CHAPTER I

INTRODUCTION

As a general introduction, this chapter describes a research background, research questions, research purposes, the significance of the study, previous study and conceptual framework.

1.1 Research background

There are so many people that using two or more languages in their social activities for communication. This condition is called code-mixing because of the condition where people use more than one language in the same topic.

The researcher decided to choose code mixing as the topic because code mixing common phenomenon in a multilingual society where two or more languages are used together.

Code mixing may be found either in oral or written language. In oral language, code mixing can discover in television, radio or social media such as YouTube. YouTube is one of the entertainment media on the internet that is widely accessed by one of them in Indonesia.

The researcher chooses Gita Savitri Devi's YouTube video Kita vs Body Image asthe research object because this video discusses of Body Image Issue which is it is related to the amount of satisfaction or dissatisfaction people feel about their shape, weight, and individual body parts.

This case of body image is related to everyone, both men and women, some people also feel insecure about their physical appearance and it can affect a person'smental health, even some people are depressed or anxious because they were not satisfied with themselves.

The researcher thinks this is very important to discuss because many people weredissatisfied with her physique because of specific beauty standards. Some people evenuse the wrong way to meet that standard, they do it in a non-healthy way, like consuming shady diet products, plastic surgery even when they don't have enough money they can look for cheaper alternatives without

knowing the risks are.

Moreover, the researcher raised this object because she wanted to break the stereotype of the specific beauty standard because people come from different shades and sizes and everyone is beautiful in their own way.

Based on the explanation above, the researcher is interested in analyzing the types, levels, and meaning of Indonesian-English code mixing used in Gita Savitri Devi's YouTube video Kita vs Body Image. According to Hoffman (1991), code mixing has three types such as intra-sentential code mixing, intra-lexical code mixing, and involving a change of pronunciation.

After knowing the types, the researcher is interested in analyzing the levels of Indonesian-English code mixing in Gita Savitri Devi's YouTube video Kita vs Body Image. According to Suwito (1985), there are different levels of code mixing such as forms of word, phrase, baster, repetition, idiom, and clause.

Moreover, the researcher is interested in analyzing the lexical meaning of code mixing used by Gita Savitri Devi. According to Chaer (2007:289), lexical meaning is a meaning that is contained in lexeme without any interfere from context. Pateda (2001) states that lexical meaning or semantic meaning while the words stand alone in form lexeme or other forms the meaning is the same.

According to Parera (1990), contextual meaning is related to social context situational, and kinds of discourse. It means we can know the context of the meaning of words based on their context in this case context of the sentence.

From the explanation above it can be concluded that lexical meaning is the essential meaning or meaning as it was. Most people said that lexical meaning is a meaning that can be found in the dictionary.

The researcher has found problems to be discussed through this research. This video has a

good content but many people use code mixing just because they want to follow the trend without understanding the meaning itself and so the researcher want to know about the meaning of the words based on Oxford Dictionary and the most dominant type and level are used.

1.2 Research Question

There is statement problem of this research can be formulatedin the following research questions:

1. What are the types and levels of code mixing used in Gita Savitri Devi's YouTubevideo?

2. What is the meaning of words used as code mixing in Gita Savitri Devi'sYouTube video?

1.3 Research Purposes

Based on the research problems, the objective of this research as follows:

1. To identification the types and to find of of code mixing used in Gita Savitri Devi's YouTubevideo.

2. To know the meaning of words used as code mixing in Gita Savitri Devi'sYouTube video.

1.4 Significances of study

1. Theoretically, this research is expected to give more understanding about forms and the meaning of code mixing used by Gita Savitri Devi.

2. Practically, this research can be a reference to do better research, and it is hoping to be useful as one of the references for the next researcherwho wants to do research on code mixing.

1.5 Previous Study
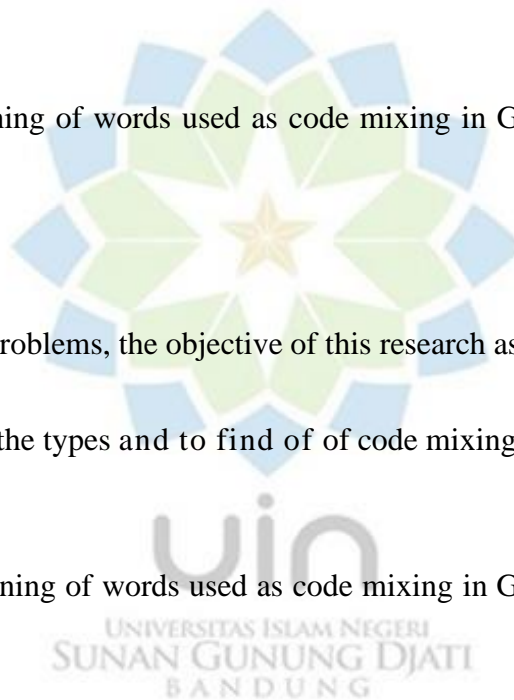
This previous study is conducted to complete this research. In order to doresearch, I must collect some previous studies with the same topic to look into somereferences and ideas so that I am able to think of how the analysis will be done. Theprevious studies are used to know how far the topics have been done. Therefore, hereare four previous studies with the same topic which I have found.

