CHAPTER I

INTRODUCTION

1.1 Background of The Research

The use of the internet, in particular, has been incredibly instrumental in improving the ways we communicate with one another. Lately, internet has enabled people around the world to communicate through social media applications such as Instagram, Whatsapp, Facebook, Twitter, Email, and YouTube.

One of the most used social media is YouTube. YouTube is a video sharing service that allows users to watch videos uploaded by other users and also their videos. According to a study conducted by a British media company, named We Are Social, YouTube occupies the first position as the most active social media platform in Indonesia (Kemp, 2018). When we go to YouTube website or application, there are a lot of channels that can be accessed.

There are many kinds of videos on YouTube, among them are video log, tricks, and tips for a healthy life, beauty tutorial, learning videos, business videos, etc. In Indonesia, we can find many kinds of videos of influencer on YouTube. One field in entrepreneur influencer is the start-up company. A start-up company is a business company that created a new product or a new service to solve a problem under conditions of extreme uncertainty. Many renowned business and entrepreneurs describe a startup on the point of a culture and a mentality of create a business upon an innovative idea to solve critical pain things.

From all of the phenomena that commonly found in social media, one of them is code-mixing. According to Nababan (1993), code-mixing is the change of one language to another within the same utterance or in the same oral or written text. Muysken (2000) stated that code-mixing refers to all cases where lexical items and grammatical features from two languages appear in one sentence.

Indonesia has some successful influencers on the startup company. Muhammad Iman Usman, Mikhael Gaery Undarsa and Muhammad Alfatih Timur are three of them. They are young people who are successful in their startup company before 35 years old. The three of them can use English fluent and often share their business and experiences. Muhammad Iman Usman is the Co-Founder and Chief of the Product of Ruangguru. Mikhael Gaery Undarsa is Co-Founder of Tiket.com, and the Pioneer & one of the leading Online Booking & Ticketing website for Travel & Entertainment in Indonesia. And Muhammad Alfatih Timur is the Co-Founder and the Chief Executive Officer of Kitabisa.com.

In their interview videos on YouTube, they use Indonesian language to communicate with their listeners. However, they often mix their language with English. This language use can be seen in the following conversations in the interview videos of *three Indonesian start-up co-founder on YouTube*:

(1). "Kalau untuk masalah *safety* sebenernya kita melakukan

background check terhadap guru-guru kita…" (Iman Usman)

(2). "gue mulai ngeliat nih yang namanya *market* gue *and customer* gue itu

mulai berubah…" (Gaery Undarsa)

(3). "Gua *share* nomor pribadi gua…" (Alfatih Timur)

It is interesting to study the use of the English code by these influencers as one sociolinguistics phenomenon. Sociolinguistics is the relation between the use of language and the social structures in which the users of the language live. They can take some English words easily and use them in their conversation in Indonesian. As well-known people, they will give influence to people around them, especially to their followers and viewers. Singh (2001:43) says that bilingual ability at the level of predominance that is how far a bilingual can use the two languages would affect one another in using the languages. So, they may influence people to use it as well too. Therefore, this research focuses on utterances that contain code-mixing.

1.2 Research Question

This research concerns the use of Indonesian and English, and how both languages are mixed by three Indonesian start-up co-founders in their interview videos on YouTube as reflected in the following question:

1. What are the types of code-mixing found in *the interview videos of three Indonesian start-up co-founders on YouTube?*
2. What are the functions of code-mixing found in *the interview videos of three Indonesian start-up co-founders on YouTube?*

1.3 Objectives of the Research

Based on the research problem above, the research objectives are as follows :

1. To identify the types of code-mixing in *the interview videos of three Indonesian start-up co-founders on YouTube.*

2. To describe the functions of code-mixing found in *the interview videos of three Indonesian start-up co-founders on YouTube.*

1.4 The scope of the Research

The writer focuses on types and functions of code-mixing found in three Indonesian start-up co-founders interview videos on YouTube and it concerns on utterances that found on their videos on YouTube. The videos were talking about their experiences in creating a start-up company. The types of code-mixing in those utterances will be explained based on the theory proposed by Muysken (2000) and the functions of code-mixing by Hoffman's (1991) and Saville-Troike's (2003) theory.

1.5 Method of the Research

The writer uses three systematic research procedures In conducting the research. They are collecting the data, analyzing the data, and presenting the result of the analysis. The research is qualitative because it is not numeric and all of the data is in words, it can increase the understanding of the cases that are studied.

