

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Indonesia is a country with diverse cultures, geographically in each region and has a variety of languages. These differences make Indonesia as a country with a high level of diversity. In this case, the language is an important part of communication. On the other hand, the use of diverse languages creates a culture in society and the application of language by multilingual or bilingual people is also familiar to be applied in everyday conversations, people tend to use local languages but people also learn to use foreign languages to be able to communicate with others using International languages and local languages in each country. Some of people often use to switching or mixing their languages in everyday conversation can create a new codes. According to Wardhaugh (2006) the specific dialect or language that an individual chooses to utilize on any occasion could be a code. The term “code” refers to a particular dialect, register, style, or method of expressing something in language. Furthermore, in Indonesia the use of code has become widespread in daily life. When people speak in more than two languages, people will switch or mix between the languages. In this situation, bilingual and multilingual communities can choose the use of languages that suit the needs of their users. According to Marian and Shook (2013) the adjustment of linguistic units of two or more languages in a conversation or in a speech, are known as code switching and code mixing.

Now days, the phenomenon of bilingual and multilingual speakers that switching codes and mixing codes while they are speaking has increased drastically and has become deeply rooted in society. Code mixing phenomenon has become a trend or style of speaking in society, especially among youth people. Code mixing is mixing codes in conversation using two or more languages in each sentence, an example would be, "Hai, semuanya...welcome" or “Untuk *key ingredients* atau *bahan aktifnya sendiri*”,

For example, these sentences mix two languages, namely Indonesian and English. In the first example, it states a greeting sentence, but in its pronunciation it mixes using English not only in Indonesian, in the second sentence she uses terms in English, but in the next sentence there is further explanation of the meaning of the terms used in Indonesian. This phenomenon has become a habit in bilingual or multilingual communities in language. This code mixing does not necessarily change the meaning of a sentence but only adjusts the meaning of a word or sentence. In this case code mixing usually adopts code that has no meaning in a language. Apart from adopting, mixing languages is also useful for explaining the meaning of a word or object that is difficult to describe because there is no appropriate selection of words or sentences in that language.

In addition, in this real world communication, the phenomenon of language use nowadays is also apparent in social media such as in YouTube, where the use of code mixing is common among a bilingual or multilingual user. In the videos on YouTube, they are made by a content creator, where all the interesting ideas and insights that exist will attract the audience's interest in watching the video. In one video there are many different language choices used, such as using local regional languages or using foreign languages such as English, because English is an international language and in Indonesia itself the use of English has become a trend nowadays. One of the most watched content on YouTube is related to the world of beauty. Some of them are beauty vloggers who mostly girl which discusses current beauty trends such as skincare review or makeup tutorials. Some of them are using Indonesian language but sometimes mixing with English vocabularies. One of the YouTube videos from Adhelia Fa as a beauty content creators entitled "*PEMAKAIAN SATU TAHUN! Lacoco Watermelon Glow Mask Review #lacoco*" which explains about the using of skincare but in her explanation she mixes up a lot of codes for certain reasons.

Beforehand, there were several studies related to the use of code mixing in YouTube videos which discusses about beauty content. There is a research accomplished by Fitriana (2020) with the title “*Code Mixing Analysis in “Mop” of YouTube Channel*”. From the results of this research, researchers found 3 types of code mixing, namely intra-sentential mixing, intra-lexical mixing and involving a change of pronunciation and also about the reasons the researcher discovered that code mixing occurs when discussing a specific topic, quoting someone else, emphasizing something, interjecting, repeating, expressing group identity or solidarity, and clarifying speech content for the other person.

Aslim, Eliwarti, and Hadriana (2024) in her research entitled “*An Analysis of Code Mixing Used by Beauty Influencers in TikTok*”. The result of this research, the researchers founds three types of code mixing there are intra-sentential code mixing, intra-lexical code mixing, involving change of pronunciation. The researchers also found the reason why the beauty influencers used code mixing in their videos in TikTok was because of their habit and it is not related to Hoffman’s theory on their research.

Putri, Utami, and Ariyaningsih (2022) in their research entitled “*Code Switching and Code Mixing Found in The Shallow Stuff’s Utterance*”. From this research, the researchers found each types of code switching and code mixing based on the videos of Shallow Stuff’s. According to the result the types of code switching is divided into three; tag switching, intra-sentential switching, and inter-sentential switching. The researchers also found three types of code mixing; insertion, alternation, and congruent lexicalization.

Azir (2021) in the research with the title “*An Analysis of Code Mixing in Lazuardy Printing TikTok Account*”. In this research, the researcher used Suwito’s theory to insertion of words, phrases, clauses, reduplication, hybrids, and idiom. The researcher also found the reasons the using of code mixing, there are the segmented market which is the young generation and another

reason is for introducing Lazuardy's products which is mostly described in English.

Based on the results of the previous research, the researcher wants to research the same topic because the researcher is interested in the phenomenon of code mixing which occurs when someone is narrating or communicating with other people. The researchers use different research subjects but within the same theme as previous research and use different theories from what previous researchers used.

From those explanations above, the researcher is interested in analyse the phenomenon of code mixing on YouTube because YouTube is a trending application where people from all over the world use it and also there are various languages used in one video, therefore when communicating someone will mix various languages for various reasons too and it is interesting to research. One of the beauty content creators who is widely liked because of her makeup or skincare tutorial content is Adhelia FA, also known as *Blacxugar*. Finally, the researcher is motivated to conduct research entitled "**A Sociolinguistics Analysis of Code Mixing Spoken by Adhelia Fa at the Youtube Channel of Adhelia Fa**". This research has been used to analyse the types and the functions of code mixing used by Adhelia Fa to influence viewers about beauty products in the videos of Adhelia Fa's YouTube channel.

1.2 Statement of the Research

Based on the background of the research, the researcher formulates the statements of the research as follows:

1. What types of code mixing can be found on Adhelia Fa YouTube Channel's videos?
2. Which functions might be identified in Adhelia Fa's YouTube channel videos?

1.3 Objective of the Research

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

1. To figure out the types of code mixing refer to the video transcript of Adhelia Fa YouTube Channel's.
2. To describe the function of code mixing performed in some of the YouTube videos by Adhelia Fa.

1.4 Significance of the Research

This research is expected to have a theoretical and practical contribution.

1. Theoretically, this research is primary useful for the reader to enlarge their knowledge about sociolinguistics especially in code mixing, because this research contains many theories that related with code mixing.
2. Practically, the research findings are expected to be useful for the readers to get a larger knowledge and information about code mixing especially in daily conversation on YouTube and also, the result of this research can give the motivation for the next researchers to look for code mixing in other perceptions. Then, the next researcher can use this research as the reference to conduct the research especially about the use of code mixing.