

## **CHAPTER I**

### **INTRODUCTION**

In this chapter, the researcher discussed the introduction, which consists of the background of the research, scope of the research, statement of the problem, objective of the research, and the significance of the research.

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

Humans are social creatures who cannot exist alone. Everyone in life, requires interaction and the assistance of others in their daily lives. Therefore, to interact with others, humans need language as a tool to communicate and exchange information verbally. Language is very important in socialising and social life. Rohmani & Kusworo (2022), stated language is communication between members of society in the form of sounds or symbols issued by humans use to transmit their intent to other humans. Language is a kind of communication in which people exchange information in the form of thoughts, ideas, intentions, and feelings (Mariska & Amri, 2023). Furthermore, language is indispensable for us in our daily activities.

Linguistics is the scientific study of language and falls under the broader category of scientific disciplines. It is closely connected to sociolinguistics, a subfield that examines the relationship between language and social conditions. Sociolinguistics investigates how languages convey social messages and explains

why people vary their speech across different social contexts. Consequently, language significantly influences social interactions (Sagala et al., 2022).

Indonesia is an archipelagic nation renowned for its ethnic, cultural, racial, religious, and linguistic diversity. Consequently, Indonesians typically use multiple languages for communication. Initially, they speak their mother tongue, which is a regional or ethnic language, such as Bugis, Batak, or Sundanese. Secondly, they use the national language, Indonesian. Additionally, they may speak foreign languages like English, Arabic, or Dutch. Therefore, Indonesia is often described as a bilingual or multilingual country. As a result, most Indonesians grow up multilingual, shaped by their traditions and culture (Saputra, 2022).

In bilingualism, people are able to communicate using two languages. People want to develop their skills in communicating by mixing one language into another. This phenomenon often occurs around us. When people express themselves, they may use more than one code and another code for different objectives (Ferdiansyah et al., 2023). This language is used to make it easier for speakers to communicate with their interlocutors. Thus, the use of language when communicating becomes mixed. This phenomenon is called code mixing. Code mixing can occur due to events or occurrences that require speakers to use it.

Code mixing is when a speaker speaks by inserting elements of another language when the speaker uses a particular language. This is influenced by the speaker's cultural background, habits, education, and mother tongue, resulting in an error in uttering words in many languages. According to Yuliana et al. (2015),

code-mixing happens when people combine two languages, usually their mother tongue and English. With this phenomenon, there is a mixing of Indonesian with English. When the speaker talk to the interlocutor using words, phrases or terms from other languages, for example, English due to limited vocabulary in certain languages, for example, Indonesian. which is owned by the speaker's language, so that speaker find it difficult to find equivalents and take them from other languages. therefore, this phenomenon is included in code mixing. With this phenomenon, it can make it easier for the speaker to convey the message/meaning that the speaker wants to convey without losing the meaning of the speech conveyed by the speaker to the interlocutor and the interlocutor also understands the vocabulary or sentences conveyed by the speaker.

Bilingualism is often observed on social media platforms. One of the most popular entertainment and information sources today is YouTube. This platform is widely used by people of all ages and allows for the free use of language in shared videos. Users can both watch and upload videos on YouTube, which many turn to for entertainment, education, and inspiration. Among the intriguing content available on YouTube are podcasts, which are typically audio broadcasts originally found on Spotify but now prevalent on YouTube as well. The term podcast refers to the digital distribution of audio data (Istiara et al., 2022). Researching code mixing on YouTube is important because the number of YouTube users is continually growing, and podcast content frequently trends among the most searched topics on the platform. This trend has sparked the author's interest in studying code mixing on YouTube. Such research can offer valuable information to the audience and the wider community, highlighting additional benefits beyond the topics

discussed in video podcasts. Specifically, it includes language studies and code mixing. As a result, many people, including public figures like Maudy Ayunda, use YouTube.

On her YouTube podcast channel, Maudy Ayunda discussed issues related to the education system in Indonesia, gender equality, finances, and how to study effectively in achieving dreams. In this research, the researcher chose Maudy Ayunda as the research subject. Maudy Ayunda is a multi-talented woman and is used as a role model because she always inspires many people, especially the younger generation of Indonesia. The figure of Maudy Ayunda is a quite famous actress and singer of Indonesian descent. She is a graduate of a Bachelor's degree at Oxford University, England and a Master's degree at Stanford University, America. Maudy communicates using Indonesian on her YouTube channel. However, she often use English when speaking. Thus, when communicating she mixed two languages, namely Indonesian and English. This is because Maudy Ayunda is bilingual.

Hence, researcher chose Maudy Ayunda as a research subject because she is bilingual. Therefore, there will be a phenomenon in the form of code mixing in the utterance in her video podcast. The researcher wants to research this topic. Because currently Indonesian people often use two or more languages in communicating by mixing the languages. In connection with this phenomenon, this research will analyze the types of code mixing used by Maudy Ayunda on her podcast.

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

In this research, the researcher focuses on analyzing the types of English code-mixing used in Maudy Ayunda's utterances on her YouTube podcast. In

analyzing the video, the researcher looks for types of code mixing from Indonesian to English by using Muysken (2000) theory.

### **C. Statement of the Problem**

Based on the background of the research, the researcher formulate the questions of the research as follow:

1. What are the types of code-mixing used by Maudy Ayunda on podcast?
2. What is the most dominant type of code-mixing applied by Maudy Ayunda on podcast?

### **D. Objectives of the Research**

Based on the statement of the problem above, the objectives of the research as follow:

1. To find out the types of code-mixing used by Maudy Ayunda on podcast.
2. To find out the dominant type of code-mixing used by Maudy on podcast.

### **E. Significance of the Research**

The significance of the research entitled an analysis of English code mixing on maudy ayunda's podcast. Researcher expected that the results of this study can be useful theoretically and practically.

1. Theoretically

Researcher hopes that this research can provide information about code mixing in sociolinguistic studies.

2. Practically

- a. For the Readers

In this research, the researcher hopes to increase knowledge and provide information for the readers about code mixing on Maudy Ayunda's podcast.

- b. For the Learners

In this research, learners can understand and deepen study material in English language learning, especially in sociolinguistic studies. Namely on learning code-mixing and use it in their daily lives. They can also improve their English skills by watching YouTube podcasts.

- c. For Other Researcher

The researcher hopes that this code-mixing research can add insight to prospective researchers who are interested in researching similar topics.