CHAPTER I

INTRODUCTION

A. Background of the Study

Language is a uniquely human ability that allows us to communicate complex ideas and emotions with each other. It is also a powerful tool for shaping our thoughts and experiences, as George Lakoff (2008) mentions that language is a system for the communication of thought, which is grounded in meaning and experience. This shows that language is more than just an arbitrary set of symbols. The symbols that we use in language are connected to our understanding of the world and to our experiences. For example, the word "dog" is connected to our understanding of the concept of a dog, which is based on our experiences with dogs.

Linguistics is the scientific study of language, especially its form, meaning, and use. It is concerned with the nature of language, how it works, and how people use it to communicate (George Lakoff, 2001). Linguistics is still the study of language, but as time progresses, linguistics becomes more interesting because it is closely linked to so many things around it. One of the most interesting aspects of linguistics is that it reveals the close relationship between language and culture. Every language has its own characteristics and patterns, which reflect the values and beliefs of the people who speak that language. For example, some languages have more complex politeness systems than others, while some languages have more gender-neutral pronouns. By studying linguistics, we can

learn more about the different ways that people around the world communicate and think about the world. Linguistics is a broad field with many different subfields. One of them is sociolinguistic.

Sociolinguistic is the study of the relationship between language and society. It looks at how language is used in different social contexts, how it is used to express social identity, and how it can be used to maintain or challenge social order. Sumarsono (2013) argues that the term sociolinguistics is a combination of two words, socio and linguistics. Therefore, sociolinguistic is the study of language in relation to social conditions. In one of the sociolinguistic studies, a sociolinguist can study how people from different social classes use language in the workplace. People from higher social classes tend to use more formal language and more complex sentence structures. While people from lower social classes are more likely to use informal language and simpler sentence structures. This research could help employers to develop more inclusive communication policies and to train their employees to be more aware of their own linguistic biases. Sociolinguistic is a complex and ever-evolving field, but it offers a valuable lens for understanding the ways in which language shapes our social world. By studying sociolinguistic we can learn more about ourselves and about the people around us because the field of sociolinguistic examines how language is used in different social contexts, and how social factors such as age, gender, social class, and ethnicity affect language use. In our own lives many sociolinguistic phenomena can be found, including code-mixing and code-switching.

Code-mixing and code-switching are two important concepts in sociolinguistics. Code-mixing refers to the phenomenon of speakers alternating between two or more languages within the same utterance or conversation (Myers-Scotton, 1993). It involves the mixing of linguistic elements, such as words, sentences, or grammatical structures, from different languages. Code-switching, on the other hand, is the strategic use of two or more languages within a conversation, usually for an interactional or discourse purpose, such as to emphasize a certain point or create a particular effect (Auer, 1998). It involves switching from one language to another at specific points in the utterance. Code-mixing and code-switching reflect the complex interactions between language, culture, and identity, highlighting the dynamic nature of multilingual communication. Sociolinguists study code-switching and code-mixing to learn more about how language is used in different social contexts. They also study how code-switching and code-mixing are used to express social identities and achieve different communicative goals.

Mostly, the use of code-switching and code-mixing occurs in youngster utterances. Indah Gunawan, whose stage name is Indah G is a content creator, entrepreneur, and feminist. She is one of the content creators in this generation who often code-switching and code-mixing in her conversations. Indah is a graduate of Loyola Marymount University, she moved to live in Los Angeles, California for a while and has now returned to Jakarta, Indonesia. Grew up as a third-culture kid, Indah often uses more than one language when speaking. This can be seen on her Youtube channel called *The Indah G Show*, this channel was

born in 2021 and has reached 29,5K subscribers (iNews.id, 2024). *The Indah G Show* covers a wide range of topics, including sociocultural commentaries, educational columns, current news, personal experiences, and other interesting issues. In her podcast, this twenty-seven years-old-woman often invites public figures as her guest stars. And in each of her content she shows that she is used to using English and Indonesian. Indah's background is the main reason why she finds a lot of code-switching and code-mixing in her conversations, and it's not uncommon for guest stars invited on her podcast to also participate in her conversational style. Having content around fresh things discussed by young people makes the guest stars also average young people who have a variety of identities and interesting minds. They do the phenomenon of code-mixing and code-switching in conveying some of their opinions, this makes the chat in the podcast even more interesting because the ideas are conveyed in an objective and credible way. Because in fact, the influence of English on someone's personal branding is significant, particularly in terms of global reach, professional credibility, and online presence.

