

## **CHAPTER I**

### **INTRODUCTION**

Chapter one consists of a background of the study research question, objective of the research, scope of research, limitation of the problem, the significance of the study, and clarification of terms.

#### **1.1 Rationale**

There are situations where a significant percentage of individuals understand two or more languages, according to the sociolinguistics phenomenon, which studies how society uses languages. It is referred to as bilingual and multilingual in sociolinguistics itself. A person who is multilingual can speak more than two languages, whereas a bilingual person can speak two languages. A person who is bilingual can speak and understand two or more languages. Pursuant to Braun 1937, as cited in Margana (2015) bilingualism is the ability to speak and understand multiple languages fluently. When someone learns a second language—a foreign language—or anything necessary for them to become fluent in their second language, they are referred to as bilinguals. Being multilingual is not unusual in today's culture. Language is also necessary for social engagement to meet communication demands. A multilingual frequently switches off their native tongue for another. The purpose is to accomplish communication objectives. The linguistic shift can also be reinforced by additional elements, including the foreign speaker's presence. In keeping with Audibella (2020) In order to communicate information or other things, the speaker must talk in an international language. Individuals who are bilingual may easily move from one language to another,

In agreement with Priyatna, Rukmini, & Pratama (2022) Using linguistic components from one unique language into another is known as code-mixing, or interference. In summary, the combining of parts from one language into another is referred to as code-mixing, or interference. This phenomenon occurs when speakers combine linguistic elements such syntax, grammar, and vocabulary when changing in languages in a single sentence or discourse. Code-mixing can be used to represent cultural identity, send feelings, or bridge linguistic gaps, and other communicative

communicative functions. To truly understand the intricate dynamics of multilingual communication and language use in various situations, one must have a solid understanding of code-mixing. Based on Musyken (2002) the occurrence of lexical and grammatical elements from multiple languages inside a phrase or clause. Code-mixing is the term used to describe the presence of lexical and grammatical components from various languages within a phrase or clause. The dynamic character of communication between speakers who are bilingual, or multilingual is reflected in this linguistic phenomenon. Code-mixing is a technique for communicating complex concepts, expressing cultural identity, and meeting linguistic requirements. Speakers traverse complicated communication situations and produce hybrid linguistic expressions by fusing components of many languages. Comprehending code-mixing highlights the complex mechanisms through which languages interact and change in multilingual cultures.

In general, Tarihonan, Fachriyah, Tressyalina, & Sumirat (2022) state when communicating, members of Generation Z combine Indonesian and English. Code-mixing is a sociolinguistic phenomenon that has an influence on social media as information and communication technology (ICT) advances. The Z generation frequently participates in code mixing and code switching for several reasons. The first one is Globalization and Multiculturalism: Generation Z was born at a time of globalization, which made it easier for them to access different languages and cultures via social media and the internet. Since they often participate in linguistically and culturally varied online groups, they are at comfort talking with people from a variety of backgrounds in several languages. The second one is Social Media and Technology: using digital platforms and social media helps up language and cultural interact. Because Generation Z has grown used to dealing with a wide range of information in different languages, they may find it easier to employ code-mixing in everyday situations. The third one is Language and Cultural Identity: Generation Z frequently views language as a crucial component of their cultural identity. One can express different identities or keep up with developing language trends among their peers by using code-mixing. In conclusion In general, code-mixing by members of Generation Z is a reflection of how they have adapted to a

world that is becoming increasingly interconnected, multicultural, and dynamic. This shows how adaptable their language is in handling a varied and changing social context.

Social media, which enables people to communicate, work together, and build connections via the sharing of articles, images, and videos, is the face of the digital age. Social media platforms like YouTube have a significant impact on how people live their lives. These days, the most widely used social media platform for learning is YouTube. YouTube is a digital platform for sharing videos (Fadhil & Nurhajati, 2012). As cited in Afriyanti, Daud, & Muthalib (2021) The phenomenon of code-mixing is readily seen in many YouTube videos, and it has evolved into a popular style of speech among YouTube viewers. Four films chosen by the researcher from four distinct YouTube channels. This phenomenon is also observed among Indonesian Youtubers and influencers, such as Shasha Zania and Kiara Leswara, who has recently been the subject of much discussion among Generation Z. Their frequently speaks in both English and Indonesian in their videos.

