

CHAPTER I

INTRODUCTION

As a beginning of a research, introduction describes the background of the study, statement of the problems, research objectives, research significance and definition of key terms.

1.1. Background of the Study

Human is a social being and cannot live alone. The way human communicate with others is by doing a conversation using the language that they knew between one participant to the other participant. Language is very important to express something that one person feel, and that's why the way person to person communicating is affecting their community or social groups. According to the Kamus Besar Bahasa Indonesia (2021) or abbreviated as KBBI, language has the meaning as a system of arbitrary sound symbols, and language is used by individuals or community groups to communicate and work together in their everyday life. To facilitate a communication, of course, it is necessary to have a common language reference from both parties who communicate. Because a communication will run smoothly if both parties who communicate understand each other what is being communicated to each other.

In this Gen-Z era, mixing one language to another language in one sentence is not a weird thing anymore. Most of us, men and women, boys and girls even use the language mixing in our daily life conversations. This can

happen if one of the communicating parties wants to convey something or a term in another language, and later will produce a phenomenon which in the sociolinguistic world is known as code mixing. According to Hamed et al. (2021), code mixing and code switching is a similar phenomenon, code mixing is a phenomenon of someone that is a bilingual or even multilingual person to alternate and mix their languages from one language to the other language. Bilingualism is a phenomenon that belongs to sociolinguistic where a speaker speaks two languages in their daily interactions. In general, a bilingual speaker has mastered the two languages and uses them at the same time or alternately.

Language is something that can be said to be very important for the entire human population. Because humans communicate with each other every day using a certain language that they understand each other. According to Chaer and Agustina (2014), the definition of communication is a process of exchanging information between individuals with one another through a system of symbols, signs, and also a general behavior. In the world there are very many languages that are used by speakers. But of all the languages in the world, there is one universal language that is usually used to communicate with people who speak different languages known as English. English is now a language with the most speakers in the world because this language is studied in almost all corners of the world and has become a universal language.

Sociolinguistics is a combination of two sciences, namely between sociology and linguistics which are combined and become sociolinguistics.

This science discusses how language affects the human social world, and how social life can affect a language. Language develops over time. Basically, everything in this world will always evolve and so will language. Because language is flexible, that is, it follows the thoughts and speech of its speakers. A language will continue to develop as long as the language is continuously used by its speakers. The speaker itself could male and female, in the field of sociolinguistics there is one of many common topics that is mainly talks about which is language and gender. Gender differences can affect how the choice of words used or the language that they use in their speech. Because of that, later the topic of language and gender is mainly discussed in the field of sociolinguistics. Language and gender are basically a relationship between the language and the gender of a person.

Sociolinguistic itself has many branches of studies, one of them is code mixing. Code mixing could happen because a lot of factors. Gender can also be one of the factors of why it happened. Code mixing between one language to another language can be found everywhere near us. Code mixing phenomenon can occur anywhere, even in the smallest scope as in conversations with friends or family. Therefore, the chance of code mixing happened in the well-known adapted television program is bigger, as in the reality television program named *Indonesia's Next Top Model Cycle 2*. This program is adapted from the original one, *America's Next Top Model*. In the program, we can find a lot of code mixing uttered by both contestants and the judges. Code mixing not only can

be uttered by just one certain gender, male and female have the same chance of using code mixing in their utterances. The program has the judging sessions, the contestants judged by male and female judges. Therefore, in this study the researcher wants to prove does the gender of someone affecting on how they talk in their daily life, or how they express themselves through the conversation.

From the opinion above, the researcher intends to conduct a study by analyzing the code mixing by the male and female judges in a prestigious television program called *Indonesia's Next Top Model Cycle 2*. The program can also be seen on online streaming media, YouTube. This program is hosted and also judged by Luna Maya, and there are also other judges such as Ivan Gunawan, Panca Makmun, Ayu Gani (The winner of *Asia's Next Top Model*), and there's also few other guest judges. *Indonesia's Next Top Model Cycle 2* is the second edition after their first success program entitled *Indonesia's Next Top Model* and also hosted and judged by Luna Maya.