B. Problem Formulation

This study formulates with some following question:

1. What are the types of code-mixing and code-switching used Indah Gunawan in *The Indah G Show*?

2. What the reasons for Indah Gunawan's code mixing and code switching?

C. Objectives of the Study

1. To identify the types of code-mixing and code-switching used by Indah Gunawan in *The Indah G Show*

2. To analyze the reason for Indah Gunawan's code mixing and code switching

D. Scope of the Study

The scope of this study is limited by the content contained in *The Indah G Show* Youtube channel. Researcher will put the focus on identifying types and analyzing the reasons for code-mixing and code-switching used by Indah Gunawan in *The Indah G Show*.

E. Review of the Related Studies

Code-mixing and code-switching allow bilinguals to navigate between two languages with ease and creativity. This topic is an interesting one to study, which is why previous research has also shown that it contains analysis of code-mixing and code-switching, which are used by some people in particular.

The first study previously found by the researcher was a study conducted by Suardani Silaban and Tiarma Intan Marpaung entitled *An Analysis of Code Mixing and Code Switching Used by the Indonesian Lawyers Club on TV One*. This study was published in 2020. It had the objective of the study to find out the types of code-mixing and code-switching, the main types of code mixing and code switching as well as the elements of code mixing and code switching used by the Lawyers Club on TV On. To collect data, the researchers used the sociolinguistic

theory of Sumarsono (2011: 11) and used the qualitative descriptive method in their research methodology. While the data source used in the study was the transcripts from entire conversation of a single episode of the ILC talk show. From this study, it can be concluded that the use of code-mixing and code-switching in ILC is a complex phenomenon and is influenced by many factors. The findings of this study show that code-mixing and code-switching can be used to achieve various communicative purposes, such as marking a change of topic, emphasizing a point, creating a sense of solidarity, signaling expertise, and reaching a wider audience.

The second research is a study entitled *An Analysis of Code-Mixing and Code-Switching Used By Maudy Ayunda In Metro TV Perspective*. This research was written by Mac Aditiawarman and Husnul Hayati, published in 2021. The aims of this study are to identify the types of code-mixing and code-switching used by Maudy Ayunda in Perspektif Metro TV, analyze the reasons for Maudy Ayunda's code-mixing and code-switching and examine the functions of code-mixing and code-switching in Maudy Ayunda's interview. This research used a descriptive qualitative method and Hoffman's typology (1991) to identify the types of code-mixing used by Ayunda, and Myers-Scotton's Markedness Model (2006) to analyze the reasons for her code-mixing and code-switching. The data for the research was collected from an interview of Maudy Ayunda on Metro TV's Perspektif program. The interview was transcribed and then analyzed to identify instances of code-mixing and code-switching. The research on code-mixing and code-switching used by Maudy Ayunda in Perspektif Metro TV found that she

6

used both code-mixing and code-switching frequently in the interview. She used Indonesian as the matrix language and English as the embedded language. The conclusion of the research is that code-mixing and code-switching are natural and common phenomena in bilingual and multilingual societies. They are used for a variety of purposes, including talking about specific topics, quoting others, being emphatic, and clarifying speech. Maudy Ayunda's use of code-mixing and code-switching in the interview is a reflection of her bilingualism and her comfort with both Indonesian and English.

