CHAPTER I

INTRODUCTION

This chapter explains about background of the research, statement of the research, objective of the research, and significant of the research.

1.1. Background of the Research

In today's society it is not uncommon for people to communicate by mixing one language with another. Especially in this modern era, the phenomenon of code mixing in Indonesia often occurs in everyday life. The use of code mixing is not only used in written form, but most Indonesian people also use code mixing orally or spoken directly. Almost all people in Indonesia are bilingual and multilingual, due to the influence of the environment, habits, and so on. According to Fuller (2012), Bilingualism is similar to a situation where there are regional differences. However, in non-verbal situations, many people learn what sounds like a foreign language as their first language. Furthermore, because of their different status, the varieties in question do not show any overlap in their functions. In other types of bilingualism, it is possible that one or both languages may be used in a particular domain.

Code mixing is a phenomenon where someone mixes two or more languages in a sentence or conversation. This is common in society, where someone has the ability to communicate in more than one language. Based on Shashikala (2021), In many countries, code mixing is a well-documented process in the conversations of bilingual or multilingual speakers. Although they code mix for different reasons. This code mixing phenomenon is interesting because it often occurs in everyday life. On the other hand, code mixing does not only occur in real life, but the use of code mixing can also be found on social media such as YouTube.

Many people today have social media accounts and use them frequently. Social media makes it easy for someone to access information.

People can use social media to communicate and express their thoughts about daily activities or ways of life. Social media platforms include Facebook, Instagram, Twitter, YouTube, and many others.

According to Ullman (2018), YouTube is a social media platform that is widely used in Indonesia in 2021 with a percentage of 93.8% of the total 170 million active social media users in Indonesia. Listed on the App Store, YouTube is ranked in the top 4 free apps and ranked 2nd for photo and video apps. In 2021 YouTube will become increasingly popular in Indonesia with its various content creators. One of the most famous YouTube content creators in Indonesia is Qania Fanani.

Qania Fanani is an Indonesian public figure who is active on YouTube and she is also fluent in English and Indonesian. Qania Fanani joined YouTube on September 14 2012 and started creating video blog content on YouTube. She is categorized as an inspirational YouTuber because she has creative ideas in creating video content on his YouTube channel that is different from other YouTubers. On her YouTube channel she has 139 videos, 93.7 thousand subscribers and these videos have been watched 9,931,335 times by the Indonesian people. In her content, Qania Fanani uses western culture such as the use of English in her videos.

Researcher found that there was an interesting language phenomenon to note in the interesting video in Qania Fanani's video because the speaker usually speaks Indonesian and English. This phenomenon is called code mixing. This occurs when a speaker speaks and mixes more than one language.

The following are several examples of code mixing used by Qania Fanani in her videos, "sekarang mau grab breakfast". "terus sekarang kita on the way", "karena lu beli one way ticket", "ini kita pesan French fries", "kita terbuka banget buat each other", and many others.

Based on the phenomenon that has been explained, this discussion is indeed important to discuss because now the use of social media and technology has accelerated the dissemination of information and allows

cross-cultural interaction easily. On these platforms, users often use code mixing to create unique and interesting language styles.

Previously, many researchers had conducted research on code mixing. The research was conducted by Windyawati et al (2022), Found that there are 10 code mixing features used by Livy Renatta which consist of three types of code mixing. Lianda et al (2022), found 50 code mixing statements in 2 types of Code Mixing. Kadwa & Alshenqeeti (2020), In the outer code mixing there are 9 verbs, two nouns, one adjective, four phrases and four clauses.

Based on several previous studies, researcher have several differences. Even though researcher have the same focus, namely code mixing. In this study, researcher examined code mixing according to theory by Muysken (2000), which categorizes code mixing into three types, namely insertion, alternation, congruent lexicalization. Researcher used Qania Fanani's videos on her YouTube channel as research objects. This shows the differences between the objects and theories used by researcher and previous researchers. In this research, researcher are interested in conducting research with the title " Code Mixing Spoken by Qania Fanani (A Sociolinguistic on Vlog of Qania Fanani at Youtube)"

Researcher is interested in this research because it is an interesting phenomenon to discuss. What are the codes, types and functions of the code mixing used. YouTube is also a social media that is visited quite often by many people. Researcher also hope that this research can be useful as information about code mixing on YouTube channels and as English learning material, especially in the field of code mixing to improve English language skills in written and spoken form. For example, it can make it easier when communicating.

1.2. Statement of the Research

Based on the research background above, the statement of the research as follow :

1. What types of code mixing are used by Qania Fanani on her Youtube channel?

2. What are the functions of code mixing used by Qania Fanani on her Youtube video?

1.3. Objective of the Research

Based on the statement of the research, the objective of the research as follow :

1. To identify the types code mixing used on Qania Fanani Youtube channel

2. To analyze the functions of code mixing used on Qania Fanani Youtube channel

1.4. Significant of the Research

This research is expected to have two benefits theoretical and practical benefits, as follow :

1. Theoretically

Researcher hope that this research can support the development of language skills. Research on code mixing helps educators design curricula and learning materials that enable students to develop broader language skills. By including relevant code mixing examples in learning, students can become familiar with language variations used in real contexts.

2. Practically

The researcher hopes that this research will be useful for:

1. Teachers

Hopefully the results obtained can help English teachers when teaching linguistics in the classroom, more precisely teaching code mixing to students.

2. Students

   The researcher hope that this research will produce results that are good enough for students to learn from when applying code mixing in everyday life or in the academic field of speaking or writing skills.

3. Other researcher

   The researcher hopes that the results of this research can provide additional information for other researchers or can be used as a reference when other researchers want to conduct the same research on code mixing.