

# CHAPTER I

## INTRODUCTION

### A. Background of Study

God created humans and this world so perfect and complete, with different tribes, nations, and languages. We should be grateful for being given the opportunity to live and learn many things, especially communication. Because by learning this language we can communicate every day with other people in our lives. According to what has been prescribed in the Qur'an, Allah says in Surah Al-hujarat Verse 13 of the Qur'an.

أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا ۗ إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتَقْوَمُ ۗ إِنَّ اللَّهَ عَلِيمٌ  
خَبِيرٌ

In accordance to the verse, Allah the Almighty creates males and females and divides them into countries with distinct languages.

One of the most important languages is English, The most important reason to learn English is that the opportunity to get a decent job is very wide open. In addition, English is also used for international languages. And can be used for official meetings and events involving many countries.

Education in Indonesia is currently very much studying English both at school and at university. Educational materials that have been designed effectively will facilitate the achievement of the desired results by teachers and students. So, this is where teachers are required to be creative in making and delivering material so that it is easy and fast to understand.

Teachers are expected to be able to manage the English learning process in

the classroom properly and correctly, besides that teachers are also expected to be able to use technology that is capable of delivering material can be more effectively. Technology is very important to help students to more easily and quickly understand lessons, both English lessons and other lessons. Because following the modern era, learning by using technology is very much needed in the world of education in order to achieve the teaching and learning process

Over the years, technology being is a big necessity for many people in their various types of activities in the life because the technology almost all aspects of life of supported by technology advances. the use of technology has become an important part of the learning in and out of the class. Thecnology has always been an importan part of teaching and learning environment. It is an essential part of the lectures profession through which they can use it to facilitate learner learning.

Language is the means through which we connect with one another and establish effective communication. It allows us to comprehend what is being said or what other people are thinking, allowing them to express their thoughts, ideas, opinions, and even feelings. As a result, (Hutajulu and Herman, 2019, p. 29) claimed that language serves as a communication tool that is crucial to creating communication. Language is vital to human life because it allows individuals to communicate with one another and understand each other's thoughts and words. Language can be distinguished from communication in general since it is the major system of communication for humans, but it is not the only one, according to (Fernandez and Helen, 2011, p. 6). which is why everything that people say will arrive through the language itself. Start it from communication with each other

though language.

According to the explanation given above, the researcher might conclude that language is an essential tool for human interaction with one another. By language, reality is organized and created. Language brings things that are concealed to the surface, revealing reality. Language is also used to describe someone else's experiences, which might include things like events, people, objects, abstract qualities, situations, and social relationships.

In order for two or more individuals to carry out their everyday activities and have mutual understanding, language is a crucial tool of communication. Noam Chomsky once observed, "Language is a process of free invention; its rules and principles are immutable, but the way the principles of production are applied is free and infinitely variable."

We may infer from the description given above that language is a tool used by humans to convey and express what they feel and think. It can undoubtedly be understood by others as well, allowing for reaction as a means of establishing communication.

One of the numerous subfields of linguistics, or the study of language, is sociolinguistics. Communities' growth had an impact on its development. Communities are made up of people from different backgrounds who, in general, share similar interests. Communities may include members of numerous tribes, religious groups, and linguistic groups, but multilingualism is what unites them all. Multilingualism refers to the interest in many languages or the usage of multiple languages.

While speaking in a multilingual manner, two or more languages are employed. Multilingualism and bilingualism are typically found in groups, which may be localized in a certain area. Code-switching is a phrase used to describe the alternate use of two or more languages, dialects of a language, or even speech styles, according to (Hymes, 2017, p. 31). In. Code mixing, according to (Kachru, 2017, p. 35) is the constant employment of one or more languages to transfer linguistic units from one language into another, leading to the development of a new, restricted or less-restricted code of linguistic interaction. Code mixing and language reliance are concepts used to describe these aspects of language. This condition is known as bilingualism. According to (Suhardi, 2009) bilingualism is the use or mastery of two languages by one or a subset of the linguistic community. These bilinguals are far less likely to code-switch with individuals who they do not recognize as speaking their language.

