

## **CHAPTER I INTRODUCTION**

### **A. Research Background**

In this digital time era, communication does not just happen in face to face second yet additionally in numerous stages, like web-based entertainment. Web-based entertainment is a scaffold between individuals to keep in contact despite the fact that the distance isolates and do not bother meeting one another. Web-based entertainment makes the fans of individuals simpler to share their second. People utilize web-based entertainment as a spot for them to communicate the sentiments from what they feel and experience. It tends to be a post that tells the day to day movement alongside video in YouTube channel.

People may have more than a language used in speaking of daily communication. Society in bilingual or multilingual country may speak using more than a language cause of language varieties. However, one language needs to be mastered in order to interact international is English. In multilingual community, people tend to mix from one language to the other language. When they mix two or more languages into their oral communication is called code mixing.

Code mixing is a change by speaker from one language or language variety to another one. Code Mixing is the process where the speakers carry out in mixing between languages of such rapidly, even within a sentence or phrase in which it is not possible to determine which language to speak at a particular point in time. Code mixing can be seen in spoken language. Code-mixing in speaking is such as interview, speech, reality show, etc.

When many members of society can speak more than one language, switching between two or more languages in the same conversation is a common phenomenon. People sometimes switch code within a domain or social situation. People are usually forced to select a particular code whenever they choose to speak and they may also decide to switch from one code to another or to mix code. The code people choose to use on a particular occasion is like to indicate how people wish

to be viewed by others and code switching and mixing may be very useful. A speaker may similarly switch to another language as a signal of group membership and shared ethnicity with an address. Even speakers who are not very proficient in a second language may use brief phrases and words for this purpose.

Code mixing is seldom found within formal situation. There is no right expression in such condition; it is needed to use the word or expression from foreign language; in written language. Sometimes the purpose of this code mixing is to exhibit the education or the status. The characteristic of code mixing marked by the relationship between the role and the language function. The role means who is using the language, while the language function means what is the aim wanted by the speaker with the speech.

Code-mixing happens not only in our daily life, but also in movies, magazines, E-diary in internet or novels. The conversation in video YouTube channel sometimes use Bahasa Indonesia for the dialogue. Many of them use code mixing in their language with Bahasa Indonesia and English.

Nowadays, people often use Indonesian and English together. The most interesting are manifestations in the form of code-mixing. Code mixing takes place in the process of mutual communication between Indonesian and English. This is interesting because it is different from the good and correct language. Moreover, mixing the two languages has positive values. One of them is to increase the courage to speak English, speak a foreign language will not be the main difficulty for learners. However, some of them are still anxious of grammar mistake or limited vocabulary.

The researcher found out the types and the levels of code mixing in the videos. Maudy Ayunda in the video, she is used to using the language with sometimes mixes her language with English into Bahasa or Bahasa into English. To give a little explanation, the researcher puts forward some cases as follows:

1. Well *semuanya*, welcome back in my video, *kali ini gue bakal open sesi Q&A*
2. And also this tips *bisa dipakai* when, *kita lagi speaking*

From the examples above, it is obvious that there is code mixing figure out in the Maudy Ayunda's Videos. Code-mixing occurs in her explanations in the video. Furthermore, the researcher will conduct his research under a title "CODE MIXING BAHASA INDONESIA WITH ENGLISH UTTERANCES ON MAUDY AYUNDA VIDEO YOUTUBE CHANNEL".

### **B. Research Focus**

In order to avoid the misinterpretation of the problem, the researcher wants to limit the scope of the research. The researcher will investigate Code-Mixing Bahasa Indonesia with English utterance on Maudy Ayunda video YouTube channel.

### **C. Research Questions**

The problems discussed in this study are formulated through the following questions:

1. What are the types of code-mixing utilized by Maudy Ayunda in the video Maudy Ayunda *Pernah Males Ngga Sih* (Q&A Part 1) and Maudy Ayunda *Ngobrolin PRIVILEGE!* (Q&A Part 2)?
2. What are the levels of code-mixing in the video Maudy Ayunda *Pernah Males Ngga Sih* (Q&A Part 1) and Maudy Ayunda *Ngobrolin PRIVILEGE!* (Q&A Part 2)?

### **D. Research Objective**

The objectives within this analysis are based on the problems, they are:

1. To describe the types of code-mixing utilized by Maudy Ayunda in the video Maudy Ayunda *Pernah Males Ngga Sih* (Q&A Part 1) and Maudy Ayunda *Ngobrolin PRIVILEGE!* (Q&A Part 2)?
2. To explore the levels of code-mixing in the video Maudy Ayunda *Pernah Males Ngga Sih* (Q&A Part 1) and Maudy Ayunda *Ngobrolin PRIVILEGE!* (Q&A Part 2)?

## **E. Research Benefits**

### 1. Theoretical benefits

This research will be useful for the readers to know more about code-mixing and the research theoretically can be additional reference for the further researches.

### 2. Practical Benefits

The results of this research will enlarge the researcher's knowledge about code-mixing, and provides inspiration to other researchers who want to expand similar further research.