Researcher is interest in examining how code mixing is use in this investigation. Another thing that makes researcher interest in conducting this study is because Shasha Zania's subscribers totaled 82,000 and Shasha Zania's viewers totaled 103,000 on the video entitled "first vlog of 2024- very productive day and Kiara Leswara's subscribers totaled 576,000 and Kiara Leswara's viewers totaled 21,000 on the video entitled "A day in my life/daily vlog: productive content shooting". Many investigators have experience with code mixing and study. In reaction to this study, analysis consider some of the relevant research studies that have been investigated.

First, researcher is Siahaan & Johan (2020)with the title " The Study of Code Mixing on Melaney Ricardo's Video Youtube Channel: Sociolinguistics Approach" As a consequence of this study, there are two instances of pronunciation changes, eight instances of intralexical mixing, and twenty instances of intrasentential mixing. Each of them uses code-mixing to varying degrees in Melaney's speech.

Second, researcher Herman, Thao, Purba, & Uina Simanjuntak (2020)with the title "Attracting Viewers through Advertisement by Using Code Mixing: A

Sociolinguistics Study” As a result, there is compatible lexicalization and insertion, which shows up in the advertisement as different forms of code mixing. and four explanations were identified: discussing a particular topic, making an interruption, wanting to make the speech's substance clear, and expressing group identification.

Last, researcher is Audibella (2022) with the title “The Use of Indonesian-English Code Mixing in One of Molita Lin’s YouTube Video as Beauty Vlogger”. This study's findings indicate that there are three different kinds of code mixing in Molita Lin's video transcription: intra-sentential code mixing, intra-lexical code mixing, and a change in pronunciation. However, only four of the seven motivations for code mixing—discussing a specific issue, being passionate about something, displaying group identification or unity, and using repetition to clarify—can be seen.

In this study, code mixing types and functions has been examined on Shasa Zania and Kiara Leswara's YouTube channels. There are some similarities between this investigation and earlier studies. Still, this is what puts this study apart from earlier ones. Researchers analyzed the types and functions of code mixing on two YouTube channels: Shasa Zania and Kiara Leswara. They also analyze which of the two frequently employ code mixing on their channels. The purpose of this research is different, particularly for Generation Z.

## **1.2 Research questions**

Based on the background of the research, the research focus on following question:

1. What the types of code mixing used by Shasa Zania and Kiara Leswara in YouTube Channels?
2. What is the function of code mixing used by Shasa Zania and Kiara Leswara in YouTube Channels?

## **1.3 Research Objectives**

Based on the research questions, the research objectives on following question:

1. To find out the types of code mixing used by Shasa Zania and Kiara Leswara

in YouTube Channels.

2. To find out the function of code mixing used by Shasa Zania and Kiara Leswara in YouTube Channels.

#### **1.4 Scope of study**

The main objective of this study is code mixing on the Shasa Zania and Kiara Leswara YouTube channels. through selecting one video each from the YouTube channels Shasa Zania and Kiara Leswara. This study's focus on several forms of code mixing, including consistent, Insertion code mixing, Alternation code mixing, congruent.

The research scope in this study includes:

1. Research Subject

The YouTube channels Shasa Zania and Kiara Leswara for videos is the focus of the study.

2. The Research's Objective

The purpose of this study is to identify the forms and uses of code mixing on the Youtube Channels of Shasa Zania and Kiara Leswara.

- a. Based on Musyken (2002) theory, there are 3 types of code-mixing including Insertion, Alternation, Congruent Lexicalization
- b. Based on Hoffman (1991) theory, there are 7 functions including; 1. Talking about a particular topic, 2. Quoting somebody else, 3. Being emphatic about something, 4. Interjection, 5. Repetition, 6. Intention of clarifying the speech content for interlocutor, 7. Expressing group identity.

#### **1.5 Significances of study**

The research's findings should improve language use both theoretically and practically.

1. Theoretically

The goal of the project is to further sociolinguistics understanding, particularly regarding code mixing.

2. Practically

The researcher expects these findings to be useful for:

- a. For the reader: The reader will get a thorough understanding of sociolinguistic concepts, particularly code mixing, which they may then immediately apply to their everyday conversation.
- b. For the researcher: The findings of this study have an opportunity to improve our understanding of code mixing. Additionally, they may act as an inspiration for future related studies.