *Youtube* Channel videos which are related to English in this research. Moreover, some people who love cooking might learn the English language using MasterChef Indonesia's *Youtube* channel videos.

1.2   Statement of Problem

As the writer has described in the background previously, people - the judges and the contestants of MasterChef Indonesia- tend to speak in more than one language, in this case, Indonesian and English. As the phenomena that happen to the speakers and to restrict to focus of the research, the inquiry would be guided by the following research question:

1. What are the types of code switching and code mixing found in MasterChef Indonesia's *Youtube* channel videos?

2. What are the factors causing code switching and code mixing in MasterChef Indonesia's *Youtube* channel videos?

1.3 Research Objective

Regarding the problems above, the objectives are:

1. To find out the types of code switching and code mixing in MasterChef Indonesia's *Youtube* channel videos.

2. To find out the factors causing code switching and code mixing in MasterChef Indonesia's *Youtube* channel videos.

1.4 Research Significance

The research's result can be theoretically and practically contribute to the related research about types of code switching and code mixing under the discussion of sociolinguistics in MasterChef Indonesia's *Youtube* channel videos.

Theoretically, the anticipated benefit of this research is the integration of sociolinguistics theory into the analysis to produce linguistic advancement. These are the anticipated outcomes of this research:

a. For a specific purpose, it is anticipated that this research will provide additional knowledge regarding sociolinguistics, particularly code switching and code mixing.

b. Those who learn English and English students will benefit from this research. Sociolinguistics can be better understood through its application to code switching and code mixing.

c. The data can be analyzed using sociolinguistics analysis, which can be used to examine the factors that influence individuals who use more than one language in a single utterance.

Practically. The anticipated outcomes of this research are as follows:

a. The results of this research can serve as a reference for other researchers conducting a similar research.

b. The outcome may result in additional content for instructors of sociolinguistics courses, particularly for English Literature majors. As a result, their English writing is improved.

c. This research can be utilized by content creators to broaden their understanding of content creation, particularly on *Youtube*.

1.5   Organization of Writing

This research is divided into five chapters, which are as follows:

1. Chapter I: The research's introduction can be found in this chapter. The background of the research, statement of problem, research significance, and organization of writing are all included in this chapter.

2. Chapter II: There is a theoretical framework in this chapter. The theories used in the research, such as sociolinguistics and code switching and code mixing theories, are discussed in this chapter.

3. Chapter III: In this chapter, the methodology that is used in this research is discussed. It provides the research design, data, source

of data, sample of data, the technique of collecting the data, and technique of analyzing the data.

4. Chapter IV: The fourth chapter presents the finding of the data with the theory that is used in this research.

5. Chapter V: The last chapter, chapter five, consists of the conclusions of this research, and advice for future researchers are presented in chapter five, the final chapter.