Sukrisna did research entitled *Code Mixing on Atta Halilintar's Video YouTube Channel* (2019). He analyzed two research questions which were the type and the level of code mixing, He used Hoffman's theory, which means my research and hisbothuse the same theories for the type of Code Mixing. There were 32 data had foundand the dominant level of code mixing that found was word level. The data showedthat intra- sentential of code mixing was the most dominant type of code mixing in the first video, and it is about 93.75%. In the bellow of intra-sentential code mixing,there was intralexical code mixing with the percentage 6.25% and there was no dataindicated as involving a change of pronunciation.

Another researcher is Irawan did research entitled *Code Mixing on Beergembira'scaption contained in Instagram Page* (2017). The researcher analyzed two researchquestions which the words and the meaning of words used as a code mixing. The researcher used Kridalaksana's theory, the resulted in there were 29 cases of code mixing and 14 code mixing that used noun phrases. This research would be differentfrom the two previous research because of several reasons. Firstly, He used the Instagram caption as the object of the research, while my research object uses a videofrom YouTube Channel, they both has different themes and theory.

Musor did research entitled *Thai-English code-mixing in Hormones The Series* (2017). This research was conducted to explored characteristics of Thai-English codemixing employed in Hormones the series and discussed the extent Thai-English codemixing reflects the importance and power of the English language for media and Thai teenagers. This previous study has a

different language code, this research usedThai- English as a language of code mixing while my research use Indonesian- English code mixing.

The last previous study comes from Fitriani in her research *Code mixing on Hitam Putih Program at Trans 7* (2017). She analyzed the types of code mixing usedin Hitam Putih program. Those types were insertion, alternation, and congruent lexicalization. From 3 episodes on Hitam Putih program, there were 28 data of insertion, 17 data of alternation, and 7 data of congruent lexicalization. Then she analyzed the functions of code mixing and there were 6 functions of code mixing found in Hitam Putih, those functions were referential, directive, expressive, phatic,metalinguistic, and poetic and it is found 1 datum of referential, 2 data of directive, 4data of expressive, and 2 data of phatic. This previous study has the same research question, both analyze types of code mixing but my research uses different theories.

