

# CHAPTER I

## INTRODUCTION

### A. The Background of the Study

Sociolinguistics discussed about language and society. Means that it was learned about relationship between language and society. One of sociolinguistics phenomena which occur was bilingual or multilingual in society. Bilingual is someone who can speak two languages and multilingual is someone who can speak more than two languages. The ability of a person to speak more than one language is influenced by several factors namely, social status, ethnicity, religion, country, and level of education. Sociolinguistics scientists call it with code mixing. The phenomena can occur when people communicate with other people. In a society or a group there will be a communication, in other words is the existence of communication it will create different language variations from each individual, because communication is part of the community.

In this phenomenon of code mixing is easy to find in daily life. This phenomenon does not only happen in daily conversations but also happens in social media that is YouTube. This researcher finds an interesting thing on video "Tutorial make up" by Domani Siblings because the speakers are consistent using two languages in conversation. They are mixing Indonesian and English in video that tells about tutorial make up. So many English words are used in videos.

Domani Siblings is channel by Bryan domani and his sister megan domani. They are is the famous influencer in this era and artist of Germany and Banjarmasin descent, who started their careers at a young age. Now, their success

and already has many fans. not only good at acting in soap operas and big screen films, it turns out that the Domani brothers also active on the youtube and always share funny and entertaining daily content .In their Channel has 1.27 million subscribers. So, it showed that many people interested with their videos.

The writer interests to analyze code mixing in Domani siblings Youtube channel because at the time trends the tutorial makeup and in this video the speaker always use code mixing when speak , different with the other video from other youtuber only use code mixing when talk about make up toolls. The researcher choose their video about makeup daily , Domani Siblings have content about tutorial make up daily. So, the researcher collect 2 videos from their videos, because in this video they are more speak about code mixing their language and the readers can understand about code mixing and interesting to use code mixing in daily life.

Communication is a part of social interaction as a means of exchanging information between one person and another, or between one group and another through language. According to Wallace and Purdy (2013) “Communication is something which makes connections”. Connections can occur when communicating talk face to face, or using media. Communication is a tool to convey information. In this modern era, almost everyone has social media such as Facebook, Instagram, YouTube, Telegram, and Twitter which is very influential in spreading information very quickly. There is a language to interact with others.

Communication is important in our daily life. To communicate with others, we need language as a tool of communication. When studying language,

we are approaching what some might call the 'human essence', the distinctive qualities of mind that are so far as we know, unique to man. Besides communication, the relation between language and society cannot be separated. The study about the relation between language and society is called sociolinguistic. Sociolinguistics is that part of linguistics which is concerned with language as a social and cultural phenomenon (Noam, 2010). Sociolinguistic focuses on differences in the use of language in society so that an object can be the object language learner learning another language.

Code mixing is mixing of two codes or languages without changing of topic Code mixing can occur in sentences, phrases or words. Wardaugh (1987) stated that code mixing occurs when conversant use both languages together to the extent that the change from one language to the other in the course of a single utterance. It means that the conversant just change from the elements in their utterance. In relation to the language and society Code mixing is a phenomenon of bilingual or multilingual society. Mixing languages can be called a common phenomenon.

Indonesia has two languages namely Indonesian Language as the National language and Regional Language such as Javanese, Sudanese, Madura, Balinese and many more. Indonesian people often use more than one language in communication. They mix several languages, Usually Indonesian and Regional or Indonesian and English. In Bilingual or Multilingual societies, they communicate using code because they understand more than one language because they can communicate better and fluently when using a code. In a conversation the

speakers can choose a particular code whether to change it to another code or mix it. According to Muysken (1995) Many bilinguals will produce mix sentences in ordinary conversations . Speakers will produce some codes in a long or short conversation.

English is the international language and will be very useful in finding the job nowadays, because of the enlargement of using English so bilingualism could not be avoided. Many people mix Indonesian to the English language for their communication. They have some reason why the mix into another language. Grosjean (2006) suggests some reasons for code-mixing. For example, many people mix two languages when they cannot find proper words or expressions or when there is no appropriate translation for the language being used. Also, their interlocutors, situations, attitudes, and emotions generate code-mixing.