The third study was titled *Code-Switching and Code-Mixing Used by Guest Star In Hotman Paris Show*. This research was written by M. Sari, A. Arifin and R. Harida, published in 2021. The aims of this study are to Identify the types of code-switching and code-mixing used by guest stars in the Hotman Paris Show television program and determine the reasons why guest stars use code-switching and code-mixing in the Hotman Paris Show. The research method that used in this study is a descriptive qualitative method. To analyze the data, the researchers used the interactive model of qualitative data analysis developed by Miles and Huberman (1994). This model involves a cyclical process of data collection, data analysis, and theorization. The researchers used this model to identify and classify the different types of code-switching and code-mixing used by Cinta Laura Kiehl, and to explore the reasons why she used them. The data for the research was collected from transcripts an episode of the Hotman Paris Show featuring guest star Cinta Laura Kiehl. The results of the study showed that Cinta Laura Kiehl used all of the major types of code-switching and code-mixing. The most

dominant type of code-switching was intra-sentential code-switching, which is the switching between languages within a single sentence. The most dominant type of code-mixing was insertion, which is the insertion of words or phrases from one language into a sentence in another language. The researchers concluded that Cinta Laura Kiehl's use of code-switching and code-mixing was a natural and fluid part of her communication style.

The fourth study was titled *Code-Mixing and Code-Switching Uttered by Cinta Laura in Okay Boss Trans7's Talk Show*. Written by Yulius Nahak and Barli Bram, it was later published in 2022. This study aims to examine the types of code-mixing and code-switching used by Cinta Laura in the talk show, identify the functions of code-mixing and code-switching in the talk show, and discuss the implications of the findings for the understanding of code-mixing and code-switching in Indonesian society. In the process of research the researchers used a qualitative descriptive method and the theory that used is the Accommodative Theory of Code-Switching. This theory was proposed by Giles, Coupland, and Lambert (1991) and it states that code-switching is used to accommodate the communicative needs of the interlocutor. In other words, we switch to a different language or code in order to make our communication more effective and to show empathy and solidarity with the other person. As for the research data, it was gathered from the talk show in written form. An explanatory sample was used to analyze the collected data. This means that the researchers selected a small sample of data that was representative of the larger dataset. They then carefully analyzed this sample data to identify the different types and functions of code-mixing and

code-switching. After completing the study, it can be stated that the study concludes that code-mixing and code-switching are common communicative strategies used by bilingual speakers, including Cinta Laura. Cinta Laura uses code-mixing and code-switching to achieve a variety of communicative goals, and her use of these strategies is influenced by a variety of factors, such as the context of the conversation, the relationship between the speakers, and the topic of conversation.

The fifth study entitled *An Analysis of Code-Switching and Code-Mixing Used by Amanda Margareth In TEDx Talks Program written by Dwi Aprilia*. The study is the newest among previous studies because it was published this year, 2023. The aims of this study are to explore the patterns and reasons for code-switching and code-mixing during Amanda Margareth's speeches in TEDx Talks, identify the types of code-switching and code-mixing used by Amanda Margareth in TEDx Talks, and analyze the factors that influence Amanda Margareth's use of code-switching and code-mixing in TEDx Talks. Then the method used, the research used a qualitative descriptive method. The research used the following theories to guide the analysis: code-switching theory by Poplack (1985), which defines code-switching as the alternate use of two or more languages within a single utterance or conversation, code-mixing theory by Muysken (2000), which defines code-mixing as the use of two or more languages in a single utterance, where the languages are not kept separate but rather blended together. The researcher also used Hoffman's (1991) theory of reasons for code-switching to explain why Amanda Margareth used code-switching and code-mixing in her

speech. In this study, the data collection process involved observation and recordings of Amanda Margareth's TEDx Talks presentations. The researcher observed the speeches and transcribed them to identify instances of code-switching and code-mixing. The recordings served as a valuable reference for verifying the accuracy of the transcriptions and capturing subtle nuances in the speaker's language use. The findings of this study revealed that Amanda Margareth employed three types of code-switching: intra-sentential switching, inter-sentential switching, and tag switching. Additionally, she utilized intra-sentential mixing, lexical mixing, and pronunciation-related mixing. The reasons for code-switching and code-mixing included emphasizing specific topics, expressing solidarity, using interjections and sentence connectors, and providing clarification or emphasis. The study also concluded that code-switching and code-mixing are effective communication strategies that can enhance the effectiveness of public speaking and facilitate intercultural understanding.

