

CHAPTER I

INTRODUCTION

A. Background of Choosing the Subject

One of the sub fields in linguistics is sociolinguistics. When studying sociolinguistics, we can find out the connection between language and the social environment, language with social status, and language with politeness. In sociolinguistics we can learn many things. Sociolinguistics can make us and the people who study it find social connection in a community and understanding the motivations behind why people speak in public (Siahaan & Johan, 2020, p. 3). In social life it is not uncommon for us to meeting and hear slang words in a conversation, young and old like to do that, and people do this in a conversation to make it look interesting and cool. Not often the slang used is a foreign language, and people who can mix two languages and or can speak two languages are called bilinguals in sociolinguistics. And also, people who can mix more than two languages are called multilinguals in sociolinguistics. In sociolinguistics, bilingualism is usually defined as using two languages as well, someone who is multilingual is able to converse in multiple languages when interacting with others. (Chaer & Agustina, 2010, p. 87).

In communication, people who can speak two or more languages often mix and move their languages when speaking. This seems to happen automatically when

someone who is speaking meets people who come from the same area as that person, or even outside their country.

Mixing language is a thing where people will make it easier for the other person to understand what will be explained. This is now normal in social life. The key role of bilingualism is growing in today's globalized world as a result of the interaction of cultures, economies, and societies. According to Tarigan (2009) The two signs of language have evolved into the manner in which people talk today.

People who are fluent in multiple languages or who are bilingual frequently blend their local tongue with other languages. This in sociolinguistics is called Code Mixing. According to Nirmala (2010), a person with the condition of combining two languages is known as a code mixer. Code mixing is the act of mixing more than one language in a communication and conversation. Holmes notes that code-mixing can be a marker of social identity and group membership. When two different languages are used to communicate with other people who are part of society, it is known as code-mixing (Siahaan & Johan, 2020, p. 3). There is a lot of code mixing in society, containing between Indonesian and English, Javanese and Sundanese, and others. In multilingual societies, it is typical for people to fluently switch between different languages to be able to communicate with one other.

According to Bloomfield (1993), at this time the skill to speak, using, and mixing two languages is often considered a good achievement. This happening causes people nowadays to often use code mixing when talking or exchanging messages. When

someone speaks or writes, that person inserts words or sentence structures from one language into sentences that are mostly in another language (Muysken, 2000, p. 1). When people are conversing, they normally use code-switching and code-mixing techniques. When someone uses two languages at the same time, switching from one language to another in a single statement, sentence or utterance, this is known as code mixing. (Wardhaugh R. , 2006). Nowadays people feel they are going to look more impressive and find it attractive when they switch and mix languages. The use of these two languages can be seen in a variety of social contexts, and in the modern, digital language period, code mixing is common without any concerns about language performance.

As it is nowadays, YouTube is a modern and digital platform that allows the users upload, watch, and share videos. YouTube videos are frequently used by people as a norm for related to content information learning. In addition to uploading, we benefit when our video has a large number of views and likes, especially when it is popular. The creativity they make can be uploaded and then shared on YouTube and easily accessed by many people and groups. According Nirmala, Febriyanti & Chalamah (2020) Nowadays, vlogs have become videos that are popular with Indonesian people, with the emergence of Indonesian YouTubers who are very creative in expressing ideas in their videos. By knowing these videos people can find out information about these contents and phenomena on their YouTube. A YouTuber typically interacts with a wide range of people from various backgrounds, hence they frequently speak in multiple languages. In someone's video content on YouTube, they can do several

things such as vlogs to show what they are doing, make-up tutorials to teach ordinary people how to use the right makeup tools, sing, promote, and interact to get to know YouTubers. Live closer.

One of the phenomena of mixing languages is carried out by YouTuber Maudy Ayunda. Maudy often mixes her languages due to educational factors because She studied abroad as well, so she gets used to speaking in different languages with different individuals, environmental factors, and the influence of being a public speaker at an event such as the G20. 2023, to get used to the style of language when communicating with others. From this wonder, the writer saw the quantity of code-mixing that occurred when he was conversing with other people.

