CHAPTER I
INTRODUCTION

1.1 Background of research

Sociolinguistics is the study of relationship between language and society (Ramdhani, 2023). In this entire world, every person has their own personal language style when they interact with other people. With the language variation that people have, they were able to mix some languages in a single utterance. It examines how social factors such as culture, gender, age, and social class influence language used. When one language is mixed with another, in sociolinguistics, it is called code mixing.

Code mixing and code switching were linguistic phenomena that are often found in societies where many languages or dialects are used. Code mixing refers to combining words or phrases from two or more different languages or dialects in one sentence or utterance, while code switching refers to changing the language or dialect used in an utterance or conversation. This phenomenon, where people can speak more than one language, is called "bilingual" or "multilingual". A bilingual person is someone who speaks two languages and acts in a socioculturally correct manner in both languages (Bialystock, 2006).

On social media, code mixing and code switching are frequent occurrences. Many people, especially teenagers, prefer to study through various types of media rather than through textbooks. According to educators from primary to higher education institutions, technology's dominance can bring about a revolution in the field of education by being used as a tool for academic

achievement and efficient instruction. This shows that presenting information visually rather than textually helps people remember it better. This problem is connected to Indonesia's pervasive habit of code mixing and switching. Unconsciously, viewers of content produced by creators who regularly move between Indonesian and English will pick up new terminology from the videos. Some of the things that people tend to share and receive on social media are daily activities, feelings, political issues, economic, lifestyle, and echetera. A social media flatform like YouTube is extremely popular (Uli, 2018). The most popular social media channel for learning about a lot of topics these days is YouTube. Several YouTube videos frequently feature code switching and mixing, which has become a common form of communication among YouTubers (Afryanti et al. 2021). YouTube offers instructive and entertaining content on a variety of topics. Video is a form of communication and it can be achieved without the help of language, since we often interact by gesture, eye contact and facial expression to convey a message (Aprilia,2019). Video uploaders on YouTube are known as YouTubers or YouTube content creators. When uploading videos to YouTube, many content producers use a variety of languages. A YouTube channel that offers content in both Indonesian and English was found by the researcher. Many YouTubers use code mixing, such as Nikita Willy, Boy William, Cinta Laura, Maudy Ayunda, and many more. Maudy Ayunda used Indonesian and English in her YouTube videos, and in this study, the researcher chose Maudy Ayunda's YouTube channel.

Maudy Ayunda is an Indonesian celebrity who is famous for her songs and films. She also has a popular YouTube channel with various types of content, such as vlogs, music, and interviews. As the spokesperson for Indonesian youth, Maudy Ayunda frequently used code switching and code mixing in her speech. Here is an example of a line from Maudy Ayunda's video, "Thoughts on Adulting-Maudy Ayunda," that contains code mixing. For example, in this utterance, Maudy said, "Happy New Year, *Hai semuanya! Selamat tahun baru*, it's 2023. Usually people say New year, new me, new year,new you, but I don't really want to put that much pressure on myself. Maudy used both her mother tongue, Indonesian language, and her second language, English, in that utterance. That utterance is an example of code switching and mixing. It is because some English words have been inserted into sentences written in Bahasa Indonesia. There are additional interference cases in such utterances in which the identical English word is repeated more than once. While employing a Bahasa Indonesia pattern for the redundancy. The study of the used of code switching and code mixing in Maudy Ayunda's YouTube videos can provide a better understanding of the dynamics of sociolinguistic communication in the context of social media.

Based on the exposure in the background, the researcher points to one of the sociolinguistic branches of the study of code switching and code mixing. There are several studies related to the author's research studies, one of which is the study of code mixing and code switching by Siregar. "Analysis of Code Mixing in Jerome Polin YouTube Content "Nihongo Mantappu". This research describes the forms of code mixing and the factors that cause code mixing in

videos on Jerome Polin's YouTube channel. The data collection technique used is the listening method, using note-taking techniques and free-involved-talk listening techniques.

This study was also conducted by Lianda and entitled "The Analysis of Code Mixing in Social Media: A Case Study of Code-Mixing Used By Deddy Corbuzier and Jerome Polin on Youtube." The purpose of this study was to determine the use of code mixing between Deddy Corbuzier and Jerome Polin. This study examines the code mixing that occurs in the YouTube Podcast dialogue. Therefore, the researcher conducts research that is different from those previous studies. The first previous study only focused on describing the forms of code-mixing insertion and the factors behind the code-mixing of videos on Jerome Polin's YouTube channel. This research is also different from the second previous study because it is only focused on determining the use of code mixing between Deddy Corbuzier and Jerome Polin. This research has a novelty and differs from those studies because it does not only focus on the types of code mixing and code switching; it also discusses the reasons for using code mixing and also attempts to find interference, such as the impact of code mixing and code switching usage, utilizing Hoffman's interference theory.

Reasons why this research is being conducted: The researcher is interested in how Maudy Ayunda speaks genuinely and without scripts. It should be noted that code mixing and code switching are social phenomena in language use that people employ spontaneously to achieve their communication goals or for other reasons. Research on code mixing and switching provides valuable insights into

the complexity of language and social interaction in multilingual societies. The researcher is also particularly interested in this research because an understanding of code mixing and code switching in the current era of globalization is important. Many communication applications and systems, such as automatic translators, virtual assistants, and social media platforms, need to be able to recognize and understand these phenomena. Research in this area can help improve the quality of such language technologies.

This phenomena leads the researcher was analyzed **"Code Mixing and Code Switching in Maudy Ayunda YouTube Channel"** The researcher analyzed the types of code mixing and code switching, factors why Maudy Ayunda used code mixing and code switching and this research also attempts to find interferences cases as the impact of code mixing and code switching usage.

1.2 Problems of The Study

Based on the description on the background, then the problem were be discussed of this study are:

1. What are the types of code mixing and code switching used by Maudy Ayunda in her YouTube Channel?

2. What are the factors Maudy Ayunda used code mixing and code switching in the YouTube Channel?

3. Is there any interference in Maudy Ayunda's utterance as the impact of code mixing and code switching usage?

1.3 Objectives of The Study

The objectives of this study are:

1. To identify the types of code mixing and code switching used by Maudy Ayunda in YouTube channel.

2. To explain Maudy Ayunda's factors of using code mixing and code switching in the YouTube channel.

3. To find and to explain it there is interference in Maudy Ayunda's utterance as the impact of code mixing and code switching usage?

1.4 Significances of The Study

The academically and practically contributions of this research is expected. Academically, This research may provide sociolinguistic explanations. Code switching and code mixing should be better understood as a result of this research.

In practically, lecturers can utilize this research as an extra reference while addressing sociolinguistics, namely the study of code mixing, code switching, and interferences, as well as the impact of code mixing and code switching usage. The outcome might also be utilized as a starting point for additional investigation.

1.5 Limitation of The Study

This research focused on Maudy's way of talking on her YouTube channel, the name of channel is Maudy Ayunda. To limit this research so that it remains focused on the topic, the researcher used the series Maudy's Thoughts on her YouTube channel. There were be 4 episodes that researcher analyzed. The titles are. "*Thoughts adulting - Maudy Ayunda*" (1st episode) "*Thoughts on gap year - Maudy Ayunda*" (2st episode), "*Thoughts on how English changed my life -*

Maudy Ayunda" (3st episode), "*Thoughts on failures + GRWM! - Maudy Ayunda*" (4st episode).