CHAPTER I

INTRODUCTION

This chapter provides the background that explains the research problems, research purposes, research significances, definition of key terms and show several previous studies that support this research.

1.1   Research Background

Conversation is the most important aspect of daily human interaction. This is emphasized by Vavilis & Vavilis (2004) who states that conversation is important because it can increase understanding, improve social skills, and expand thinking. One of the conversational tools used by humans is language. In interacting, each part of a human has its language and there are even humans who communicate using two languages at once in one sentence and it is referred to as code-mixing. Code-mixing is the use of a combination of language elements from two or more languages in one speech with a specific purpose (Carol Myers-Scotton & Jake, 2000). By using code-mixing, conversations become more expressive and bring out the identity and cultural diversity of a user. Based on syntactic patterns, there are three types of code-mixing, namely intra-sentential code-mixing, intra-lexical code-mixing, and involving a change of pronunciation (Hoffmann, 1991).

Generally, conversations involve the exchange of ideas, information, or messages in a certain context. Usually, conversations occur in the form of dialog or chat between participating individuals. In this modern age, conversations can be recorded and uploaded on social media to attract an audience that is interested in the topic being discussed. One of the social media that is a place for recording someone's conversation and has a lot of uploaders today is YouTube. On this platform, everyone can easily search for video recordings of someone's conversation.

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There are lots of YouTube channels that can be visited to watch recordings of people's conversations. One of the most interesting channels to visit is the Alter TV YouTube channel. Alter TV is a YouTube channel that focuses on entertainment-themed video content. This YouTube channel was created in 2022. Currently, the Alter TV channel has one hundred thousand followers contains 349 videos, and has a total of 78 million views. This channel is managed by millennials. Both hosts and guest stars have an average age of 18-30 years old. Video content with a podcast concept certainly makes conversation the most important thing in it. In its conversations, this YouTube channel uses Indonesian as the first language and uses English as a foreign language. Both the host and the guest stars have distinctive characteristics in dialogue. One of the characteristics used in conversation in this channel's podcast video content is the use of code-mixing in the conversation. Interesting video content and there is the use of code-mixing in the conversation on the Alter TV YouTube channel with the title *Livy Renata | Annya and The Tea Box*.

The use of code-mixing generally occurs among teenagers to young adults. This can happen due to several factors. In an online article written by Kenshanahan (2018), according to Vera Itabiliana Hadiwidjojo, a child and adolescent psychologist who works at the University of Indonesia Institute of Applied Psychologists. There are several reasons why someone does code-mixing. First, it is difficult to find word equivalents in Indonesian. Second, many schools use an international curriculum where English is a language that is often used in schools that use an international curriculum. In addition, according to Vera, there are psychological reasons why someone uses code-mixing. One of them is following trends to feel part of a certain group.

In this research, researcher focuses on the use of code-mixing in conversations on the selected video content. The reason the researcher chose this topic is because based on the data from the online article above, nowadays conversations cannot be separated from the use of code-mixing in them. Then, the use of two or more languages in a conversation will form a conversation that is more expressive and not outdated. The use of these two languages can be said to be

the use of code-mixing. Code-mixing can be studied in the recording of podcast video content that is published. Based on this explanation, it appears in the mind of the researcher to discuss this research with the title *Code-Mixing in a Podcast Entiitled Livy Renata | Annya And The Tea Box on Alter Tv's YouTube Channel.*

There are several previous studies that discuss code-mixing. The first is research made by Arniati Arfan (2019) who is a student of Universitas Muhammadiyah Makassar. The title of the research is *An Analysis of Code-Mixing Used by The Seventh Semester Students of the English Department of the Muhammadiyah University of Makassar*. This research uses qualitative methods to analyze the types and factors of code-mixing used by seventh-semester students majoring in English at Muhammadiyah University of Makassar. The theory used by researchers is Pieter Muysken's (2000) and Eunhee Kim's (2006) code-mixing theory. The results of this research, the type of code-mixing, there are thirty-three sentences included in insertion, twenty-three sentences included in alternation, and five sentences included in congruent lexicalization. So, insertion is more dominant in students' conversations in class discussions. Second, the factors of code-mixing, there are three sentences included in the role and relationship of participants, six conversations included in situational factors, twelve conversations included in message-intrinsic factors, and only one conversation identified as security. So, the message-intrinsic factor is the dominant factor that motivates students to mix their conversations in class discussions.

The second is research conducted by Mauliza Fiftin Hutriani (2019) who is a student of Andalas University. The title of the research is *Indonesian-English Code Mixing Used by The Presenters of Break Out Music Program*. This research focuses on identifying the types and describing the functions of code-mixing found in the Music Breakout program on Net TV. In this research, the researcher applied the theory of Pieter Muysken (2000) and Charlotte Hoffmann (1991). The results of this research found 28 data containing code-mixing. The types of code-mixing found in this research are insertion, alternation, and congruent lexicalization. Insertion was found 6 times, alternation was found 9 times while congruent lexicalization was found 12 times. Then, the functions of code-mixing found in the

host's utterances are talking about a particular topic, repetition used for clarification, and expressing group identity. Talking about the particular topic was found 20 times, repetition used for clarification was found 1 time, and expressing group identity was found 20 times.

