CHAPTER I
INTRODUCTION

The introduction section is crucial to a research study as it provides a detailed overview of why the research is being conducted. This section typically identifies the problems or issues the research aims to address, outlines specific research objectives, emphasizes the study's significance in the broader context of the field, and definition of key terms that have influenced the current research.

A. Research Background

Language is the most significant aspect of human life, as it is employed to communicate and convey messages, ideas, thoughts, and desires. According to Wilczewski & Alon (2023, p. 1237), language is regarded as a form of social action, enabling people to communicate with one another. One of the primary functions of language is to facilitate the formation and maintenance of relationships within society (Buhari, 2021, p. 5). Those who communicate naturally arrange words into complete sentences, which enables the listener to comprehend the message. This aligns with the field of linguistics, which identifies words as an essential component of language.

Language and linguistics are interconnected because language is a tool for communication, and linguistics is a discipline that studies the structure of language in communication. Language, linguistics, and society then become inseparable elements and become the study of sociolinguistics. Sociolinguistics is the study of language and culture. Sociolinguistic studies aim to gain an understanding of the structure of language (Herman et al., 2022, p. 80). Sociolinguistics gives rise to a new concept, bilingualism, which is the ability of individuals or communities to use languages interchangeably in everyday interactions.

As time continues to develop, there are changes in the way humans interact and communicate. Information and communication technology development in this century is one of the most notable changes. This has given rise to various websites and applications, including Facebook, Instagram, X, and YouTube, which have become a platform for long-distance communication. Among these, YouTube is the most influential platform, as it is the world's largest online video-uploading site (Ginting et al., 2023, p. 53). Videos uploaded

on YouTube are diverse, ranging from entertainment and education to beauty. One of the reasons for this is that YouTube users are very diverse. Men, women, children, and even the elderly all start using, uploading, and watching videos on YouTube.

As a digital platform with a diverse range of uploaders, YouTube raises cross-cultural and bilingual aspects due to the different backgrounds and origins of uploaders. For example, vloggers or YouTube content creators begin to use mixed language, which is then imitated by the audience and becomes a trend. This phenomenon is known as code-mixing. Code-mixing is mixing two languages in one utterance or sentence (Menggo et al., 2023, p. 587). Code-mixing can be attributed to social influences in many contexts, including educational and occupational settings (Forslund, 2009, p. 12). Consequently, the prevalence of code-mixing on social media is a common phenomenon.

Code-mixing is becoming a trend among teenagers, particularly those belonging to Generation Z (Tarihoran et al., 2022, p. 59). This phenomenon is developing in society and is used by specific communities that originate from social media (Jimmi & Davistasya, 2019, p. 194). One example is the beauty community, one of the largest communities on social media platforms such as Instagram, TikTok, and YouTube. This community is growing among women of all ages. Its members share beauty advice and support each other. From this community, beauty influencers on social media were born.

Beauty influencers have gained a significant following on social media platforms dedicated to the beauty section. Their content typically concerns beauty-related themes, such as positivity, affirmations, tips and tricks, health advice, makeup reviews, and skincare (Wardhani et al., 2023, p. 175). In their discourse, beauty influencers often unintentionally mix two languages in their speech. An illustrative example is the use of the word "review." Beauty influencers whose content is reviews of beauty products will use the word "review" in their speech rather than "ulasan." This is an unconscious phenomenon, as they select vocabulary that is more familiar to the general public.

There are numerous reasons why code-mixing can occur. Code-mixing occurs because of social status, the topics discussed, the expression of affection, and the persuasion of the audience (Rihane, 2017, p. 5). Code-mixing goes beyond ethnic boundaries, creating strong connections between individuals and expressing solidarity. Speakers use code-mixing to convey their social status, employing different languages to imply a certain

standing within society or to distinguish themselves from other social classes. Additionally, code-mixing seamlessly integrates multiple languages to reflect the discussed topic and allows speakers to better express their emotions by utilizing a combination of languages to convey feelings of happiness, joy, anger, sadness, and more. Furthermore, code-mixing can be utilized as a powerful persuasive tool to effectively influence and engage the audience. For instance, in a public speaking context, the speaker may utilize code-mixing to garner greater audience attention. The same can be observed in the case of beauty influencers, who frequently upload content in the form of product reviews or endorsements. In this context, code-mixing is employed as a persuasive strategy. By integrating different languages, beauty influencers seek to enhance their credibility, thereby motivating their audience.

