

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Research

Nowadays, more people are interested in studying language use phenomena in social media applications such as Instagram, Facebook, Twitter, Email, and Youtube. Among the phenomena that found in internet are, the study of Indonesian-English code mixing in facebook status (Chairani, 2014), the use of Welsh on facebook (Cunliffe, 2018), discourse of twitter and social media (Zappavigna, 2012), language matters in twitter (Hong, 2011), language choice in social media Instagram (Purba, 2017), and social interaction in youtube text-based polylogues (Franch,2012). Code mixing is one of the language phenomena that is commonly found in internet communication.

Communication cannot only be done directly face to face between two or more people but also indirectly via internet devices. Communication via internet with electronic devices usually used by people. This type of communication is called computer-mediated communication. Social media such as Instagram, Facebook, Twitter, Email, and Youtube can be classified as computer-mediated communication.

In computer-mediated communication, the use of code mixing is found. Code mixing is a language phenomenon when someone mixes their language in her/his utterance. They tend to mix their language to communicate with people in internet. Someone who has the ability to speak in two languages is called bilingualism.

One of the most popular social media on the internet is Youtube. Youtube is a video sharing service that allows users to watch videos posted by other users and also their own videos (techterm). There are many kinds of videos on Youtube, such as beauty tutorial, daily vlog, tricks and tips for diet, learning video, and etc. People who upload, produce, or appear in videos on Youtube is known as Youtubers (oxforddictionaries). We also call them as vloggers who regularly post short videos to their vlog (oxford dictionaries) and then the people who watch their videos are called as subscribers. A subscriber is usually a term known as subscribing someone's channel on Youtube. In consequence, they will get notifications of the newest videos from the channel they subscribe (urbandictionary).

Maudy Ayunda, Tasya Kamila, and Chan Spenser are some popular vloggers in Indonesia. They are international students who are studying in English speaking country. They are from three different universities Maudy Ayunda is a student of Oxford University, UK while Tasya Kamila is a student of Columbia University, USA and Chan Spenser is a student of The University of Aucland New Zealand. They like to upload videos about their daily life, such as student life, information about campus and living cost, and campus activities. They also upload videos about other topics, such as beauty tips, music, how to get scholarship, how to live in another country and all about cultures in the country they live in. They use Indonesian language to communicate with their subscribers and often mix with English language.

This language is phenomena can be seen in the following utterances by three Indonesian international student vloggers on Youtube.

(1) “*Roommate* aku rambutnya biru, semuanya biru...” (Tasya Kamila)

(2) “Jadi, disini banyak makanan manis gitu, banyak *desert ice cream*, trus ada pernak pernik gitu...” (Maudy Ayunda)

(3) *Well*, tentunya kamu ga bisa nemuin lagu indonesia di *playlist* karokenya

The three vloggers use English words in their utterances. The use of foreign word (L2) in the native language (L1) is called code mixing (Wardough, 2010). It is interesting to study the use of code mixing among those three Indonesian international students. Those three students use code mixing properly, so that, they may influence people to use it as well too. Therefore, this research focuses on utterances that contain code mixing. In this study, the types of code mixing and the functions of the use of code mixing in the language of those students vloggers will be elaborated.

## 1.2 Research Questions

In this research, three research questions are formulated. they are:

1. What are the types of code mixing used by Indonesian international student vloggers in the videos?
2. What are the functions of code mixing used by Indonesian international student vloggers in the videos?

## 1.3 Objective of the Research

The purposes of this research are:

1. To identify the types of code mixing used by Indonesian international student vloggers in the videos
2. To describe the functions of code mixing used by Indonesian international student vloggers in the videos

#### **1.4 Scope of the Research**

This research concerns on utterances that contain code mixing in the videos used by three International student vloggers on Youtube. They are studying in English speaking country. The videos are about their students' life. The types of code mixing that is found in those utterances will be explained based on what is proposed by Muysken (2000) and functions of code mixing by Hoffman's (1991) and Saville- Troike's (2003) theory.

#### **1.5 Methods of the Research**

In conducting the analysis of this research, the writer uses three systematic research procedures. They are collecting the data, analyzing the data, and presenting the result of analysis.

##### **1.5.1 Collecting the Data**

The population of the research is the top six Indonesian International students who become vloggers on Youtube and famous because of their vlog according to an article released by Hipwee. Hipwee is an Indonesian media company focused on productivity, pop culture, motivation, relationship, social commentary, and more. From those six students, the writer only takes three students which meet the criteria. They all study in three different English speaking countries. However, the chosen videos that want to be analyzed are focused on the student life as the topic of the

videos. Eventually, the writer takes one video of each Youtube channel that is considered as the most watched video from January 2016 until Desember 2017.

The videos were downloaded from Youtube. Furthermore, the videos are watched repeatedly about two or three times and the writer transcribes every utterance that contains English. Every word that appears two or more times counts as one. Every datum that contains code mixing will be given bold mark to emphasize the English language.

### **1.5.2 Analyzing the Data**

In analyzing the data the writer uses the types and functions of code mixing based on Muysken's (2000) and Hoffman's (1991) and Saville-Troike's (2003) theory. 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 Analysis**

The result of analysis is presented descriptively in order to explain the types and functions. Meanwhile, the percentage will be shown in form of table to show the dominant types and functions of code mixing that used by the vloggers.