Various kinds of objects have been applied to studies on code mixing. Previous studies that discuss insertion, alternation, and congruent lexicalization that can be compared with the subjects of this study are as follows: The first one is the research done by Nurul Fitriani (2017). This study used descriptive qualitative method to find the types of code mixing from *Hitam Putih* program guest's utterances. From the data collected, the researcher found that there are 28 data of insertion, 17 data of alternation, and 7 data of congruent lexicalization.

The second one is the research done by Bekty Tandaningtyas Sundoro (2020). This study aims to describe the impacts of code switching used in class learning based on gender. This study used interviews, observation and conversational method as the research methods. From the data collected, the researcher found that men mostly used code switching in their class and it's definitely affecting the learning situation to be more interactive and communicative. The reason why the researcher used this study as previous study is because it has similar object which is based on gender.

The third one is the research done by Nana Yuliana, Amelia Rosa Luziana, and Pininto Sarwendah (2015). This study aims to identify which types of code mixing and code switching that are frequently used by Indonesian celebrities. This study used quantitative and qualitative research methods to analyze the frequency of each code and the study was divided into two groups. First group is for the celebrity that has native speaker parents, and the second group is for the celebrity that is bilingual. From the data collected, the researchers found that the usage of code mixing and code switching in group to is more frequent and active.

Most of those previous studies above shows about the code mixing done by female or male speaker. In this study, the researcher wants to combine and prove the results of existing previous research and make this research a study that has more integrated results. Furthermore, the researcher wants to prove something different from existing previous research, by showing which gender

more dominant to use the code mixing and moreover does the gender of someone could affecting the way someone use their code mixing in their daily life.

1.2. Statements of the Problems

The emergence of code mixing in *Indonesia's Next Top Model Cycle 2* creates the question to be solved. Therefore, the writer wants to find and analyze the code mixing that contained in the *Indonesia's Next Top Model Cycle 2* program. The writer decided to make two questions for this research, which are:

1. What are the types of code mixing found in the judging sessions of *Indonesia's Next Top Model Cycle 2* program?
2. How is the difference in the use of code mixing between male and female judges of *Indonesia's Next Top Model Cycle 2* program?

1.3. Research Objectives

The objectives of this research are related to the problems that have been stated above, which are:

1. To analyze the kinds of code mixing that found on *Indonesia's Next Top Model Cycle 2* program.
2. To analyze the differences in the use of code mixing between male and female judges of *Indonesia's Next Top Model Cycle 2* program.

1.4. Research Significance

Theoretically, this research aims to give insights about code mixing that found in the object of research especially from the television program, YouTube, or any streaming media. Based on the background of the research above, this research is intended to be a particular benefit especially for students of the English Department, the field of linguistics, and also for the general public.

Practically, this study can also be a reference for further similar research and a means of learning linguistics, especially in the sociolinguistic field.

1.5. Definition of Key Terms

There are some definitions of key terms used in this research, the following will be described briefly below:

- a. Code mixing is one of the way people communicating with others using two language or more in one speech.
- b. Gender is a sex-based social structures. It also includes the psychological, behavioral, and social aspects of a person being a man, woman or any other gender identity and expression.
- c. Language and gender, one of the study fields that is often discussed in the field of sociolinguistic. It talks about the connection between language and gender of a person, and how it could influence the way the person communicates in their daily life.

- d. YouTube is a one of the famous social media platforms that provides various types of videos that can be accessed by a lot of people online
- e. *Indonesia's Next Top Model Cycle 2* is a continuation television program from the previous program, *Indonesia's Next Top Model* (Cycle 1). *Indonesia's Next Top Model* is a reality television program about models that are competing for the title “Indonesia’s Next Top Model” and a chance to be a real model in the fashion model industry.