1.6   Conceptual Framework

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                      ┌─────────────────────────────┐
                      │ Gita Savitri Devi's Youtube Video │
                      │      (Kita vs Body Image)     │
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                                     │
   ┌──────────────────┐              │
   │  Sociolinguistics │◄────────────┘
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            │
   ┌──────────────────┐
   │   Bilingualisim   │
   └──────────────────┘
            │
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   │    Code Mixing    │
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            │
            ├──────► ┌────────┐ ──► ┌──────────────────┐
            │        │  Types │     │ Hoffman's Theory │
            │        └────────┘     └──────────────────┘
            │                               │
            │                               ├──► ┌──────────────────────────────┐
            │                               │    │  Intra Sentential Code Mixing │
            │                               │    └──────────────────────────────┘
            │                               ├──► ┌──────────────────────────────┐
            │                               │    │   Intra Lexical Code Mixing   │
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            │                                    │    Involving a change of       │
            │                                    │       Pronunciation            │
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            │
            ├──────► ┌────────┐ ──► ┌──────────────────┐
            │        │ Levels │     │ Suwito's Theory  │
            │        └────────┘     └──────────────────┘
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            │                               ├──► ┌──────────┐
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            │                               │    │  Phrase  │
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            │                               │    │  Baster  │
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            │                               │    │Repetition│
            │                               │    └──────────┘
            │                               ├──► ┌──────────┐
            │                               │    │  Idiom   │
            │                               │    └──────────┘
            │                               └──► ┌──────────┐
            │                                    │  Clause  │
            │                                    └──────────┘
            │                                    ┌──────────┐
            │                               ┌──► │ Lexical  │
            │                               │    └──────────┘
            └──────► ┌─────────┐ ───────────┤
                     │ Meaning │            │    ┌──────────┐
                     └─────────┘            └──► │Contextual│
                                                 └──────────┘
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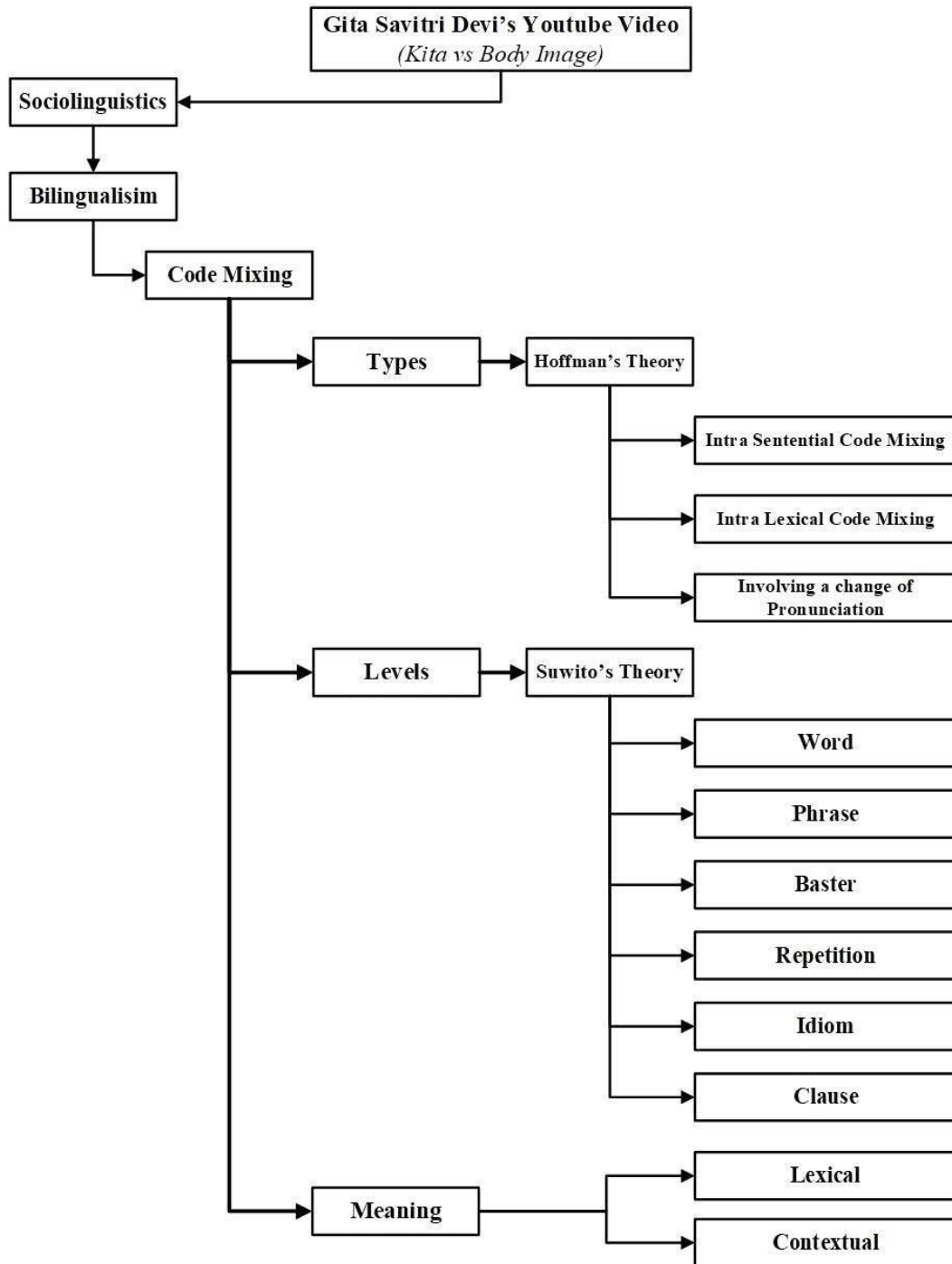
In other to classify the key terms used in this study, some definitions are proposed.

a. Sociolinguistics

Sociolinguistics is the study of language as part of culture and society. Sociolinguistics deals with the relationship between society and language and aims to understand the structure of language and how language functions in communication.

b. Bilingualism

Bilingualism is an individual who can use two languages in interaction with each other. There are many people are applying more than one language when they make conversations with other people. It means bilingualism is someone's ability to speak another language, they use two or more languages in their daily communication.

c. Multilingualism

Multilingualism is using two or more languages system is integrated. Multilingualism compound, often disrupt the elements of both languages are mastered.

d. Code mixing

Code is a system of signals or symbols for communication and it is used in every opportunity to communicate between two or more people, they usually choose different codes in different conditions to make it easier for them to discuss the topic itself. code mixing is a mixing two languages without change the topic.

e. Types of Code Mixing

Based on the scopes of switching, Hoffman divides code mixing into three types, Intra-Sentential Code Mixing (ISCM), Intra-Lexical Code Mixing (ILCM), and Involving a Change of Pronunciation (ICP).

f. Level of Code Mixing

    Suwito (1983:78) defines that there are different levels of code mixing in the forms of word, phrase, baster, repetition, idiom, and clause.

g. Lexical Meaning

    Lexical meaning is the essential meaning or meaning as it was. Most people said that lexical meaning is a meaning that can be found in the dictionary.

h. Contextual Meaning

    Context or contextual is a situation shaped, it is obtained background activity and relation. If happened interaction among three components each other to relate until writer and reader can understand each other.