People speak based on where they come from and their environment. When people are in conversation, they use the language that they have. A conversation is a form of interactive, spontaneous communication between two or more people in which thoughts, feelings, and ideas are asked and answered or news and information are exchanged. Generally, people often use more than one language. The phenomenon of people having more than one (language) is called bilingualism or multilingualism. Titone (2000:7) states bilingualism is the individual's capacity to speak a second language while following the concepts and structure of that language rather than paraphrasing his or her mother tongue. It's common wherever we are such as in college or boarding house use bilingualism.

When people are talking at home and work, for instance, they may use the language that related to those fields rather than uses the other language in daily language communication at home. For example, the person will speak sundanese with his/her family but she/he will change her/his language when he/she in the other place.

Social media an online media that is created as an alternative communication tool for the community, with its users called netizen.. YouTube is a video sharing website. YouTube allows users to be able to upload, watch and share videos. According to Smith (1993) YouTube is unique from most other forms of media because it allows people using the service to both view content or create it and only requires an account and video file to upload. In this modern era, people are more often looking for information or watching something via YouTube rather than television. You tuber is a person who has their own YouTube Channel by making videos. The type of video on YouTube is various. There are about daily life, education, prank, mukbang, makeup tutorial, music, gaming videos and many more. Having social media makes it easier for people to get information, because social media can be used by people to share information, activities, opinions or feelings.

Previous studies related to code-mixing were conducted by Sukrisna (2019) who analyzed code-mixing in atta halilintar's youtube chanel . This study employed content analysis which focused on analyzing the types of code mixing which defined by Hoffman and the levels of code mixing that argued by Suwito. Then, the result of types and levels of code mixing were counted by using

Sudjiono's formula. The result after analyzing the video, there were thirty four data in the types and levels of code mixing. In the types of code mixing, the highest type was intra-sentential of code mixing and the lowest type was involving a change of pronunciation. While, in the levels of code mixing, the dominant level was word level and the lowest level was repetition word and idiom level.

Based on description above, the writer choose Domani Siblings YouTube channel. Because They are able to speak more than one language or also known as bilingual or multilingual people, example :

Bryan :“**By the way** kalau kalian udah nonton video bobros jangan lupa kalian nonton video ini (By the way if you done watching video bobros don't forget to watching this video) ”

From the example, include phrase insertion happens when the speaker inserts a phrase of a foreign language into his utterance. The speaker use verb word by the way because the speaker want to remind the audience about the video bobros and then watching this video.

The researcher has watched their videos .They always mixed their language in delivering all of their videos. It is because Indonesian - English has become her daily language. This channel contains about makeup daily, Q&A, and challenge. So, the researcher chose this channel. The researcher chose two videos which were Makeup Daily. The first video was under the title “Bryan ngikutin makeup routine megan” published at 09 Okt 2019. This video bryan follow megan use makeup her daily. She also learn bryan to use makeup. The second video was

under the title “Bryan makeup Megan” published at 5 Jun 2019. This video bryan try to makeup megan”. They are always use two language when they are speak.

For example, code mixing found in Doami siblings youtube channel entitled *Bryan Ngikutin makeup routine megan*.

