

CHAPTER I

INTRODUCTION

This chapter describes six points including background of the research, research questions, purpose of the research, significance of the research, previous studies and definition of key term. The purpose of this chapter is to give a broad introductory overview of what the research object actually is.

1.1 Background of the research

Code mixing, or the use of many languages in communication, has become a fascinating phenomenon on the YouTube platform. Communication-related objects include YouTube live streaming videos. According to Sikula, (2017) communication is the process of conveying statistics, understanding, and expertise from one person, field, or object to another thing, place, or individual. As a result, the communicant develops influence and learns to adjust their conduct in accordance with the communicator.

YouTube is a worldwide platform used by people from all cultures and backgrounds, thus code mixing is not uncommon. Baskoro defines YouTube as a digital media platform (video) that may be downloaded, uploaded, and shared across the country (Baskoro, 2009). The use of code mixing in videos, comments, titles, or video descriptions can have various reasons, one of which is to reach a wider audience. By combining multiple languages, a YouTuber can attract audiences from different countries and cultural backgrounds. This phenomenon also often triggers viral trends, which then inspire similar content and increase the popularity of code mixing on the platform.

However, there are some implications to consider. Code mixing can influence the audience's comprehension of the message. If viewers do not comprehend any of the language used in code mixing, they may lose context or fail to grasp the message the content producer is attempting to express. It has also sparked controversy and criticism, with some viewers finding it difficult to understand the code mixing and

viewing it as a communication barrier. Cultural awareness is also important, as understanding cultural background and language is essential for avoiding misunderstandings or potential disputes in increasingly global online contacts. Live-streaming is a type of media that records and distributes content in real time. It uses multiple communication technologies to enable the immediate transfer of audio and visual elements from one location to another, giving spectators the impression that they are physically present at the event (Chen & Lin, 2018). The live-stream involves the instantaneous online transmission of an event. Given its interactive nature, it shares similarities with a small community. Individuals may develop a dependency on television, films, or video blogs for entertainment purposes. Moreover, there is a risk of individuals becoming overly engrossed and fixated on idolizing popular figures. This analysis focuses on the conversation between streamer and viewer in the live streaming video (Santoso, 2017).

The phenomenon of code mixing involving the use of mixed languages in YouTube video content is increasingly common and attracting the attention of researchers and media practitioners. Therefore, many YouTubers use code mixing as a strategy to reach a wider audience. For example, a YouTuber speaks English, but uses terms or phrases in his native language to add uniqueness to his content. This phenomenon not only reflects the complexity of culture and language in the digital era, but can also drive content success by attracting audiences from various cultural backgrounds. However, it is important to understand that code mixing can also have complex impacts on audience understanding and engagement, making this an interesting research area to explore further in the context of global social media such as YouTube.

The issue of code mixing during live streaming on the @Rusmandota2 YouTube channel stems from a number of complex issues. For starters, this station has a wide audience from various language backgrounds, thus code mixing, particularly between Indonesian and English, is an effective strategy to reach more viewers. This is especially important because many phrases in the Dota 2 game are regularly used in English, making code mixing an obvious choice for streamers to

explain strategy or provide commentary throughout the game. Furthermore, in the context of live streaming, when quick and effective communication is required, code mixing allows broadcasters to deliver messages in a more concise and understandable manner. Streamers' communication patterns are also influenced by the groups in which they communicate, where the usage of multiple languages may be common. Furthermore, the use of code mixing can boost audience engagement, particularly among those who are familiar with the language mix, while there is a danger that some viewers will struggle if they are unfamiliar with any of the languages employed. As a result, code mixing in live broadcasting on @Rusmandota2 represents not just adaptation to a diverse audience, but also the issue of striking a balance between clarity of communication and viewer comfort.

Therefore, researcher are very interested in discussing live streaming video objects on the @rusmandota2 channel, with the many videos that have been running for a year very capable of being used as data. During his live streaming, he uses two languages, namely Indonesian and English. The subathon phenomenon on the YouTube platform has created a unique interaction space between streamers and audiences. In this context, the use of code mixing is interesting to study. By taking live streaming videos from the @Rusmandota2 YouTube channel as the object of research, this study aims to analyze the linguistic features in the usage patterns and conditions of code mixing characteristics on the subathon stream. Through in-depth analysis of the data, it is expected to understand how the reasons for code mixing function in building the social and cultural identity of both streamers and audiences, as well as how this practice contributes to the dynamics of online communities, especially describing the community of gamers. This research is relevant because it contributes to a deeper understanding, especially in the field of Sociolinguistics, of code mixing in the context of a digital culture that is constantly evolving.

