CHAPTER I

INTRODUCTION

In this chapter, the writer deals with the background of the research, statement of the problem, objective of the research, significance of the research, scope of the research, and operational definition.

1.1 Background of the research

The role of a language is very important for humankind because it is a key for human civilization development. By using language people can express their desire and their feeling about something.

Language is also used to share and discuss for develop the society then civilization will develop. Language and society influence to each other they are related to each other, no human can live in the world without language and language will be useless without society.

In this world there are many kinds of society and language, sometimes a society has their own language or use one specific language but sometimes in a society there are more than one language used by society members, they use both of them simultaneously by mix them. For example, Javanese society members sometimes use Indonesian and Javanese language in daily communication or Indonesian students mix Indonesian and English during learning activity.

Nowadays, in digital era the number of code mixing use in Indonesia is increasing not only in real life but also in virtual life especially in social media. They mix their Indonesian language with other, as example in social media YouTube. And the writer found that some Indonesian people who own a YouTube channel sometimes mix their language in their videos for example, Deddy Corbuzier who mix Indonesian with English in his YouTube channel videos. He is the one of the most popular YouTuber in Indonesia. But he also not only speak Indonesian like the other, but also another language for example English he often mix Indonesian and English in his videos. He is the most popular Youtuber in Indonesian who use more than one language with qualified content videos.

Based on the phenomenon above the writer is interested to analyze about code mixing in YouTube. The writer entitled this research "The Use of Indonesian English Code Mixing in YouTube Channel by Deddy Corbuzier".

1.2 Statements of the Problem

After knowing the background of the research above, the statement of the problem that the writer would like to answer based on this research are as follow:

1. What types of code mixing are found in Deddy Corbuzier's YouTube Channel?
2. What are the purpose of using code mixing by Deddy Corbuzier use in his YouTube Channel?

1.3 Objectives of the Research

According to the background and statement of the problem above, the objective of the research is:

1. To find out the types of code mixing used in Deddy Corbuzier's YouTube Channel.
2. To find out the purposes of using code mixing by Deddy Corbuzier in his YouTube Channel.

1.4 Significance of the Research

The writer believes that this research have some valuable benefits example: It gives readers additional information and knowledge of words class, the meaning, the dominant, code mixing words in Deddy Corbuzier's YouTube Channel, and it is also expected to inform the English students so that they get many words to increase their vocabulary and to improve their English skills and finally, this research is also expected to be meaningful information for the better understanding of the utility of code mixing

1.5   Scope of the Research

In this research, the writer focuses on describing Indonesian English code mixing which is often used by Deddy Corbuzier in his YouTube channel videos and the writer takes about three Deddy's videos to analyze.

1.6   Operational Definition

Based on the title of this research, the writer clarifies the operational definition of each terminology as follows:

1. **Code Mixing**

    Code mixing is the use of two or more languages in the same conversation or interaction.

2. **YouTube Channel**

    YouTube Channel is the home page for personal account in YouTube to share video.

3. **YouTuber**

    YouTuber is a popular term to call someone who own YouTube Channel

4. **Deddy Corbuzier**

    Deddy Corbuzier is a man famous as entertainer and also a YouTuber