CHAPTER I

INTRODUCTION

A. Research Background

Speaking as a linguistic skill, is essential for human communication. The ability to speak fluently and effectively allows individuals to convey ideas, emotions, and information clearly to others. Speaking proficiency, acquired through language learning, enables one to engage in conversations, debates and other social interactions. According to Namaziandost and Nasri (2019) Speaking is a key used between people to communicate in the social context. When we speak, we not only convey information but also express identity, social relationships and cultural context. In multilingual situations, code mixing and code switching become important tools to navigate and enrich communication.

A person who habitually uses code-mixing and code-switching consciously or unconsciously, combining language elements from two or more languages in everyday conversation, has the potential to improve communication, enable more precise expression in a given context, and reflect a complex linguistic identity. According to Alshihry (2023) Code-mixing and code-switching are highlighted as sociolinguistically significant for their roles in identity formation, cultural preservation, and efficient communication in multilingual contexts. The ability to switch between different languages (code switching) is also an important component of effective speaking proficiency, especially in multilingual communities where switching between languages becomes a socially accepted norm.

Code switching and code mixing are two phenomena that occur in individuals who use a non-native language in a native language context. Code switching occurs when individuals replace a language they use with another language they know. Heller stated in Srinawati et al., (2020) Code switching is used to refer to the choice to alternate between two or more code swith in the same sentence or conversation, or the use speakers make of more than one language in the course of a single episode. While code mixing occurs when individuals mix the language they use with words, phrases, or sentences in another language (Rosmiaty et al., 2020). Code switching and code mixing can occur in various situations and contexts. For example, when individuals talk to others who speak a different language, or when individuals use a language that is

more familiar to them. This can happen due to various factors, such as the importance of communication, the desire to combine languages, and the need to communicate with others.

Code mixing and code switching are phenomenon that occur when someone uses two or more languages or different language codes in their conversation or communication. Code mixing is when speakers use both languages together as long as they change from one language to another in one utterance (Nurhamdah, 2020). Code switching occurs when two or more language varieties are employed in a speech community (Fauzana et al., 2022). This generally occurs when speakers have good fluency or knowledge of more than one language. Code mixing and code switching can be found in many countries where there are many languages or in communities that consist of individuals with different cultural backgrounds. The phenomenon of code mixing and code switching has become an inseparable part of everyday life in various regions around the world.

Code mixing and code switching can occur due to limited vocabulary in one language or lack of exact equivalent words in the target language. In this situation, speakers may switch between languages to express certain ideas or concepts that cannot be properly expressed in one language alone. Dewi stated in Saputra (2023) code mixing occurs when speakers unintentionally incorporate elements from other languages while using a specific language. According to Saputra (2023) Code-switching can occur both consciously, as a result of individuals' proficiency in multiple languages, and unconsciously, as a way to reiterate something previously stated. Therefore, code-mixing and code-switching can occur consciously and unconsciously or due to the influence of the surrounding environment, including the influence of media, music, or films that use a mixture of languages.

Code mixing and code switching are becoming more frequent on digital platforms such as social media, text chat, and instant messaging as a result of globalization and technological advancements. This could be due to the influence of global popular culture, easy access to several languages via the internet, or the desire to engage with people from various cultural backgrounds. The world of social media is expanding and strengthening as content attracts a high level of engagement among people into trends where they can share, produce, and alter information. Youtubers, also known as content creators, share

videos and are expected to be creative in their content creation. Content creators must clarify their topic and communicate it well.

An interesting phenomenon happened to Maudy Ayunda. Maudy Ayunda is an indonesian actress, YouTubers, model, activist, writer and singer-songwriter. In his utterances, she uses terms belonging to a linguistic phenomenon called code mixing and code switching. As an individual with international experience and fluency in English, Maudy Ayunda uses code mixing and code switching as a way to communicate her thoughts and life experiences to her audience in a more diverse and inclusive way. By using code mixing and code switching in her content, Maudy Ayunda can provide an opportunity for audiences who are learning English to practice and improve their understanding through the content she shares. Code mixing and code switching also allows Maudy Ayunda to better convey more complex and specific ideas. Sometimes there are concepts, phrases or terms that are difficult or inappropriate to translate into Indonesian, and using English can be a more appropriate solution. By using code mixing and code switching, Maudy Ayunda can express herself more freely and accurately, and convey messages more clearly to her audience.

The researcher found several types and functions of code mixing and code switching in Maudy Ayunda's videos. Sometimes Maudy Ayunda uses Indonesian mixed with English in her videos. To provide an explanation, the researcher presents examples of code mixing and code switching as follows:

aku tuh harus bisa membaca sinyal diri sendiri jadi semacam self awareness atau kesadaran diri sebisa mungkin. The sentence is included in code mixing. In the sentence, most of it uses Indonesian, but there is the word *self awareness* which is an English term. Thus, the mixture of Indonesian and English in one sentence shows code mixing.

Hello good morning here we are with another episode of Maudy's thoughts. Hari ini aku mau ngebahas sesuatu yang aku juga personally merasa relevan banget buat aku and it's stress management. The sentence is included in code switching. Code switching is the change between two or more languages in the same conversation. In the sentence, *Hello good morning* is in English, while *Hari ini aku mau ngebahas sesuatu* and *Aku juga personally merasa relavan banget buat aku* are in Indonesian. This shows the transition between English and Indonesian in one sentence.

This research attempts to find the phenomenon of language mixing and switching used by Maudy Ayunda utterances based on her YouTube video channel. The scope of this research is to analyze the types and function of code mixing and code switching in Maudy Ayunda YouTube channel. The limitation of this research is the limited number of videos or data, which in this case, researcher has only used two videos from Maudy Ayunda YouTube channel.

B. Research Focus

To avoid misinterpretation of the problem, the researcher wants to limit the scope of the research. The researcher will analyze the Code Mixing and Code Switching of Maudy Ayunda 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 YouTube channel?
2. What are the types of code - switching utilized by Mudy Ayunda in the video Maudy Ayunda YouTube channel?
3. What are the functions of code mixing and code switching utilized by Maudy Ayunda in the video Maudy Ayunda YouTube channel?

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 YouTube channel.
2. To describe the types of Code Switching utilized by Maudy Ayunda in the video Maudy Ayunda YouTube channel.
3. To identify the functions of code mixing and code switching utilized by Maudy Ayunda in the video Maudy Ayunda YouTube channel.

E. Research Benefits

1. Theoretical benefits

   This research is important for readers to learn more about code mixing and code switching, and theoretically, this research can be an extra reference for further research.

2. Practical Benefits

   The results of this study will broaden the researcher's knowledge of code mixing and code switching, and provide inspiration for other researchers who wish to expand on similar research in the future.