

# CHAPTER I

## INTRODUCTION

This chapter discusses the background of the research, statements of the problem, objectives of the research, significances of the research, scopes of the research, and operational definitions.

### 1.1 Background of the Research

Globalization, a stepping stone for the time, is still developing. The times have expanded to nearly every region and developed in virtually every way. Technology serves as facilities and conveniences that can be utilized to fulfill human needs (Rokhayani et al., 2021). According to (Khasanah et al., 2022), technology significantly impacts every practice. As technology impacts, we should understand what is currently well-known globally. K-pop has recently become very popular and frequently discussed. K-pop has spread all over the world. Europe, Africa, Asia, and America are now all familiar with K-pop.

The primary platform for the global spread of K-pop is social media. It has a significant impact on the global K-pop movement. K-pop fans are paying much attention to Twitter, among other social media platforms (Faiza, 2020). Using Twitter, K-pop fans may connect with their peers and those with similar prejudices. They can also chat and share their experiences or even just their preferences on Twitter, and they frequently mix their native language with a different language.

Sociolinguistic is a branch of study that looks at how language and society interact (Sagala et al., 2022). Sociolinguistic explores how languages are used to deliver social messages, defines the social roles of languages, and explains why people speak differently in diverse social circumstances. In line with (Spolsky, 2010), Sociolinguistic is the study of how language and society interact, how languages vary, and how individuals perceive various languages. (Aslinda et al., 2014) state that the connections between language and societal variables such as age, gender, and education are the subject of sociolinguistic study.

Sociolinguists or other individuals must be conversant with a code before analyzing a code. A code is a symbol of nationality used to talk or write in a particular language on special occasions or for purposes. Code switching and code

mixing are two categories of code. Code mixing is the practice of combining languages when communicating (Pradinta et al., 2022). It happens when people mix their native language with a different language. People choose to blend different codes for a variety of reasons. Code mixing is most common in informal talks. While code switching is when speakers purposefully move from one to another, they change the code utilized (Sinaga et al., 2020).

K-pop fans' captions on Twitter in Indonesia cannot be separated from the use of code mixing. This condition is understandable because of the cultural exchange that carried over the wave of Korean pop music. Then, communication in social media tends to be non-formal, familial, and familiar. The following example of code-mixing in the Twitter K-pop fans Captions: "Our big *maknae* is with his *hyung* line." From the example, there is code mixing between English and Korean.

The phenomenon of code mixing in the captions of K-pop fans on Twitter is a problem studied in this research. This research was chosen with various considerations. First, K-pop fans use unique and varied codes. Second, K-pop fans use code mixing in their captions. Millennials feel hottie when they use code mixing in their captions. Code mixing is easier than code switching because code mixing can use more than one code in a single utterance. Lastly, Twitter is one of the most used platforms by K-pop fans and Twitter has more fandoms K-pop on Twitter. So, it easier to collect the data from Twitter.

Several researchers have conducted studies about code mixing. (Pradinta et al., 2022) found three code mixing types in the data. (Rakhmasari, 2022) found two factors why People use code-mixing, there are due to a limited vocabulary and to demonstrate learning or English language proficiency. (Adawiah et al., 2023) found that Korean and English codes are mixed in Indonesian. Researchers have established observational locations and data sources from several K-Pop lovers' social media groups in WhatsApp and Telegram.

Considering previous research, the researcher has a different focus, even though the researcher focuses on the same research, namely code mixing. The difference between this research and several previous studies is that most research was conducted on social media. While this research is specific, it was conducted on

Twitter. Moreover, the uniqueness of this research is the use of a sociolinguistic approach, which is determined by the social factor ‘age’ and the speech component.

Based on the preceding explanation, the researcher researched “**A SOCIOLINGUISTIC STUDY: CODE MIXING IN K-POP FANS’ CAPTIONS ON TWITTER**”. This study aims to find codes, identify types of code mixing, and analyze the social function of Code Mixing in K-pop fans Captions on Twitter. It is expected to be useful as background information on code mixing culture in K-pop fans captions on Twitter, as a reference for further research, and as English language learning material, especially in the field of code mixing to improve English language skills, in writing and speaking skills.

## **1.2 Statements of the Problem**

Based on the background of the research above, the statement of the problems is as follows:

1. What are the codes or languages used in K-pop fans’ Captions on Twitter?
2. What are the types of code mixing used in K-pop fans’ Captions on Twitter?
3. What are the social functions of code mixing used in K-pop fans’ Captions on Twitter?

## **1.3 Objectives of the Research**

Based on the statement of the problems, the objectives of the research are as follows:

1. To find out the codes or languages used in K-pop fans’ captions on Twitter.
2. To identify the types of code mixing used in K-pop fans’ captions on Twitter.
3. To analyze the social functions of code mixing used in K-pop fans’ captions on Twitter.

## **1.4 Significances of the Research**

By conducting this research, the researcher expects that the result of the research will be beneficial theoretically and practically:

1. Theoretically.

The research is expected to provide additional thinking for developments, understanding, and information related to sociolinguistic, especially in code mixing studies. It can be a comparison in research on subsequent code mixing. Then, it can be used as a source for further research studies.

## 2. Practically.

This research is expected to solve problems and provide the truth about sociolinguistic studies, especially in code mixing in K-pop fans' captions on Twitter. They can improve their writing and speaking skill by combining different codes in a single utterance because code-mixing has become a trending phenomenon in written and spoken communication (Mawuntu et al., 2020).

### 1.5 Scopes of the Research

This research focuses on three things based on the objective of the research: the codes or languages used in K-pop fans' captions on Twitter, the types of code mixing in K-pop fans' captions on Twitter, and the social functions of code mixing in K-pop fans' captions on Twitter. As a limitation of this research, the researcher analyzed K-pop fans' captions on Twitter containing code mixing from January to March 2023, aged 17- 25 and 26 – 40.

### 1.6 Operational Definitions

Based on the title of the research, the operational definitions of each terminology are as follows:

#### 1. Sociolinguistic

Sociolinguistic is the study of the sociological aspects of language. The discipline examines how different social factors, such as age can influence language use and maintain social roles within a community.

#### 2. Code

A symbol of nationality is used to talk or write in a particular language.

#### 3. Code Mixing

Code mixing is when a speaker combines two or more languages in a single utterance.

#### 4. Twitter

Twitter is a social network where users exchange brief messages. People use Twitter as a platform where people can discuss a wide range of things they appreciate without fear of judgment.

#### 5. K-pop fans

Group of fans who appreciate and support South Korean idols and solo artists where they typically have similar interests.