In Indonesia, the number of beauty influencers is rising, reflecting the continued growth of social media and the beauty products industry. However, not all beauty influencers enjoy the same fame and trust among their fans. Sunny Dahye, Tasya Farasya, and Molita Lin are three notable beauty influencers. Sunny Dahye, with 7 million subscribers, is currently the most influential beauty influencer. Her content reviews skincare and makeup trends in Korea and Indonesia. Additionally, she shares her experience of plastic surgery in Korea. Secondly, Tasya Farasya has 4 million subscribers and is a trusted beauty influencer due to her "Tasya Farasya Approved" label, which indicates that her reviews are reliable and unquestionable. Consequently, products reviewed under this label will likely sell well due to her followers' trust in them. The final beauty influencer, Molita Lin, who has one million subscribers, is a trusted beauty influencer due to the longevity of her following, which commenced in 2014. Her content is also influential for its requirement of positive content, makeup advice, and family vlogs.

In the upcoming analysis, the researcher will conduct an in-depth evaluation of the impact of three famous beauty influencers on the YouTube platform: Sunny Dahye, Tasya Farasya, and Molita Lin. Collectively, these individuals control a significant and dedicated following, with millions of subscribers and hundreds of thousands of viewers engaging with their content. These influencers were chosen based on specific criteria, including their shared multicultural background, substantial and active subscriber base, high viewership numbers, and consistent content creation and sharing on YouTube.

Sunny Dahye, a popular YouTuber with an impressive following of 7 million subscribers, hails from Korea but currently resides in Indonesia. Known for her engaging communication style, she seamlessly weaves Korean, English, and Indonesian languages, reflecting her multicultural background due to her marriage to an American. Tasya Farasya, another successful content creator with 4 million subscribers, takes pride in her Arabic heritage, often incorporating Arabic-Indonesian and English code-mixing into her daily interactions, offering a unique and diverse perspective. Likewise, Molita Lin, with a dedicated fan base of 1 million subscribers, skillfully integrates Indonesian and English into her YouTube content and daily conversations, drawing from her Indonesian roots and her marriage to a foreign national for inspiration. The selection of these influencers was based on their collective dedication to providing recommendations for the best makeup and skincare products in 2023 through their respective channels.

The phenomenon of code-mixing has prompted researcher to investigate code-mixing among beauty influencers. This study explores how beauty influencers strategically employ code-mixing to engage with followers, creating a more relatable and authentic persona. By examining the specific instances of code-mixing, researcher aim to uncover patterns that reveal more profound insights into the linguistic behavior of influencers. The findings of this research can contribute to a broader understanding of sociolinguistics in online communication, highlighting the interplay between language use and social influence. Additionally, the study offers practical implications for marketing strategies, suggesting that effective code-mixing can enhance audience connection and brand loyalty in the beauty industry. To analyze this research, researcher applied Muysken's theory to analyze the types of code-mixing and Holmes' theory to examine the reasons for code-mixing in an utterance. Muysken's theory categorizes code-mixing into insertion, alternation, and congruent lexicalization. To ascertain the reasons behind code-mixing, researcher utilized Holmes' theory, which posits that it is utilized to demonstrate solidarity, reflect social status, convey a topic, express affection, and persuade the audience.

The study aims to explore the content produced by three prominent YouTube beauty influencers in Indonesia, namely Sunny Dahye, Tasya Farasya, and Molita Lin. These influencers are noted for incorporating code-mixing into their content, which involves seamlessly blending multiple languages. Their focus primarily revolves around showcasing

the best makeup and skincare products for 2023. With each video they release, their viewership typically ranges from tens of thousands to hundreds of thousands.