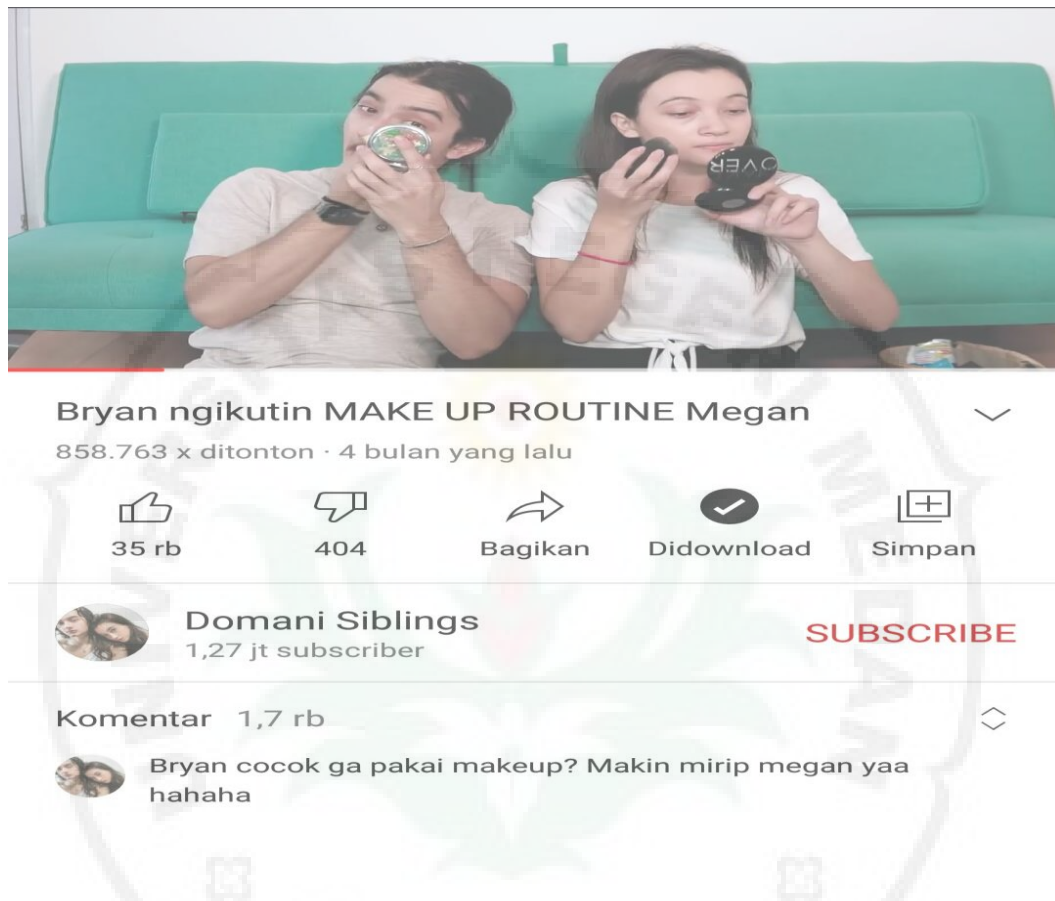
1. Megan : **The first thing of to do this** pegang bedak

Tetapi sebelumnya kita udah nge **prank**.

According to the example , include clause insertion happens when the speaker insert a clause of a foreign language element in her utterance,the speaker use verb thefirst of tothisbecause it describe act that the subject is doing. The word prank it’s included as an noun because the speaker explain to give information they’re make a videoabout prank such as a joke in their video

2. Megan : hmmm **stop** bedak aku rusak.Kamu pandenya Cuman gerusak ih

According to the example, include wordinsertion happens when the speaker insert a word element in her utterance. The speaker use wordstop because the speaker explain to don’t do that again.



Picture 1.1 Screenshot Youtube channel from Domani Sibling

## B. The Problems of the Study

1. What types of code-mixing used in Domani Siblings in Youtube channel?
2. How are the code-mixing realized in Domani Siblings in youtube channel?
3. Why are code mixing realized in Domani Siblings as they are?

## C. The Objectives of the Study

Based on the problems statement. The objectives of this research are :

1. To investigate the types of code mixing used in Domani Siblings in YouTube Channel.



2. To describe the realization of code mixing used in Domani Siblings in Youtube channel.
3. To reason code mixing that realized in Domani Siblings in YouTube channel.

#### **D. The Scope of the Study**

This research is focused on the utterances of code mixing in English and Indonesian used in Domani Siblings in Youtube channel.

#### **E. The Significances of the Study**

The findings of the study are expectedly to be useful for both theoretically and practically .

##### 1. Theoretically

This research will be useful as an additional reference in the linguistics, especially discussion of Code Mixing and more understanding about the types and reasons Code Mixing used in a conversation.

##### 2. Practically

This research will give the same contribution in the field of linguistic and for the reference in the study of linguistics codes.