CHAPTER I
INTRODUCTION

This chapter provides an overview of the research. This includes the research background, statement of problems, research objectives, research significance, and definition of key terms.

A. Research Background

Social media is a digital platform that serves to increase our capacity to share information, collaborate and engage collectively. Social media allows us to communicate with friends, family and other people around the world. We can talk, exchange messages, and share moments with ease (Fuchs, 2014). The use of social media in Indonesia has significantly evolved over the past few years. Data found by global creative agency We Are Social (2024) reports that there is significant growth in social media usage in Indonesia. In 2020 there were 160 million internet users in Indonesia, 170 million in 2021 and a rapidly growing 191 million in 2022. However, there was a downward in 2023, namely 167 million users and the latest until January 2024 there were 139 million social media users. But despite the downward trend, social media users in Indonesia are still considered a lot because there are around 49.9% of Indonesians who are social media users.

There are many social media that exist today such as Facebook, Instagram, and X. Social media users in Indonesia according to We Are Social (2024) amounted to 139 million. X (twitter) is one of the most popular social media in Indonesia with around 59 million (57.5%) X users (We Are Social, 2024). X is an online news site and social network where people communicate in short messages. X is one example of a microblogging platform. Users utilize X to discover interesting people and organizations online by choosing to follow their updates, commonly referred to as tweets. The platform offers ease of use for both content creators and consumers. Registration is straightforward, requiring only a free account and a chosen username. Subsequently, users can post messages at their discretion by selecting the "What's Happening" box adjacent to their profile picture, typing their message, and clicking "Tweet." These messages, constrained to a maximum of 280 characters,

are visible to the user's followers and potentially to other users who do not follow them. Additionally, X features a hashtag functionality that facilitates the search for specific topics, enhancing the user's ability to find content aligned with their interests.

One interesting aspect of online communication is the occurrence of code-mixing, where individuals combine multiple languages in their messages. Code-mixing can enhance social interactions on platforms such as X. In the context of an account like @collegemenfess, where conversations tend to be informal and relate to the everyday experiences of university students, code-mixing can create bonding and engagement with the audience. Within the limited character limitations of X, the use of code-mixing can be an efficient way to convey complex or in-depth messages in a limited space and X often reflects current language trends and language styles. The use of code-mixing can be part of language trends and become a communication style that is considered fashionable or relevant among X users. @collegemenfess, with its large number of followers and active user base, presents an interesting case study for analyzing code-mixing in an online environment. @collegemenfess is known for its content related to campus life, student experiences, and popular culture, which attracts a diverse range of users who engage in conversations on a variety of topics. On the @collegemenfess account, followers can send tweets via DM which are then automatically posted.

Code mixing occurs when an individual intentionally uses two or more languages within a single utterance or sentence, resulting in the creation of a new linguistic code. In conversational code mixing, the use of two languages occurs without a related change in topic (Wardhaugh, 2015). Code mixing has gained considerable attention in sociolinguistics as it provides insights into language contact and bilingualism. @collegemenfess was chosen as the object of research because there is something unique about this account. Additionally, @collegemenfess is the largest social media account in Indonesia, according to Kurniasih (2021) which suggests that language dynamics emerge in digital interactions.

This research aims to analyze the patterns and characteristics of code mixing within the tweets posted on the *@collegemenfess* account. By examining the linguistic features and contexts of code mixing, this study seeks to uncover the motivations, functions, and implications of code mixing in the online discourse of *@collegemenfess*. By examining code mixing in the specific context of the *@collegemenfess* account, this study offers valuable insights into the linguistic strategies employed by users in online interactions. The findings of this study further provide a basis for further research on code-mixing in social media and contribute to the broader field of sociolinguistics..