And also the researcher found several previous studies related to the topic that the researcher will study about code mixing. The first study was made by Faizal Dewan Iswandi (2021) who was a learner of Islamic University of Riau Pekanbaru. The title of the research is *“An Analysis of Code Mixing Used in Nessi Judge*

Youtube Video". In this study the researcher used a descriptive qualitative method. The theory of code mixing used by Deuchar (2005). The results of this study the researcher found that three types of code mixing. There is three main code mixing patterns that may be found in bilingual speech communities: insertion, alternation, and congruent lexicalization. This kind of code mixing occurs in a word, phrase, clause, or sentence. And then the researcher also found factor of using code mixing is acceptance because a lot of Nessie Judge Subscribers is Indonesian youngsters. (Iswandi, 2021).

Next is the second previous studies from Mabela, Sinta et. all (2022), who was a learner of Muhammadiyah Surakarta University. The title is "*Code Switching and Code mixing in Ustadz Hanan Attaki's Da'wah on youtube social media and Its Implications*". The method used by researchers is descriptive qualitative and the technique focused on a listen and note-taking technique. The results of this study found that there are 20 data as the results of this study. Six data are included in code-switching, and 14 are included in code-mixing. Code-switching is divided into two, internal code-switching and external code-switching. The types of code-mixing are code-mixing in the form of words, code-mixing in expressions, and code-mixing in the form of Baster. This research findings show code-switching, code-mixing and the causal factors in Ustadz Hanan Attaki's video (Mabela dkk., 2022).

And the last previous studies it's entitled "*Code-mixing on Facebook postings by EFL students: A small scale study at an SMP in Tangerang*" by Bayu Kurniawan (2016). The method used by researcher is content analysis. The study adopts content analysis to study the form of code-mixing in the participants' produced texts. Short interview was also conducted in gaining information on the reasons for code-mixing. And then the theory used by Hoffman (1991) reasons for code-mixing are identified as follows: 1) talking about a particular topic, 2) quoting somebody else's statements, 3) being emphatic about something, 4) interjection (inserting sentence fillers or sentence connectors), 5) indicating pride and 6) limited words. The results of this study found that the participants had some interests in using English words

in their postings in Facebook The use of English is performed in code-mixing that they mostly posted in caption, status, hashtag, and comment features in Facebook. The types of code-mixing produced vary in forms. (Zacharias, t.t.)

This research is different from previous research. However, there are still some problems that are the same as current research even though the research object is different. The object is live streaming YouTube videos on the @rusmandota2 channel. Live streaming videos from the @rusmandota2 channel contain many elements of mixed languages in communicating both with friends in live streaming, as well as when interacting with the audience. Therefore, videos from live streaming can be studied and analyzed to find out the code mixing aspects contained in them, especially code mixing. Apart from that, knowing aspects of code mixing can help readers understand the content of the video. Researcher also analyzed the reason of code mixing used in subathon stream on @RusmanDota2 YouTube channel, where The theory used is highly relevant to the object that will be analyzed later.

1.2 Research Questions

Based on the background of problem, This research examine issues arising in YouTube videos portraying human social interactions, particularly concerning the blending of languages during communication. Thus, the main problem in this research can be formulated into the research question as follows:

1. What are the types and levels of code mixing in live streaming subathon on @RusmanDota2 YouTube Channel?
2. How code mixing reasons occur in live streaming subathon on @rusmandota2 Youtube channel?

1.3 Research Objectives

Based on the formulation of the research question above, this research aims to answer these questions, as follows:

1. To identify the type and levels of code mixing used in subathon live streaming @RusmanDota2 YouTube channel

2. To find out the reasons of code mixing used in the @RusmanDota2 YouTube channel

1.4 Research Significances

Researcher hope that the results of this research can be useful and provide benefits for theoretical and practical language use. Theoretically, this research is expected to increase knowledge and theoretical views in linguistic research, especially in code mixing and provide a theoretical perspective of the methods and techniques used in Code Mixing analysis.

Practically, this research can be used to help readers examine code mixing. This research is still far from ideal, therefore it is hoped that this research can be an empirical provision for future researchers and readers who are involved in the field of code mixing. Researcher also hope that this research can also be developed by parties interested in linguistic studies, especially code mixing.

1.5 Definition of Key Terms

In order to clarify the key terms used in this study, the researcher explains the important points as follows:

1. Code Mixing

Code mixing is the mixing of two or more languages from various linguistic units. As Li (2007) said that code mixing examines the social and cognitive dimensions of code mixing, highlighting that it serves not only for communication but also for expressing identity. Code mixing can indicate group affiliation, social status, or personal identity.

2. Youtube

(Burgess & Green, 2018) explain that YouTube is more than just a platform for videos; it also fosters interactions through comments and video responses, which help build a sense of community among users. YouTube enables users to upload, view, share, and comment on a diverse array of video content, such as music videos, vlogs, educational material, live streams, and short clips.

3. Subathon

A subathon is an event on a streaming platform, such as YouTube, Twitch or similar platforms, where a streamer commits to broadcasting live for a certain period of time, and the duration of the broadcast can be extended by online donations or new subscribers (subscribers) received by the streamer.