This makes the writer concerned in doing the research. Maudy Ayunda is an Indonesian actress, model, activist, writer and singer-songwriter, Maudy often mixes her languages when she speaks, namely between Indonesian and English in her daily life and of course in her YouTube videos. She also often provides some motivation that can be useful for his YouTube video viewers. In addition, the video promotes things about the importance of education, especially when giving speeches and also in her thought and failure + GRWM Vlog on YouTube. When we studying code-mixing in sociolinguistics is to understand how multilingual individuals are elements from different language within a single conversation. In this research, the researcher want to describe in progress the problem of automatic language identification for the language of Maudy's Vlog. She uses bilingualism in her vlog, combining English and

Indonesian codes. In her vlog, she uses two languages between Indonesian and English, it looks like she can convey the message she means easily.

B. Problem Formulation

Based on the background presented above, this study is under take to answer the following questions:

1. What are the types of code mixing in Maudy's vlog?
2. What are the reason for code mixing based on Hoffman's theory?

C. Objectives of the Study

1. To identify the types of code-mixing by Maudy in her vlog.
2. To analyse the reason for code mixing based on Hoffman's theory.

D. Scope of the Study

This research focuses on code-mixing. The writer limits the Indonesia language utterances contain forms of words and phrases to the types of code-mixing and the reason of code mixing based on Hoffman's theory by Maudy in her vlog with the specific title "Thought and Failure + GRWM (Get Ready With Me)" The length of the vlog consists of 12-minute duration videos presenting Maudy doing her makeup before she go out and Maudy also gave motivation to her audience.

E. Review of the Related Studies

After the writer searched for several research journals that had the same material object and theory as this research, the writer found several previous studies which were certainly relevant to this research.

The first article is entitled *Analysis of code mixing in jerome polin youtube content "nihongo mantappu"*, written by Salsabila, Siregar and Sosrohadi (2021). The article talks about code mixing, they describe the findings based on research findings on Jerome Polin's YouTube. The point line, the information about code-mixing in Jerome Polin Nihongo Mantappu the word count on YouTube is 20. There are verbs, nouns, adjectives, phrases, and clauses in it.

The second is an article by Zul Astri and Al Fian (2020) entitled "*The sociolinguistics study on the use of code mixing in Gita Savitri Devi's YouTube channel video*". They discuss the results of an analytical data analysis based on investigation into the YouTube video of Gitasav. They use a descriptive qualitative approach. They discovered 52 pieces of data as a result. They cite Gita's video as evidence that code-mixing extraneous was the most popular type.

The third was an article by Julita by Siahaan and Johan (2020) entitled "*Study of Code Mixing on Melaney Ricardo's Video Youtube Channel Sociolinguistics Approach*". They both talked about Code Mixing which is contained on Melaney Ricardo's video. They used Hoffman's (1991) theory in their research. They apply a qualitative descriptive method. The data collection

method they use is observation. The main data they took for this research was taken from the video that Melaney published on her YouTube.

The fourth article is entitled “*Code mixing analysis on Daniel Mananta’s youtube channel video: Sociolinguistic Approach*” written by Simanungkalit and Putra (2021). They discussed a code-mixing factor contained in Daniel Mananta’s YouTube video. They used qualitative descriptive method techniques according to Sudaryanto (2015). Observing and listening to the conversations within the content is the method they use, after which they record the mixed code contained in the content. From these results, they found types of information intra-sentential, intra-lexical, and types of articulation or speech changes.

From the research above, it can be seen that all researches above are relating to the topic of this research, that is sociolinguistics and code mixing. The four previous studies discuss code mixing in vlogs on YouTube. The objects used code mixing but were different from the subjects studied. Even though it has similarities to the four researchers mentioned earlier, this research is different. The writer focuses on code mixing with Hoffman theory and that is used by Maudy Ayunda on her vlog and the method of analyzing the data.

F. Method of Research

This research is categorized into descriptive qualitative. Qualitative research to analyse the code-mixing that was carried out and found in Maudy’s YouTube video. The video duration is 12 minutes, the writer method used is a qualitative method in this study, and the prioritized instruments are researchers (Sudaryanto,

2015). The writer practices the descriptive method to answer the research questions. This means that the data to be analysed is in the utterance contains form of words, phrases, and of course videotapes as sources. The main purpose of this research is to identify the types of sentences used by Maudy in her YouTube videos, then to be analysed using the types of code mixing used in Maudy's videos and to describe the code-mixing categories used in Maudy's videos. This research method consists of three sub-headings, namely data and data sources, data collection methods, and data analysis methods. According to Moleong (2002:3) data analysis is the process of processing and sorting data into patterns, categories or basic units so that the result can be found and hypotheses can be formulated, which is in accordance with the data.

