

CHAPTER I

1.1 Background of The Research

Code mixing frequently occurs when people blend two or more languages while conversing. According to Bokamba (1989) code mixing is the insertion of linguistic elements from different grammatical systems into the same sentence or speech context. Another linguist, Hudson (1996), describes code mixing as the merging of two different codes in a sentence, often reflecting uncertainty about the most appropriate code to use. Muysken (2000) further elaborates that code mixing refers to cases when both lexical items and grammatical elements from two languages are present in one sentence. This blending of languages indicates that code mixing is related to bilingual or multilingual speakers.

Code mixing frequently occurs among bilinguals or multilinguals during conversations, especially in informal settings where they feel at ease mixing languages (Zentella, 1997). Various social factors such as group identity, age, and gender can influence this phenomenon (Milroy & Gordon, 2003). Code mixing is not confined to a specific society but can be observed in bilingual or multilingual communities worldwide, including Indonesia.

In Indonesian, the use of code mixing in daily conversation is not a new phenomenon. Indonesian people use more than one language in their daily lives, which is Indonesian as the official or national language and local languages based on their ethnicity (Nugraha et al., 2024). Additionally, many Indonesians are proficient

in foreign languages such as English and Japanese. As a result, it is quite typical to hear people mixing languages during their communication with others.

In Indonesian society, code mixing between Indonesian and English has become quite common. Radio announcers, celebrities, influencers, students, office employees, and even online sellers frequently blend English words with other languages, reflecting the influence of globalization (Jimmi & Davistasya, 2019; Sari, 2020; Dewi et al., 2021). To illustrate this, Nugraha et al. (2024) conducted a study on a community that often mixes Indonesian and English in their communication—specifically, the students. They investigated how Indonesian students perceive code mixing in their daily conversations and found that 73.5% consider it a normal part of their interactions. Furthermore, 41% of respondents view code mixing as a positive phenomenon that showcases their bilingual capabilities. Several factors contribute to this trend, including easy access to information about global language development via the Internet and the widespread use of social media.

In recent years, social media has become a powerful communication platform. It comprises a variety of websites and applications that allow users to create, communicate, and share content (Davis, 2016). Examples of social media platforms include TikTok, X, Instagram, Facebook, WhatsApp, and others. TikTok has gained prominence as one of the largest social media platforms.

TikTok currently has 800 million active users in 155 countries (Ettisa, 2023). This platform allows users to create, share, and discover videos on a wide range of topics. Individuals who produce content on TikTok are referred to as TikTokers. TikTokers

use the platform to show their talent, passion or creativity to their followers. Additionally, numerous brands use TikTok as a platform to promote their products. They promote their products by creating engaging content or endorsing a TikToker who have many followers. The popularity of this social media platform not only shapes entertainment and marketing trends but also influences the way people communicate and express themselves. Therefore, we frequently find various linguistic phenomena in TikTok. One of these linguistic phenomena is code mixing.

Many people who use TikTok mix Indonesian and English in their captions, videos or comments. This happens because English has become a common language used on these social media platforms. We often find that TikTok users, young people in particular, use informal language or slang, which is frequently combined with foreign languages they familiar with (Putri and Sulistiyono, 2023). In this case, an example of this phenomenon, known as code mixing, can be seen in the comment section of a TikTok video below.



The examples above provided illustrate a combination of Indonesian and English in the comment section of a TikTok video. In the first example, Indonesian serves as the dominant language, with the English word "progress" inserted into the middle of

the sentence. In the second example, a user incorporates the phrase "body goals" into the Indonesian sentence.

Based on the widespread occurrence of code mixing on TikTok, this research aims to investigate the code mixing in the comment sections of Kazka's TikTok videos. Kazka is a young TikToker with obesity. She often uploads videos about makeup tutorials, outfits, and 'Get Ready With Me' content on her TikTok account. She frequently uses English and rarely uses Indonesian on her TikTok, which has led her followers to think she is not from Indonesia. Recently, Kazka is getting a bariatric surgery or a surgical procedure that reduces the size of the stomach. It is used to help obese people lose weight when other diet procedures fail. As the result, Kazka lost a lot of weight, making her body much smaller. In the comment section of her videos, the TikTok users use English or a mix of Indonesian and English. People write compliments on her improvement, asking for the makeup tutorial, or even judge her in English or mix it with Indonesian. This research will analyze the types of code mixing using the theory by Muysken (2000) and the motivations behind using code mixing based on the theory by Bhatia and Ritchie (2004).

1.2 Research Questions

This research aims to answer the following questions:

1. What types of code mixing are used in the comment section of Kazka's TikTok videos?
2. What are the motivations behind the code mixing used in the comment section of Kazka's TikTok videos?

1.3 The Objective of the Research

This research aims to:

1. To identify the types of code mixing used by TikTok users in the comment section of Kazka's TikTok videos.
2. To explore the motivations behind the code mixing used by TikTok users in the comment section of Kazka's TikTok videos.

1.4 Focus of the Research

This research focuses on identifying the type of code mixing and the motivations it use by TikTok users in the comment section of Kazka's TikTok videos. Data for this study were collected from the comments on 2 videos that uploaded by Kazka about her bariatric surgery. The research applied Muysken's theory (2000) to categorize the different types of code mixing, and Bhatia and Ritchie's theory (2004) to examine the motivations behind its usage.

1.5 Method of the Research

1.5.1 Data Collection

Data were gathered from the comment sections of the three selected videos on Kazka's *TikTok account* after she underwent bariatric surgery. These three videos were selected based on the highest number of comments. The data collection involved taking screenshots of comments that utilized Indonesian-English code mixing, which were then copied into a data form. Additionally, semi-structured interviews were conducted with TikTok users who engage in Indonesian-English code mixing in the comment sections. These interviews

aimed to explore their motivations for using code mixing. The researcher contacted the TikTok users via direct messages and waited for their responses. To those who replied, the researcher asked one primary question: *'What is your reason for using code mixing in the comment section of Kazka's TikTok videos?'* Additionally, further questions were asked based on the participants' responses to gain a more detailed understanding of their motivations.

1.5.2 Data Analysis

The collected data were analyzed using a qualitative approach. The comments containing Indonesian-English code mixing were categorized based on Muysken's theory (2000), which identifies the types of code mixing: insertion, alternation, and congruent lexicalization. Each collected comment was examined to determine which type of code mixing it represented.

Subsequently, Bhatia and Ritchie's theory (2004) was employed to analyze the motivations behind the use of code mixing. The responses from the interviews were reviewed to identify potential motivations for using code mixing, such as participant roles and relationships, situational factors, message-intrinsic factors, or language attitudes, dominance, and security.

The findings were presented in a simple table and described in a descriptive format to explain the types of code mixing and the motivations for its use in the comment sections of Kazka's TikTok videos.

1.6 Definition of Key Terms

- a) Bilingualism : The conditions when a person has the ability to move easily between two languages and effectively communicate in both (Lambert, 1981).
- b) Code : The system of communication that is employed by people when they communicate with each other (Wardough, 2006).
- c) Code Mixing : The presence of lexical items and grammatical elements from two different languages in one sentence (Muysken, 2000).

