CHAPTER I

INTRODUCTION

1.1 Background of the Problem

In modern era nowadays, people use various kind of language. One of the most popular language is English in Indonesia, there is a phenomena in which people mix the use of English and Indonesian Language in their communication activities, such as code mixing or code switching. For example an indonesian people who is study in Australia, must be able to speak English Language to support her learning activities and also to communication with her environment.

In linguistics branch the phenomena of combining one language and another language is called as code mixing. People usually combine two languages in communication because of several factors; The ability of the speaker of using more the one language is a basic of bilingualism.Speaker needs partner speaking to communicate and code-mixing could appear if both use and understand it well. Most communities are bilingual that use two languages in their interactions. Code mixing occurs in relax or informal situation. This situation is closer with daily conversation, the inability to find an appropriate word or expression in one language makes people change the word or phrase from one to another language. So, what they want to convey can be delivered through use code-mixing.

Code mixing occurs in daily interaction like in campus. Mostly, the students use code mixing when have difficulty to speak english language clearly. Therefore, the students mixing their language when speak to the other. Presenter of television usually use code mixing because the event is much preferred to foreign countries. Not only in campus and television show, phenomena of code mixing occurssuch as social media like facebook, whatsApp, line, snapchat, pinterest, twitter and instagram.

Based on observation in social media instagram, the phenomena of code mixing is interesting because it often happens in daily life. Code mixing is the alternating use two or more languages within conversation, has became a common phenomenon in the bilingual and multilingual society. The development of technology era enables people to communicate one with another. The people use English as a language communicate with people all over the world, and people use their mother tongue and national language to communicate with their origins community.

Nowadays, Instagram is one of the most popular social media in the world, including Indonesia which has millions members from various types of social media accounts. Usefulness of Instagram to upload photo or video with using caption, and for followers of instagram can also comment on what we have posted. Many people who use instagram in this era is mainly to find information, selling, and want to be popular with the Instagram. Each instagram users can use it for a specific purpose.

1.2 Identification of the Research

Someone sometimes use two or more languages, they mixed their language from another language. In sociolinguistics is called code mixing. Code mixing is speech act that the speakers or writters mix two codes or more languages in discourse; that main characteristics in code mixing are relaxed situations and informal situation.

The Phenomenon of code mixing happens not only between local language and indonesian language, but also among local language, Indonesian language and English code mixing can be seen in spoken and written language. The use of code mixing is to improve language ability in society and in teaching and learning process. in English teaching and learning process in bilingual classroom.

But it is possible and very important to the reader for social interaction especially in social media instagram, phenomena of code mixing combaine one language to another language.

1.3 Research Question

1. What are the forms of code mixing used by instagram users?

2. What are the purposes of code mixing used by Instagram users?

1.4 Objective of the Research

This study has general objectives, they are as follows:

1. To identify form of English code mixing used in social media by instagram users.

2. To identify purposes of English code mixing used in social media by instagram users.

1.5 Significance of the Research

From this research, the researcher expects that this study is to be increasing studies of linguistics related with social phenomena in language variation as one of sociolinguistics study, especially code mixing.

The researcher hoped this study gave information to the reader, especially for the students at Islamic University of Riau and the future researcher.

1.6 Theoretical Theories

This research uses some theories from some experts. In the first theory writer uses theory of Wardhaugh (1986 : 103) states that "Code Mixing is two languages use together by the conversant to extent that they change from one language into another the course of single utterance. Maschler (1998:125) defines a mixed code or code mixing as "using two languages such that a third, new code emerges, in which elements from the two languages are incorporated into a structurally definable pattern".

According to Myers-Scotton (1993), Boeschotten (1998), and Azuma (1998) (as cited in Ho, 2007:2), code mixing is the change of one language to another in the same oral or written text.In addition, Nababan (1993 cited in Nana 2015:48) said that Code Mixing is found mainly in informal interaction. In code mixing, pieces of one language are used while a speaker is basically using another language.

Code mixing often occurs within one sentences one element is spoken or written in languages A and the rest in language B. Code mixing occurs when a speaker changes from one languages to another language or from a certain variety

of the same languages. By this the speaker inserts some pieces or element another language while people are using a certain language. Weinreich (1968:136) defined the even that used to language or more with the change that used by the speaker. Kachru in Nusjamcited by Fitrah (2017:35) defines code mixing as the term refers to the use of one more languages doe consistent transfer of linguistics units from one language into another, and by such a language mixture developing a new restricted or not so restricted code of linguistic interaction.

Based on the explanation above, code mixing is the changelanguages one or more languages in which there is a process of mixing languages to other languages in formal and informal situation. In code mixing the speakers slipped elements to other languages while using a certain language. Code mixing used for oral or written text These elements can be word, pharase, clause, idioms, and reduolication word.

1.7 Source of the Data

The source of data in this research is captions of Instagram users. The researcher find captions of pictures and videos by instagram users in general follower and followed by Ayu Rahmatika's account. The captions that were collected in this study come from College Students who posted their captions, started from 10.00 am until 3 pm.

1.8 Research Methodology

This research is introduce the research methodology used for this study and what is research design in this thesis, what is research instrument in this thesis, how it have guide data collection and data analysis technique.

1.8.1   Research Design

The researcher used descriptive qualitative research to carry out this study. It is a method used to analyze and explain phenomenon and situation (Rugayah, 2016:6). This research is designed to collect information based on fact are there. In this discussion, the researcher did not need to describe correlation and to do hypothesis. The researcher described the result of this study by using words and sentences and did not occur inferential statistically.

In summary, this study would be conducted by descriptive qualitative research as the way to do the research in this case, it described the form and purposes of code mixing used in social media (instagram).

1.8.2 Research Instrument

Silalahi (2006) in Rugaiyah (2016:17) said, "dalam penelitian kualitatif bersifat deskriptif bukan angka. Data dapat berupa gejala-gejala, kejadian dan peristiwa yang kemudian dianalisis dalam bentuk kategori-kategori".

To achieve the objective of this research, the writer used the instrument documentation by instagram to get the data. According Rugaiyah (2016:23) study document is an aid researchers in collecting data on information by reading the letters, announcements, meeting summaries, written statements, certain policies

and other writing materials. The method of search the data is very useful because it can be done without disturbing the object or atmosphere research.

1.8.3 Data Collecting Technique

The data of this research took by using the documentation technique. The documentation technique is a method for collecting data by video. According to Mardalis (2003:74), in collecting the data, the researcher uses documentation technique in this research since the data obtained from documents or literarures that are related to the research.

1.8.4 Data Analysis Technique

The data analyzed by descriptive qualitative technique that find material about code mixing in social media instagram. In doing this analyze the researcher used procedures as follow:

1. Data Collection

   Through that step the researcher read the caption aboutcode mixing of pictures and videos in Social Media Instagram.

2. Identification

   After collecting the data the researcher identify the appropriate and inapropriate.

3. Classification

The researcher classified the Indonesian English Code Mixing that used in caption of Instagram users into each forms word, clause, phrase, idiom, reduplication word, and hybird. And purposes of code mixing.

4. Data Analysis

After classifying Indonesian-English code mixing the researcher analyzed the data of code mixing that used in Instagram users.

(Punch, 2009 as cited in Siska Manalu,2015)

1.9 Time and Place of the Research

This research was conducted on Instagram. The time of this research was started on 1st until February 14th, 2018. The researcher have taken screenshooted the post by instagram users.