CHAPTER I

INTRODUCTION

1.1 Background of the Research

English is now a lingua franca that is referred to the use of English where English becomes the medium of communication between people who have different native languages (Wicaksono & Zhurauskaya, 2011). Seidlhofer (2005) says that the term of English as lingua franca has appeared referring to the communication in English among speakers with different first languages. English is a global language which can connect people who speak different language. English allow people communicate with each others.

Communication is not only about between two people or more directly interact in real life, but there is also a communication that occurs via electronic devices. There is a term for that kind of communication called as computer-mediated communication (CMC). CMC is the "communication that takes place between human beings via the instrumentality of computers." (Herring, cited in Dabrowska, 2013, p. 109). In communication, language and society definitely cannot be separated. Where there is society, there is language. In relation to that, Stalin (1976, p. 20) finds out that language "arises and develops with the rise and development of a society. Apart from society, there is no language." This statement from Stalin explains that society and language are related each other and cannot be separated.

The study of the relation between language and society is called sociolinguistics. According to Wardhaugh (1998, 12) sociolinguistics concerns with investigating the relationship between language and society to get a better understanding of the structure of language and of how languages are used in communication. For Indonesian people, English is a foreign language. English is learned in educational setting and use to communicate with other people from foreign countries.

The use of these two languages by a speaker in his/her environment is considered as bilingualism (Mackey, 1995). Bilingualism is the use of two languages by a speaker. A speaker who can speak two languages is called bilingual and even the speaker who knows only one language are sometimes considered as bilingual if they have mastered different varieties of their language (Brown and Attardo, 2000).

Bilingual people have choices of codes to use when speaking. Wardhaugh (1998) said, usually bilingual people are required to select one particular code when they speak and sometimes they may also decide to switch from one code to another or to mix codes even sometimes within very short utterances and then create a new code. This mixing codes phenomenon is usually found among bilingual society and it is called code-mixing.

Wardhaugh (1998) says that a code is a system used for communication between two or more participants and it is a particular dialect or language that a person decides to use on any occasion. Meanwhile, Code-mixing is the use of both languages by someone together to the extent that they change from one

language to the other in the course of a single utterance. Code-mixing could happen in one-way communication where usually used to inform, entertain, or persuade. The example includes www.youtube.com (YouTube) where many people record themselves talking alone to be watched online by the audiences and later they will get responses from the audience, mostly in the form of comments.

YouTube can be classified as computer-mediated communication (CMC) even though it has a marginal presence in CMC because YouTube is a speech-based CMC. A speech-based CMC is "represented mainly by songs, video clips, films" (Crystal, cited in Dabrowska, 2013, p. 113). Dabrowska said that CMC are such a good source for the study of human communication and various aspects of language use.

Nowadays, in Indonesia, YouTube is becoming popular. Many Indonesians upload their videos on YouTube. Some of them are Beauty *vloggers*, mostly girls, who upload beauty videos such as makeup tutorials. Some of the beauty *vloggers* are using Indonesian Language but many of them mix with some English vocabularies. The mixing of English in their speech occurs in various types. This can be seen in the following examples taken from three different beauty *vloggers* on YouTube:

(1) "Dan di **/lʊk/** kali ini, aku lebih memperlihatkan sisi **/ˈdjuːi/** …" – (Abel Cantika on "Dewy Look (Korean Makeup) Tutorial")

(2) "Aku mau **/ˈmɔɪstʃəraɪz/** muka aku pake **/feɪs mɪst/**…" – (Kiara Leswara on "Travel Makeup Tutorial Using Wardah + Venice Vlog")

(3) "Di video kali ini gue mau /ŋe ʃer/ /ˈmeɪkʌp/ sehari-hari" – (Rachel Goddard on "Everyday Makeup Tutorial (Drugstore & High End)")

From the examples above, the utterances can be analyzed based on Kolln & Funk (2012) theory and Muysken (2000) theory. The forms of code-mixing are analyzed first by referring to English word classes proposed by Kolln & Funk (2012). The first utterance contains two English words *look* and *dewy*. According to the theory, the word *look* is categorized as noun and the word *dewy* is categorized as adjective. The second utterance contains one English word and one English phrase. *Moisturize* is categorized as verb and *face mist* is categorized as noun phrase. Last, the third utterance consist of two English words. *Share* is categorized as verb and *makeup* is categoized as noun.