1. **Data and Source of Data**

Data are actual facts that are collected by the writer to help in problem-solving or answering issues related to research. Research data can come from a variety of sources and are gathered during research operations using a variety of methodologies. The total number of the data is 30, the data collected in this study is utterance contains form of words and phrases. The source of data is Maudy's video in her YouTube channel namely "Thought on Failure + GRWM (Get Ready With Me)" <https://www.youtube.com/watch?v=N9nnABbVnqE>.

2. **Method of Collecting Data**

This analysis takes the *simak* method. There are five strategies of data collecting techniques in linguistic research (Sudaryanto 1993,p. 136, 140).

They are; recording technique (*Simak rekam*), which is strategy using recording instruments, note technique (*Simak catat*) which is strategy using cards, books, notes and other documents to analyze the research, separating technique (*Simak pisah*) which is the strategy to separate the data of the research, permutation technique (*Simak balik*) which is the strategy to transfer the position of words in a sentence, changing technique (*Simak ganti*) which is the strategy to change the data which are not necessary in understanding.

In this research, the writer will use two techniques proposed by Sudaryanto (1993, p. 136, 140) namely observation method (*Teknik Simak*) and note technique (*Simak catat*). According to Sudaryanto (2015) that the specialist Free listening is a data gathering method that places the writer in a position where they are not participating in the dialogue or discussion that is the topic of the writer.

In doing the observation method, there are several steps that use by the writer to collect the data.

1. The researcher watched Maudy's video entitled "Thought on Failure + GRWM".
2. Download the video from YouTube.
3. Taking a note of sentences in the video which may contain code mixing and write one by one.
4. The researcher classifies the data by writing them on the data table.

3. Data Classification

Tabel 1. 1 Example of Data Classification Type of Code Mixing on Maudy's Vlogs

No	Time	Data	Type of Code Mixing			Reason of Code Mixing
			IS	IL	ICP	
1	11:05	Kenapa sih mindset learning and growth itu penting banget?	✓			Talking particular topic
2	00:31	Jadi tinggal masuk aja ke rutinitas makeup look-nya		✓		
3	07:06	So , aku di ajarin makeup artist aku, Kak Philipe	✓			Quoting somebody else
4	03:15	Jadi itu juga semakin feeding into rasa takut kegagalan itu	✓			Being emphatic about something Interjection
5	03:40	So , kadang-kadang kalau aku lagi ada acara yang lebih besar dan aku makeup sendiri	✓			Interjection
6	02:40	Ditambah lagi kalau misalnya kita itu millenials atau GenZ yang lumayan aktif di sosial media	✓			Expressing group identity
7	06:47	Aku tuh anaknya nggak terlalu jago masang eyeliner yang liquid gitu	✓			Clarifying the speech content for interlocutor

4. Method of Analyzing Data

Data analysis is the way that researcher deal with the problems to be studied. Analysis techniques are also necessary in a study in order to complete the usefulness of the data found, which can be channelled into writing form on a regular basis, and there is also a take to produce a study that is easy to understand by readers (Sudaryanto, 2015).

Miles and Huberman (1984, as cited in Ibrahim, 2015) stated that there were three steps to data analysis. Three steps can be explained as follows:

a. Data reduction

In this case, the writer compile data by classifying it according to the aspect of the research focus. Through this process, researchers can ascertain which data matches what was researched. This method aims to ensure that there is no unsuitable or unrelated data.

b. Data display

In this step, the writer identified the data from Maudy's video entitled "Thought on Failure + GRWM", put them into appropriate categories as described later, and grouped them in the form of a table by using Hoffman's (1991) theory.

c. Conclusion drawing or verification.

In this section, the writer draw conclusions or verify them. After classifying the data displayed in the form of a table, the researcher will

be able to draw conclusions and verify them based on the objectives of the study.