Previously there were several studies that discussed code mixing in social media, one of which was research by Perlina and Agustinah (2022) entitled "Code-mixing by a content creator Gita Savitri Devi: How and why?". The results of the study were that there were three types of code mixes, namely intra-setential, intra-lexical and shifting based on Hoffman (1991) theory and there were errors in language use such as diction and ungrammatical structures. Then the second is research by Azira (2024) entitled "An Analysis Of Code Mixing Used By Maudy Ayunda On Merry Rianas's Podcast Youtube Channel". This research discusses the use of code mixing on Merry Riana's youtube channel and the result is the type that is most often used in the podcast with twenty data on the type and level of code mixing is the Intra-setential type being the highest while involving a change in pronunciation being the lowest. The third is research from Nabila & Idayani (2022) entitled "An Analysis of Indonesian-English Code Mixing Used in Social Media (Twitter)" The object of this research is the twitter accounts of several influencers, the results are found 6 types of code mixing and found several relevant purposes of code mixing on Twitter including: the motive of feeling needs, being more informative, making jokes, expressing self-emotion.

Previous research in the field of code-mixing has mainly focused on general language-mixing patterns across social media platforms. However, there is a notable gap regarding segmented language communities within specific online accounts, especially those associated with "menfess" (anonymous confession) culture. To resolve this gap, our research investigates code-mixing practices

specifically in the context of "menfess" accounts. By analyzing linguistic patterns, discourse strategies, and communities, we aim to contribute new insights into the language practices of these distinct online communities.

B. Statement of Problem

Based on the background of the research it can be formulated into the research questions as follows :

1. What are the types of code mixing used in the @*collegemenfess* account?
2. What are the function of code mixing in @collegemenfess posts?

C. Research Purposes

The primary aim of this study titled "Code Mixing on X (Twitter)'s @collegemenfess Account" is to investigate and analyze the patterns and characteristics of code mixing within the tweets posted on the @*collegemenfess* account. By examining the usage of code mixing in this specific context, the research seeks to achieve the following objectives:

1. To determine the different types of code mixing commonly used by netizens on the @collegemenfess account.
2. To find out the code mixing function on the @collegemenfess account

By achieving these research objectives, this study aims to contribute to the existing body of knowledge on code mixing in digital communication contexts, specifically focusing on the unique context of the @*collegemenfess* X account. The findings of this research provide valuable insights into the language practices employed by users in online interactions and enhance our understanding of code mixing phenomena in social media platforms.

D. Research Significance

This research holds significant value for both theoretical and practical applications within the field of applied linguistics.This study contributes to the advancement of code-mixing theory by focusing on a specific and unique online community: the @collegemenfess account. By analyzing the language use within

this platform, the research aims to illuminate the patterns and contextual factors influencing code-mixing behavior in social media interactions. This analysis provide a deeper understanding of how code-mixing manifests in a digital environment, potentially leading to the refinement of existing code-mixing theories. The research findings can be particularly insightful in exploring how communication styles adapt and evolve within dynamic online platforms like social media. The practical implications of this research extend to various fields, including digital communication, marketing, and social media management. By identifying the language preferences of target audiences on platforms like @collegemenfess, the research findings can empower practitioners to develop more effective communication strategies. This includes tailoring content, messages, and marketing campaigns to resonate with the target audience's preferred linguistic styles. Furthermore, the research holds value for the field of language pedagogy. By examining how the younger generation utilizes code-mixing in social media communication, the findings can inform the development of more contextualized and relevant language teaching approaches. This can be particularly beneficial for educators seeking to equip learners with the necessary skills to navigate the diverse and dynamic communication landscapes of the digital age. Overall, this research project bridges the gap between theoretical understanding and practical application in the domain of code-mixing on social media. By delving into the unique linguistic environment of @collegemenfess, the research provides valuable insights for both academics and practitioners working in the fields of applied linguistics, digital communication, and language education.

E. Definition of Key Terms

To facilitate the reader and avoid misunderstandings, the following are definitions of key terms, namely:

a. **Code mixing** refers to method of communication where individuals use two or more languages within a single conversation or utterance.

b. **X (twitter)** refers to social networking service or can also be called a microblog that allows users to send, read and reply to text messages of up to 280 characters (known as tweets)

c. @**collegemenfes** define as X (twitter) account characterized as an anonymous platform, often referred to as a "menfess," focused on the student community. It allows users to post tweets anonymously, making it a popular venue for sharing stories, confessions, and experiences related to campus life, academics, and daily activities. @collegemenfess serves as a space for students to interact, exchange information, and express their feelings without revealing their personal identities.