



**CHAPER I**  
**INTRODUCTION**

## CHAPTER I

### INTRODUCTION

In this chapter will discuss about background of the research, Scope of the Research, statements of the problem, objective of the research, significance of the research.

#### **A. Background of the Research**

Language is a means of communication between members of the community as symbols of sound produced by the human speech. The understanding of the language covered two areas. First, the sound produced by the speech and the implied meaning or meaning within the sound itself. It is vibration that stimulates or hearing. Second, the meaning is content contained in the sound stream that cause a reaction to what s heard. The stream of sound, in turn, is called the stream of speech (Ritonga 2012:1).

We must to learn about English language, because English is very important. Since childhood we have been required to learn English, it's not even uncommon for parents to enroll their children in English tutoring. Not only Indonesian subjects but also English lessons are taught at school, so English language becoming to global lingua franca.

Researchers looked at david (2003:1) crystal book with the title English as a global language second edition, millennial retrospectives and prognostications continued in the same vein, with several major newspapers and magazines finding in the subject of the English language an apt symbol for the themes of globalization, diversification, progress and identity addressed in their special

editions Television programs and series too, addressed the issue, and achieved world-wide audiences. Certainly, by the turn of the century, the topic must have made contact with millions of popular intuitions at a level which had simply not existed a decade before.

In that respect, with a proliferation of new linguistic varieties arising out of new linguistic varieties arising out of the world wide implementation of the internet, and an increasingly public recognition of the global position of English. Many social media visitors such as Facebook, Tweeter, Instagram, YouTube, etc, that they use the English text as status and speech in the YouTube channel like “*it's so nice, selamat morning, or happy pagi*” and trend on the YouTube now is “*hello guys*”. From their speech on social media to be code mixing.

The code mixing refers to a speech situation in which a speaker mixes two or more language or varieties of the same language in a speech act without determined factors; he behaves in such a way for his sake of easiness; or it is as his habit to use mixing languages (1985:88). We have use code mixing, beside being linguistically ignorant, it's also customary to make communication easy for the speaker and listener to communicate.

The conditions in which many people can understand two or more of one even are called bilinguals and multilingual. Bilingual is someone who can speak two language and multilingual as a person who can speak more than two languages.

Code mixing occurs around us in everyday life, as people who are learning English without mastering in then it is necessary to speak the first language with second language. Not only in real life but also in cyberspace mixing code

happening like researches said before their write at social media or speech with code mixing. It was important for a student to know the code mixing because it didn't just happen between Indonesia and a foreign language, but they can also be in their own native language or mother tongue. This is why the students must to know because the mixing two or more language is a mixing code.

Not only do ordinary people use code mixing but also big people like models use code mixing. It's said that anyone and anywhere else is going on. Aside from the mixing code phenomenon, social media use using YouTube has also become an extraordinary phenomenon. Every body can access start from old until kids, even today's daily activities like these hits artists, including the leaders of our country are also upload in their YouTube channel and one access YouTube is unlimited.

But in the daily life of Indonesia's next top model on TV and then in post to Indonesia next top model YouTube channel, they prove that this is happening, it is happening in a television program, with daily activities of the model being a measure of social life.

In this study, the analyze the code mixing on INTM video YouTube channel exactly in the types of code mixing. So, based on the explanation above, the Researcher conducted the research about code mixing from Indonesia into English that use On INTM's video YouTube channel.

In this research, the researcher focused to analyze the types on INTM's video YouTube channel. The researcher took eight video with the title *fristClfita Merasa Insecure setelah ditinggal Ranti, second beribu pose Eveline membuktikan*

*eksiensi di depan gani and the last is Patgou, kata Gani Floresharus lebih galak lagi*" In analyzing the video, the researcher for the code mixing from Indonesian language to English. The data were collected only from Indonesia Next top models video YouTube channel.

The Researcher is really motivated to conduct a research entitled "An Analysis Of Using Code Mixing On Indonesia Next Top Models Indonesia Video YouTube Channel".

#### **B. Scope of the Research**

In this study, the scopes of the research are:

##### 1. Subject of the Research

The subject of the research was Indonesia Next top models video YouTube channel.

##### 2. Object of the Research

The object of this research was to find the types and the levels of code mixing on Indonesia Next top models video YouTube channel.

#### **C. Statements of problem**

Based on the description of the background above, the problem formulated in this study are as follows.

1. What are the types of code mixing which appear on Indonesia Next top models video YouTube channel?
2. What are the levels of code mixing which appear on Indonesia Next top models video YouTube channel?



#### **D. Objective of the Research**

The objectives of the research which have arranged by the Researcher of this study, as follows to find out the types and level of code mixing used on Indonesia Next top model video YouTube channel.

#### **E. Significance of the research**

There are two kinds of the essential things on this research they are, theoretical and practical. The expected advantages of the study both theoretical and practical are:

##### **1. Theoretical**

This research is primary useful for the reader to enlarge their knowledge about sociolinguistics especially in code mixing, because this research contains many theories that related with code mixing.

##### **2. Practical**

###### **a. For English Teachers**

The teachers can use this paper as the guidance to enrich their comprehension about code mixing. The teachers can also apply YouTube as a medium to teach their students because YouTube is one of interesting medium for students to enjoy during teaching learning process.

###### **b. For Students**

The students can deeply understand about code mixing and they directly are able to apply into their daily life. They can also improve their ability in English trough YouTube.

c. For other Researchers

The result of this research can give the motivation for the next researcher to look for code mixing in another thing. And the next researcher can use this research as the reference if they want to conduct the research about code mixing.

