CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In communication, speaker sometimes use two languages to deliver his utterance. It is due to the fact that they can master more than one language, besides his mother tongue. This phenomenon can be seen everywhere, such as in our daily life, television program, or social media. The speakers sometimes mix two languages in a single sentence for some reasons. They usually pay attention to the participant and where they use those languages because the participants who come from different backgrounds and cultures have their own way to deliver their utterance.

The mastery of two or more languages is related to bilingualism and multilingualism. Bilingualism and multilingualism are the aspects of sociolinguiostics which lead to language change. As stated by Mackey (1970:555 in Hoffman, 1996:16) bilingualism is the alternate use of two or more language by the same individual. This is also supported by Nababan (1993: 32) who states that bilingualism is the habit to use two languages in making interaction with others.

People who can speak two or more than one language are called bilingual or multilingual speakers. They use more than one language in certain discourse of communication and tend to use network of code. The use of two or more than one language in a conversation is called code mixing. According to Wardhaugh (1992: 106) code mixing takes places when conversants use both languages

together to extent that they change from one language into another in the course of a single utterance. It means that bilingual or multilingual person who practices code mixing uses two different languages together at the same time.

The phenomenon of code mixing does not only happen in western countries but also in Indonesia. The code mixing mostly happens between Indonesian and English because English has been growing significantly in Indonesia. As we know, English is an international language which is used widely all over the world. Many Indonesian people mix English and Indonesian at the same time in their utterances. In other words, this situation has become a common phenomenon in our daily life.

Related to this phenomenon, an example of code mixing between English and Indonesian can be found in most of teenagers' Facebook status. They use some English words in their status which is basically written in Indonesian structure. One of them is as followed:

"**Homesick** dan pengen banget pulang ke rumah"

(Homesick and really want to go home)

From the example, it can be seen that the dominant language used is Indonesian language. However, English word **"homesick"** is inserted within the sentence. This phenomenon shows the code mixing between Indonesian language and English. In addition, phenomenon of code mixing can also occurs in many cases, such as: music program, talk show, news programs etc.

The phenomenon of code mixing can also be found in some of Indonesian television programs. One of them is "ilook" program on Net TV. "ilook" is a

television show that discusses about various things related to fashion as a reference for Indonesian people in choosing their style. This program is really helpful for those who want to improve their fashion style. Therefore, the writer is interested in analyzing the code mixing between Indonesian language and English in "ilook" television program in Net TV.

1.2 Research Question

In this research, the issue to be analyzed focuses on the use of code mixing in "ilook"television program as can be stated in the following question:What are the types of code mixing used in"ilook" televison program?

1.3 Objective of the Study

Based on the background and identification of the problem above, this study is aimed at finding the types of code mixing between Indonesian language and English used by the host of "ilook" television program on Net TV. The types of code mixing will be analyzed based on the context of the utterance.

1.4 Scope of the Study

This study focuses on analyzing the code mixing used in the host's utterance of "ilook" television program on NetTV.Since "ilook" has some sections, such as fashion tips, interview, and fashion icon, therefore, the writer limits this research only on the fashion icon section which shows the western famous icon. More specifically, the use of code mixing is also limited to Indonesian language and English since English is mostly used by Indonesian people in their utterance. The writer explains the types of code mixing by referring to the theory proposed by Muysken (2000) which categorized code mixing into three types: insertion,

alternation, and congruent lexicalization. The types of code mixing are also analyzed based on the theory of context proposed by Hymes (1972).

1.5 Methods of the Research

1.5.1 Source of the Data

The source of data of this research is "ilook" television program in Net TV. "ilook" is a television show which talks all about fashions.This program is presented every Saturday and Monday at 10.30 am. The host of this program is a famous Indonesian model and artist named Kimmy Jayanti.

There are some sections in this program, such as fashion tips, interview, and fashion icon. In fashion tips section, the host tells the audience many useful tips on fashion as a reference for the audience. In interview section, the program invites some guest to be interviewed, such as famous artists from local and international. In fashion icon section, the program displays several artists from Indonesia and international who become fashion icons for most people. Every episode presents different section. In this case, the writer focuses on the fashion icon section, specifically on the teenagers artists from western country because their fashion style is often imitated by Indonesian teenagers.

Therefore, the data of this research were the code mixing used by the host of this program. There are 19 data found in three episodes of "ilook" program.The data were downloaded from youtube. They are :

Episode : Fashion Icon – Emma Watson//ilook

https://www.youtube.com/watch?v=yNhP-mi94JU

Episode : Fashion Icon – Ariana Grande//ilook

https://www.youtube.com/watch?v=hxtBoeoVIsw

Episode : Fashion Icon – Cara Delevigne//ilook

https://www.youtube.com/watch?v=ACzXnPFf-FM&noredirect=1

In this case, the writer chose three episodes taken in January, July, and December 2015 to represent all data. The episodes were chosen intentionally to see the code mixing starting used by the host of this program from the beginning, middle, and the end of the year.

1.5.2 Collecting the Data

In collecting the data, the writer applied observational method, specifically non-participant observational technique proposed by Sudaryanto (1993:133).It means that the writer collected the data without being involved in the data source. There are three steps conducted in this stage. First, the writer downloaded the videos of "ilook"program from youtube. In this case, there are three episodes downloaded as the source of data. Second, the writer watched the videosfor several times and transcribed the host's utterances by applying note taking technique. Last, the writer identified the data that contain code mixings found in the transcription. The repetition of the same data is avoided to limit the data.

1.5.3 Analyzing the Data

In analyzing the data, the writer used referential identity method by Sudaryanto (1993:13).Referential identity method is a method of analyzing data where the key factors of the data is defined by the context or outside of the language itself such as speaker, time, setting, and social situation. To analyze the data, the writer conducted some steps. First, the writer explained the topic being

discussed in the episode to give a brief description about the situation. Second, the writer analyzed the types of code mixing in the host's utterances based on the theory proposed by Musyken (2000). Last, the writer explained why the host chose to use the type of code mixing based on the ethnography of communication proposed by Hymes (1972) about SPEAKING model.

1.5.4 Presenting the Result of Analysis

The writer uses both formal and informal method to present the result analysis by Sudaryanto (1993). Formal method means that the result is described dy using table. This method is used to show tabulation for the type of code mixing. Informal method means that the result is described by giving explanation toward the situatios and conditions where the data happened in form of verbal or sentences.