The types of code mixing are analyzed after forms in a separate part. From those three utterances, the types of code-mixing that occur among them is congruent lexicalization which accidentally occurs in the same type. This happens because the word from Indonesian and English are inserted randomly in the speech.

Based on the phenomena above, it is interesting to study the use of code-mixing among Indonesian beauty *vloggers* on YouTube. This topic is chosen because many similar pieces of research that have been found out did not talk about this phenomenon which happens among Indonesian beauty *vloggers*.

The forms and types of code mixing used by Indonesian beauty *vloggers* are examined in this research. The forms of code-mixing are analyzed by referring to

English word classes proposed by Kolln and Funk (2012) and the types of code-mixing in this research are analyzed by using the theory of Muysken (2000). The forms and types of code-mixing in this analysis are analyzed separately in two parts.

1.2 Identification of the Problem

In detail, this study aims to answer two research problems:

1.   What are the forms of code-mixing used by Indonesian beauty *vloggers*?

2.   What types of code mixing are mostly used by Indonesian beauty *vloggers*?

1.3 Objective of the Research

The research is conducted to study the use of code-mixing by the YouTubers, especially beauty *vloggers* in Indonesia. In carrying this research, the study is conducted to identify the forms of code mixing and types of code-mixing that can be found in their speech.

1.4 Scope of the Research

Code-mixing are uttered by bilinguals, in Indonesia in particular. This sociolinguistics research is focused on the use of code-mixing among the beauty *vloggers* from Indonesia. The analysis is limited to the use of code-mixing in five videos from five beauty *vloggers* who has more than 100.000 subscribers on their YouTube channel.

1.5 Method of the research

A method is one of the important parts in doing a research. A research method that is used to conduct the research is divided into three procedures: collecting the data, analyzing the data, and presenting the result of analysis.

1.5.1. Collecting the data

This study uses purposive sampling technique to collect the data. The sample for the analysis can be decided with several specific considerations such as the characteristics of its population or the criteria of the samples that suitable with the purpose or the problems of the analysis so the data can be more representative (Sugiyono, 2010).

The population of this research is all of the Indonesian beauty *vloggers* who have more than 100.000 subscribers and found only about 20 beauty *vloggers* that meet the criteria. Meanwhile, the sample is 5 beauty *vloggers* from 20 Indonesian beauty *vloggers* with 100.000 subscribers. It means the sample is 25% of the population.

The data of this research is taken from 5 latest videos of makeup tutorial (at the time they were downloaded) from the selected beauty *vloggers*. The videos were downloaded at the end of December 2016 until the beginning of January 2017. All the duration of the videos are less than 10 minutes which was uploaded on a different date. The videos were downloaded from YouTube, one of the popular websites that provides shared videos.

This study only observes the use of code-mixing in the makeup tutorial videos from the selected Indonesian beauty *vloggers* who have more than one hundreds subscribers. The videos are watched repeatedly between 2 or 3 times in order to find out the English words used by Indonesian beauty *vloggers*.

Furthermore, videos are watched very carefully to the pronunciation of English words to check whether they are pronounced in English or not. All the English words are included as code-mixing by referring to the dictionary. All the utterances that contain English words are noted. Every word that appears twice or more in an utterance counts as one. From those five selected videos, the writer finds about 80 data. After the note-taking process, the English words are classified based on the forms of code-mixing by referring to English word classes proposed by Kolln & Funk (2012) and the types of code-mixing proposed by Muysken (2000).

1.5.2. Analyzing the data

The data is analyzed based on the theory of English word classes by Kolln &Funk (2012) and Muysken's (2000) theory of the types of code-mixing. Finally, the study is completed by giving the description of analysis in order to derive a clear result.

1.5.3. Presenting the result of the analysis

The last is presenting the result of analysis. The result of the analysis is presented descriptively in order to show the types of code-mixing and to show the

forms of code-mixing by Indonesian beauty *vloggers.* Meanwhile, the percentage

is presented in the form of chart.