In addition to their content, researcher have examined various related studies that delve into the practice of code-mixing in diverse contexts. One such study, "Code-mixing by a content creator Gita Savitri Devi: How and Why?" authored by Mia Perlina and Mita Agustinah, was published in a journal. Utilizing Hoffman's theory, the researcher scrutinized the types of code-mixing employed by Gita Savitri Dewi and the underlying reasons for using code-mixing in her YouTube content. The analysis revealed that Gita engages in all three categories of code-mixing outlined by Hoffman, which include intra-sentential, intra-lexical, and pronunciation-related mixing. Due to her residence in Germany, Gita's code-mixing involves a blend of English, Indonesian, and German.

Furthermore, the study identified three primary motives for code-mixing: to articulate specific subjects, convey emphasis or emotions, and reiterate for clarity. The research demonstrated that code-mixing plays a beneficial role in language acquisition, particularly for individuals at the beginner level.

The second previous research from the Enggar Mulyajati journal, entitled "The Indonesian-English Code-Mixing on Deddy Corbuzier's YouTube Channel," employed the theoretical frameworks of Muysken and Hoffman to identify the type of code-mixing and the underlying reasons for its occurrence in Deddy Corbuzier's YouTube content, respectively. This research examines the use of code-mixing in informal conversations by bilingual individuals. The three types of code-mixing identified are insertion, alternation, and congruent lexicalization, manifesting at different linguistic levels. The reasons for using code-mixing in conversational topics, metaphorical shifts, and emotional expression were also identified through this research. This study also found that emphasizing the message and clarifying speech through repetition, educational background, and occupation can be why someone uses code-mixing.

The third previous research from Irhayatul Aini journal, entitled "Code Mixing in Suhay Salim Beauty Vlogger," examines Muysken's theory to analyze the same types of code-mixing as the previous paragraph, namely insertion, alteration, and congruent lexicalization. The five reasons for code-mixing, as identified by the researcher, are as follows:

1. The use of low-frequency words to facilitate memorization and reduce ambiguity

2. The incorporation of terms from new cultures and technologies

3. The demonstration of modernity and education

4. The overcoming of vocabulary limitations

However, no theory was found to explain the rationale behind this study.

The research gap between the previous studies and this study is evident in the differing objects of analysis and theories employed for research. The researcher utilized three research objects for comparison, a notable departure from the previous three studies, which utilized a single research object. The first and second previous studies employed distinct code-mixing theories, yet they shared a standard rationale: Hoffman's theory. The second and third previous studies used the same code-mixing type theory proposed by Muysken. However, the third previous study did not apply the researcher's theory on code-mixing grounds. Additionally, the three previous studies differed in their chosen objects of research.

Furthermore, the data collection techniques employed in the three studies were distinct. In the first previous study, the data collection technique involved using a different table, which separated the types and reasons for code-mixing used by Gita Savitri. This table was used to count the times Gita Savitri said code-mixing and to identify the reason for each instance. In the second previous study, the researcher used paragraphs to explain the types and reasons for her research. Finally, for the third data collection technique, the researcher used one table to analyze the types and reasons and then total them.

In this study, the researcher employs Muysken's theories of insertion, alternation, and congruent lexicalization to analyze the types of code-mixing in beauty influencers. Then, to analyze the reasons for code-mixing, we utilize Holmes' theory of the four functions of code-mixing: to show solidarity, to reflect social status, to convey topic and affection, and to persuade the audience. From the preceding explanations, researcher is interested in analyzing the code-mixing of each beauty influencer with the research title "Code Mixing Used in Beauty Community: An Analysis of Beauty Influencer Videos on YouTube.

B. Statements of Problems

The main problem in this research is related to the code-mixing formula used by beauty influencers on YouTube videos. Based on the background, the issue was identified as to why individuals utilize code-mixing in their communication, therefore the following research questions can be formulated:

1. What types of code-mixing are contained in YouTube beauty influencer videos?
2. What are the reasons for using code-mixing by YouTube beauty influencers in the beauty community?

C. Research Objectives

Based on the statements of problems above, this research has two primary purposes there are:

1. To find out the types of code-mixing contained in YouTube beauty influencers' videos.
2. To find out the reason of YouTube beauty influencers use code-mixing in the beauty community.