F. Method of Research

This research was designed in qualitative approach. Qualitative data offers a valuable approach to the researcher's topic. Deep exploration and understanding of complex phenomena is possible in qualitative research. Because this method focuses on collecting detailed data that researchers need when examining objects or phenomena that are not simple. As Creswell (2013) states, "Qualitative research provides a detailed, in-depth understanding of a setting, a group of people, a process, or an event." Qualitative research will also provide a very rich contextual

understanding for the researcher's sociolinguistic research where this field needs to explore many factors in it. This method emphasizes the importance of understanding the context in which phenomena occur. By examining the social, cultural, and environmental factors, researcher can gain a holistic understanding of the subject matter. As Patton (2015) notes, "Qualitative research provides a rich, contextual understanding of the studied phenomenon." Supported by previous studies and many existing theories, the researcher has decided to use a qualitative approach method because this is the right way for research that examines code-mixing and code-switching in influencer YouTube content.

1. Data and Source of Data

The data for this research obtained from the conversation transcripts in the form of sentences that contain code-mixing and code-switching. Because the target audience of the video on *The Indah G Show* channel which is used as a source of data entitled "*Anak Inter vs Anak Negeri ft. Esther Lubis*" is modern Indonesian and Asian youth, the phenomenon of code-mixing and code-switching is not difficult to find in conversations. Indah and her guest stars often switch and mix one language into another when communicating and this usually happens when someone has a conversation with another person who has a different social background.

2. Method and Technique of Collecting Data

The data was collected by applying observation method of the note taking technique. As Glauser and Straus (1967) says, observation and note-taking are essential components of grounded theory, as they allow researchers to gather

rich and detailed information directly from the field. There are several steps taken by researcher to collect data for this research proposal, namely:

a. Watching *The indah G Show* video that contain the phenomenon of code-mixing and code-switching.

b. Listening carefully while taking note. Taking a note to the utterances which contain the type and the form of code-mixing and code-switching.

c. Analyzing the data based on theory by classifying data based on the type of code-mixing, code-switching and factors causing the use of code switching and code mixing.

3. Method and Technique of Analyzing Data

The data were analyzed using the qualitative method, qualitative research is characterized by its emphasis on context, meaning, and interpretation. It seeks to uncover the complexities and nuances of human experiences, beliefs, and behaviors, rather than focusing solely on quantifiable data. A prominent researcher in the field said, Creswell (2013) defines qualitative research as "an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem". This definition highlights the focus on understanding and exploring social or human problems, which is a central aim of qualitative research. In building this research with qualitative method, researcher used textual or visual material analysis techniques to collect rich and detailed data. The data analysis is also carried out through Wardhaugh's

theory which is able to be applied to find out about the type on code-mixing and code-mixing and the reason people put it in conversation.

Bogdan in Sugiyono (2010) said, "Data analysis is the process of systematically searching and arranging the interview transcripts, field notes, and other materials that you accumulate to increase your own understanding of them and to enable you to present what you have discovered to others". After the data have been collected the next step is data analysis. The collected data was analyzed according to the following steps:

a. Identifying the data based on videos by taking notes.

b. Reading all the data that has been collected to gain a comprehensive understanding.

c. Organizing the data based on the code-mixing type proposed by Muysken's theory and the code-switching type proposed by Poplack's theory.

d. Discussing the data to find reasons for using code-mixing and code-switching based on Hoffman's theory.

e. Drawing conclusions based on the analysis