The object of the research is the language of three Indonesia start-up co-founders. The data are taken from their interview videos about their experiences to created the startup company. The interviews are obtained from videos published on YouTube . They are some of the popular entrepreneur influencers in Indonesia. The

writer chose 3 start-up co-founders based on their level of success and age. Muhammad Imam Usman, Gaery Undarsa Mikhael, and Muhammad Alfatih Timur were 3 people who had succeeded before 35 years old. Three of them also bilingual speakers.

The topic discussed in the videos of interview of the three Indonesian start-up co-founders is about the experiences of those influencers in creating their own startup company. The videos were downloaded from YouTube. Before the writer downloaded the videos, the writer did some observations about the topics that the influencers talk about. The writer has taken the most three watching videos of them, which each of the videos have more than five thousand viewers per 2018. The Three videos is obtained from different channel, The videos of Iman has taken from Ruangguru channel, the video of Gaery has taken from Putri Tanjung channel, and the video from Alfatih has taken from Vikra Iljas channel. The videos have watched repeatedly and the writer transcribes every utterance that contains English. Every datum that contains code-mixing will be given a bold mark to emphasize the English language.
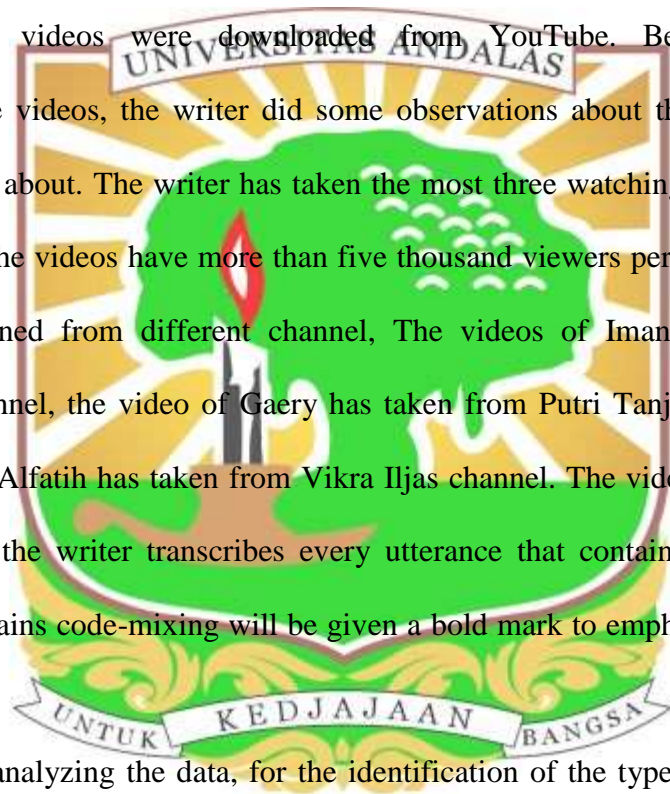
Then, in analyzing the data, for the identification of the types of code-mixing the writer used the theory proposed by Muysken (2000) and the writer analyzed the functions of code-mixing by Hoffman (1991) and Saville-Troike's (2003) theory. The result of the analysis will be present descriptively to explain the types and the functions of code-mixing. Meanwhile, the percentage of the finding present in the form of a table to show the dominant types and functions of code-mixing.

1.6 Three Indonesia Startup Co-founder

A startup is a company that solve a problem where the solution is not obvious, the startup also can define as mentality of innovating on existing ideas to solve the critical pain points. The startup is identical to the apps and huge tech companies. The writer chooses Three Indonesian startup co-founders Indonesian, the first one is Muhammad Imam Usman as co-founder and Chief of Product and Partnership of Ruangguru. Ruangguru is a tech-enabled education provider in Indonesia which serves over 12 million students and runs around the nation. Iman got a lot of award one of them were included in the list of Forbes Asia 30 Under 30 for Consumer Technology.

Then, Muhammad Alfatih Timur as CEO and co-founder of kitabisa.com. Kitabisa.com is an Indonesian crowdfunding platform. Kitabisa.com has been funded more than 2.500 campaigns since 2013. One of Alfatih achievements has pushed Forbes Asia to name him in its 30 Under 30 List in the Social Entrepreneur category in 2016. The last, Mikhael Gaery Undarsa as a Co-Founder of Tiket.com, Tiket.com is a startup engaged in the travel agent, its divisions include Flights, Hotels, Concerts and also the first and only Online Travel in Indonesian who sell Train Tickets and Car Rental Bookings. Its became a famous startup in Indonesia and continues to develop its business to become the most outstanding Travel Booking platform in Indonesia.