D. Research Significance

The research on the use of code-mixing by beauty influencers within the beauty community holds substantial theoretical and practical significance.

A. From a theoretical perspective, examining code-mixing in beauty influencers' content contributes to the broader academic discourse on language dynamics. This research can serve as a valuable reference for linguistic studies related to code-mixing. It provides insights into how beauty influencers integrate different languages, enhancing our understanding of language dynamics in digital and social media contexts. Furthermore, the analysis helps identify the sociolinguistic factors that influence code-mixing practices. Additionally, this research contributes to the existing literature on language interactions in digital contexts, offering new perspectives on how language is used to construct identity and community on social media platforms. This thorough examination of code-

mixing practices among beauty influencers offers practical insights for marketers and content creators and enriches our knowledge of language use in digital environments.

B. Practically, the findings of this study have significant implications for educators, students, and future researchers. Educators can utilize the results of this research as a valuable educational tool to help explain the concept of code mixing in a way that relates to students' everyday experiences. Students can utilize this study to increase their understanding of sociolinguistics and its real-world importance in the digital world. Additionally, future researchers can use the insights from this study to conduct further research in various settings, thereby encouraging the development of more comprehensive theories and practical applications regarding language use in online communities and social media. These findings can also serve as a foundation for further investigation into the social and cultural implications of code mixing in digital communication and how this practice shapes interactions between individuals and identity formation in social media.

E. Definition of Key Terms

1. Code-mixing

Code-mixing is defined as the phenomenon in which a speaker combines two or more languages in a random or inept manner (Holmes, 2013, p. 42). Nevertheless, in practice, this code-mixing is significantly influenced by the symbolic and social implications associated with the two codes utilized. Such expeditious code-switching represents a distinctive sociolinguistic phenomenon. This conversational style is commonly observed in bilingual or multilingual individuals, offering them a comprehensive additional linguistic resource. By alternating between two or more codes, speakers can effectively convey affective meanings in addition to information.

2. Beauty Community

The beauty community is shaped by market dynamics, wherein individuals create meaning and construct their identities around cosmetic products, thereby forming expansive communities dedicated to sharing their passion for these items (Mavrakis, 2021, p. 19). These communities hold significant influence, frequently influencing consumer behavior and prompting the purchase of products that have

been reviewed or endorsed. The collective enthusiasm and credibility of these communities can amplify the reach of beauty brands, making them influential actorsin driving trends and shaping consumer preferences in the beauty industry. Through social media platforms and online forums, the beauty community's recommendations can quickly spread, transforming niche products into mainstream necessities.

3. YouTube

YouTube is a global social network that facilitates the uploading and sharing of innumerable videos (Bärtl, 2018, p. 1). Since its inception in 2005, YouTube has experienced exponential growth, becoming one of the most popular websites worldwide and ultimately being acquired by Google. In contrast to other social media platforms, YouTube's accelerated growth can be attributed to its role in influencing contemporary popular culture and its extensive range of content, encompassing both educational materials and entertainment. The platform's sophisticated recommendation algorithm plays a pivotal role in maintaining user engagement and facilitating the discovery of new creators and trends. Furthermore, YouTube's monetization opportunities have served as a significant motivating factor for many to create high-quality content, thereby transforming it into a viable career path for aspiring influencers. As a global platform, YouTube serves as a conduit for fostering online communities across a myriad of interests and cultures, which in turn gives rise to a rich tapestry of code-mixing and a vibrant multicultural exchange of ideas and experiences.

4. Beauty Influencer

The term "beauty influencer" combines the idea of "beauty," which refers to aesthetically pleasing qualities, with "influencer," denoting individuals with a significant social media following who can shape others' decisions (Chen & Dermawan, 2020, p. 102). In the beauty industry, these influencers play a crucial role by sharing information and educating their audiences about beauty products. Their ability to gain trust and offer valuable insights, particularly through detailed reviews and recommendations, makes them powerful in influencing consumer behavior. The effectiveness of a beauty influencer often depends on their reputation and perceived

expertise. They connect with their followers through engaging content, which may include creative editing, vibrant visuals, and sometimes the use of code-mixing or bilingual communication, making them influential figures in the beauty community.