

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, statement of research problem, objectives of the study, significance of the study, scope and limitation of the study, and definition of key terms.

1.1 Background of the Study

Language and human being are two things that cannot be separated. Language cannot exist if there are no people who use it to interact or communicate because language is a unique of human inheritance that plays the very important role in human's life, such as in thinking, communicating ideas, and negotiating with the others. Language is a system of sound that used by society to work together, to communicate, and to identify themselves. Many varieties of language are used by various nations and ethnics in this world. For example, Indonesia has hundreds of different languages. It is because each tribe like Javanese, Sundanese, Betawinese, Bataknese, Jambinese, etc has its own language. It means that it is possible to Indonesian people to be able speak more than one languages.

In this modern area, the phenomenon of using more than one language is a common thing that is found in a community. It is because there are some foreign languages which are learned, used, and spoken by some people especially English language. It can be seen that from social media (YouTube, Facebook, Twitter, Instagram) and television program (reality shows, news, entertainment) often use English.

Actually, there are many communities in the world which have their own languages that used in their daily life. However, in each region; each community of society, there must be a special language which only can be understood by the

members of that community (Nurhayati, 2016). They use some language to help them to communicate easily. They also mix their language with another language to give understanding with the topic talking about. Code mixing occurs in bilingual or generally in multilingual situation. It found when the speaker mix two languages or more to achieve particular purpose. Code mixing often occurs in social media. The increasing popularity of social media makes the amount of code mixing also high (Handayani 2019).

Most of the people always use social media to get the information, entertainment, and also to communicate through their phone. There are social media that can be used by the people such as Instagram, Twitter, Facebook, and YouTube. By using social media, they can express their idea, creativity, and share a lot of the information.

YouTube is one of the best social media to share the information and entertainment the people in the form of audio-visual. The can upload the video on their YouTube channel. It contains a variety of content such as travel, daily life, horror, music, film, and education like English learning content. It can makes the people so interested in consuming YouTube. Living in this digitalized era, English as an international language has an essential role in all aspect of life (Nurhayati, 2019). The learners can study English trough some YouTube channels. It can make the learners enjoy in learning English. Indonesian society have faced the new paradigm era, that is to learn could be conducted not only effectively but also enjoyable (Nurhayati).

There are many content creators who share the video use more than one language. There are Deddy Corbuzier, Atta Halilintar, Boy William, Cinta Laura, Nessie Judge, etc. and one of the YouTube channel that used two languages in delivering videos is Nessie Judge. Nessie Judge mixed Indonesian-English on her

utterances in each video. In delivering the information, the people use the language based on the function of the language. The speakers use a different language with different person because they match their speech style based on the context. The context is border social situation in which a linguistic item is used (Longman, 2010). In the context of Nessie's utterance, the context also has significant factors when she produces the languages. Nessie has to consider to the situation when she speak, viewers, place, and the current norms of society. On the other hand, code mixing used by Nessie made the learners understand what the Nessie's said.

In this study, the researcher choose Nessie Judge YouTube channel. This channel has 8,27 million subscribers. So, it showed that many people interested with her videos. The researcher has watched her videos twice. It was conducted at 04 Mei 2021 and 06 Mei 2021. She always mixed her language in delivering all of her videos. It is because Indonesian - English has become her daily language. This channel contains about travelling, mystery, and education. Even though, the content of Nessie's YouTube channel was dominated of mystery, but there were several videos that contain about how to learn English. By watching Nessie's videos, the learners got a lot of suggestion to improve their English. They were inspired in learning English. It was proven from the comments of the viewers. So, the researcher chose this channel. The researcher chose two videos which were containing English learning. The first video was under the title "Cara Gampang Lancar Bahasa Inggris" published at 07 June 2017. This video explained the Nessie's experience in learning English. She also gave some suggestions to the viewers how to learn English easily. The second video was under the title "Tips Belajar Bahasa Inggris" (Nessie Judge) published at 18 April 2018. This video gave other some tips to learn English. There were four tips to learn English by Nessie. In this video, she explained by using two languages (Indonesian - English) continuously. They also understand what the Nessie's said by using Indonesian-English. They were more interested and motivated

in learning English. Motivation is as the choice of a particular action and the effort expended on it and persistence with it (Nurhayati, 2014).

Based on that explanation, the researcher was interested in analyzing the types of code-mixing in Nessie Judge YouTube channel and to find the reason why codes mixing are used in Nessie Judge YouTube channel. Considering the discussion above, the writer tries to make a study with the title **AN ANALYSIS OF USING CODE MIXING OF INDONESIA-ENGLISH IN NESSIE JUDGE'S VIDEOS YOUTUBE CHANNEL.**

1.2 Statement of the Problem

Based on research background, the writer proposes some problems as follows:

1.2.1 What types of code mixing are used in Nessie Judge YouTube channel?

1.2.2 Why are codes mixing used in Nessie Judge YouTube channel?

1.3 Objective of the Study

Based on the statement of the problem, the objectives of this study are as follows:

1.3.1 To find out the types of code mixing that used in Nessie Judge YouTube channel.

1.3.2 To find out the reason of code mixing that used in Nessie Judge YouTube channel.

1.4 Significance of the Study

The result of this study is expected to give two kinds of benefits. The benefits of this study are as follows:

1. Theoretical benefits

This study is expected for the reader to enrich their knowledge about sociolinguistics especially on the study of code mixing.

2. Practical benefits

a. For the teachers

The result of this study expected to enrich the syntactical pattern comprehension of the teacher in using code mixing. It also can be used in learning process. On the other hand, teaching by using YouTube makes the learning process more interesting.

b. For students

The students can more understand about code mixing and they can apply in their daily life. They also can practice it in online media.

c. For other researchers

This study can be used as reference for those who are interested in conducting a research with the same topic and different object. The next researcher can analyze about code mixing which occurs in other media.

1.5 Scope and Limitation

This study is included in sociolinguistics, focusing on code mixing. The researcher focuses on the analysis of code mixing used in Nessie's videos in her YouTube channel.

1.6 Definition of Term

In this section the writer would like to give the definition of term that may help the readers to understand as a whole:

a. Sociolinguistics

Sociolinguistics is a branch of linguistics which studies all aspects of the relationship between language and society (Windianto, 2019).

b. Code Mixing

In addition Mazraani (2013) defines Code Mixing as the mixing of different varieties within a single utterance or even within a single word. It doesn't

have to affect all linguistics levels. Code Mixing is the change of one language to another within the same utterance or in the same oral/ written text.

c. Nessie Judge

Nessie Judge is one of YouTube channel which contains of Nessie's videos. It was made by Nasreen Anisa Putry Judge (Nessie) at 24 July 2012. This channel contains about mysteries, travel, and also education. She always mixes Indonesian - English in her utterances. This channel can be used for studying English. This channel has some videos which contain of education. By using this channel, the learners can get motivation in learning English and they get new word or phrase to improve their English.

1.7 Organization of the Writing

This research consist of five chapters. Chapter one described about background of the study, statement of the problems, objectives of the study, significance of the study, the scope and limitation, definition of terms, and organization of the writing. Chapter two review of related: previous study, bilingualism or multilingualism, code, the differences between code switching and code mixing, types of code mixing, types of code switching, influencing factors of using code switching and code mixing. Chapter three method research, covers research design, subject off the study, instrument, procedures of data collection and technique of data analysis.