This phenomena makes it easier for us to engage in conversation and feel at ease with one another. If the words of the sentence are mixed up or switched, it also makes the message more understandable. If the environment supports the use of this multilingual, then this occurrence will occur. This phenomena is also present in media, particularly podcasts. Podcasting resembles radio. According to (Kargozari & Zarinkamar, 2016, p. 83), a podcast is an online audio or video content that can be downloaded. Usually, podcasts are listened to on electronic devices such cell phones, laptops, tablets, or mp3 players. In Indonesia, podcasts have been around for a while because of how important knowledge is. The station and the guests they invite will determine which language we hear the material in.

It's time to reconsider how to include technology into teaching in order to help the learning process as it becomes more and more ingrained in people's daily lives. This means that from the beginning of planning the learning experience to the teaching and learning process, technology is a key component of experiential learning and a big difficulty for teachers (Eady & Locyer, 2013). So, there are a variety of activities that individuals may do using technology, such as using the internet or social media, in the classroom to help the simple achievement of educational objectives.

YouTube is an app that is used to share videos and serves as an instant medium and tool. talking, giving out assignments to students or teachers, and exchanging resources for English teaching and learning are all examples of educational activities.

The majority of Indonesian podcast outlets occasionally provide and disseminate material in English. Puella idchannelPodcast frequently welcomes guest actors who like to communicate in English. Reza Arab, a guest star on Deddy Corbuzier's YouTube channel, frequently jumped between languages or blended them. She does this for a variety of reasons, including her background, her education, and her ability to interpret the meaning of the words because sometimes doing so makes them more appropriate for use and more understandable.

Code-mixing is a phenomena that frequently happens in bilingual or multilingual populations that involves combining languages or linguistic variants in communication. On social media, particularly on YouTube, code-mixing is a

type of sophisticated communication that is frequently observed. One of Indonesia's most well-known YouTube artists, Maudy Ayunda, frequently incorporates code-mixing into her video. Unfortunately, not many research have looked into Indonesian YouTube creators' use of code-mixing. As a result, the purpose of this study is to evaluate Maudy Ayunda's use of code-mixing and code-switching on YouTube channel. So, the code-mixing phenomenon that frequently appears on social media, particularly YouTube, as well as the dearth of research on the usage of code-mixing by Indonesian YouTube creators serve as the context of the problem in this study.

The researcher also plans to study this subject because it is common for Indonesians to employ this phenomenon in daily conversation, whether consciously or unintentionally. The code-mixing and code-switching tactics utilized by Maudy Ayunda on YouTube channel will be examined in this study.

## **B. Definition of Key Term**

Definitions of key terms, which need to be clarified briefly in sequence To avoid misunderstanding, it can be stated as follows:

### 1. Code mixing

Code Mixing is the mixing of one language into another by speakers in communication.(Gumperz, 1977, p. 82) states that code mixing is the passage of one language by a speaker while essentially using another language.

### 2. Code switching

Code switching occurs when speakers purposefully change the code being utilized by switching from one to another. (Wardhaugh, 2010, p. 98) defines code

switching as a verbal technique used to build, evoke, or transform interpersonal relationships with their rights and obligations.

### 3. YouTube

This research is about the YouTube application. Youtube is a page that utilizes the web to carry out its highlights, with Youtube, a client can post or display their recordings or movements so that many people can see and appreciate them.

## **C. Research Question**

1. What types of code-mixing and code-switching used by Maudy Ayunda on YouTube channel?
2. What are the reason of Maudy Ayunda used code-mixing and code-switching?

## **D. Objective of the Study**

1. To identify the types of code-mixing and code-switching used by Maudy Ayunda on YouTube channel.
2. To find the reasons of Maudy Ayunda in using code-mixing and code-switching?

## **E. Significance of the Study**

### 1. Theoretically

The study will add to the theoretical understanding of sociolinguistics, particularly the potential occurrence of code mixing in Indonesia. It is believed that the research would advance knowledge of language learning, particularly in the area of sociolinguistics.

### 2. Practically

#### a. For the English teachers

It is expected that this research would improve English teachers' awareness of the code mixing phenomenon in their environments, particularly in the education area. The use of code switching and code mixing by English teachers can also support pupils in learning the language. To help the student gain a better understanding of teaching, they could mix and match their codes while they instruct the learner.

#### b. For the Researchers

Researchers hope that this study will serve as motivation for future research on code mixing or in a broader field of sociolinguistics.

#### c. For the Students

They are capable of understanding sociolinguistic knowledge, particularly in bilingual speech whenever codes are switched and mixed, and they can apply it to everyday activities in a teaching and learning environment.