The third research was conducted by Cindy Nabila (2021). She is a student at Riau Islamic University, Pekanbaru. This research was made with the title *An Analysis of Indonesian-English Code Mixing Used in Social Media (Twitter)*. This research uses a descriptive qualitative method. This research focuses on the form and purpose of Indonesian-English code-mixing in Twitter social media. The results show that there are six forms of code-mixing in Twitter, namely: 53 data of word code mix, 20 data of phrase code mix, 8 data of hybrid code mix, 1 data of word reduplication code mix, 7 data of idiom code mix, 25 data of clause code mix. Researcher found several relevant purposes of code-mixing on Twitter. Among them are: the motive of feeling needs, being more informative, making jokes, and expressing self-emotion.

This research has differences from previous research. These differences include differences in the theory used, the problem, then the subject studied. The subbject is different, the subject is the conversation in the video of the Alter TV YouTube Channel with the video title *Livy Renata | Annya and The Tea Box*. The use of code-mixing in a conversation, especially in digital era, is often found. Alter TV as a YouTube channel that uses podcasts as its main theme and the young people who manage it, makes the use of code-mixing in it will often be found. For this reason, video content from the Alter TV YouTube Channel with the title *Livy Renata | Annya and The Tea Box* will be studied and analyzed to find out the types and functions of code mixing used in conversations on the video content.

1.2 Research Problem

In sociolinguistic studies there is a study called code-mixing, code-mixing is the use of two languages in one sentence. This often happens when bilingual speakers switch flexibly between the two languages that they can control. The use of code-mixing in a conversation is the main discussion in this research.

Conversations can be found in various places, nowadays conversations can also be found in digital media. One of the digital media that can display videos of someone's conversation is YouTube.

A YouTube channel called Alter TV is the subject of this research. Alter TV is a YouTube channel that contains several videos of conversations between two people using Indonesian as the first language and English as a foreign language. As mentioned above, code-mixing is often used by people who can control two languages. One of the interesting videos and there are many uses of code-mixing in it is a video entitled *Livy Renata | Annya and The Tea Box*. Based on the background of the research above, the researcher concluded two reseacrh questions, there are:

a.   What are the types of code-mixing *in a podcast entitled Livy Renata | Annya And The Tea Box on Alter Tv's YouTube Channel?*

b.   What are the functions of code-mixing *in a podcast entitled Livy Renata | Annya And The Tea Box on Alter Tv's YouTube Channel?*

1.3   Research Purposes

From the research problem above, this research has purposes:

a.   To find out the the types of code mixing *in a podcast entitled Livy Renata | Annya And The Tea Box on Alter Tv's YouTube Channel.*

b.   To find out the functions of code-mixing *in a podcast entitled Livy Renata | Annya And The Tea Box on Alter Tv's YouTube Channel.*

1.4   Research Significance

This research can be useful and bring benefits to the use of language theoretically and practically.

a.   Theoretically, this research can enrich the repertoire of science and theoretical perspectives in sociolinguistic studies, especially regarding code-mixing.

b.   Practically, this research can be used to help readers in analyzing the use of code-mixing. This research can also be an empirical source for further researchers and readers who pay attention to the use of code-mixing. This research can be further developed by parties who are interested in sociolinguistic studies, especially about code-mixing.

1.5   Definition of Key Terms

The researcher wants to offer clear definitions and explanations of the terminology utilized in this study, facilitating readers' comprehension.

a.   Code Mixing

Code-mixing is the insertion of a foreign language or term into a conversation. This is supported by Charlotte Hoffmann's (1991) statement which argues that code-mixing is is the use of two or more languages in one sentence or conversation. In addition, based on syntactic patterns, Hoffmann mentions that there are three types of code-mixing. Namely intra-sentential code-mixing, intra-lexical code-mixing, and involving a change of pronunciation

b.   Intra-sentential code-mixing

According to Poplack (1980), intra-sentential code-mixing refers to the phenomenon where elements from two or more languages are mixed within the same sentence. This includes words, phrases, and clause in one sentence being mixed.

c.   Intra-lexical code-mixing

Intra-lexical code-mixing is mixing languages by adding affixes to other languages. C Myers-Scotton (1997) states that intra-lexical code-mixing occurs

when bilingual speakers blend components from different languages at the level of individual lexical units.

d.   Involving a Change of Pronunciation

Involving a change of pronunciation is changing the pronunciation of the foreign language with the native language pronunciation. Gumperz (1982) states that involving a change of pronunciation occurs when bilingual speakers modify their pronunciation patterns to align with the phonological rules of another language or dialect.