

## **Chapter 1**

### **Introduction**

#### **1.1 Background of the study**

Language as a means of communication plays very important role in human being life because English is one of internasional language. Language is a mediator used by people to transfer what they have in their mind to others such as talk to friends, associates, wife and husbands, lovers, teacher, our parents face to face or over the telephone, etc. People convey their mind to others by using language. Thus language is needed by human beings in their daily life as a means of communication. Communication has become a basic need for human beings and the main instrument of communication is language. In a globalized society, people use more than one language to communicate with each other. This practice results in interesting language phenomena, one of these is code- mixing. Code-mixing is when two or more people communicate with each other in speech.

Members of the same society always share common linguistic habits. The mixing of the two language codes seems like a common practice among local population in Indonesia, especially those who have acquired higher qualifications. The code-mixing phenomenon cannot be separated from the fact that many people these days are bilingual, trilingual or even multilingual. The advancement of transportation and communication increases local diversity and global connectedness. People of different languages and different cultures come into contact constantly. Managing linguistic and cultural variations has now become

vital to our lives. Apparently code-mixing has become socially and communicatively unavoidable and it helps us to develop and improve relationship and enables us to adjust and adapt to the environment we are in. As language not only conveys meanings but also represents cultures, code-mixing therefore manifests itself as a fascinating topic. The change of language medium may transform certain culturally unique elements. Indonesia, once a British colony, presents a fertile ground to study the code-mixing phenomenon. Code-mixing, however widespread locally, is not limited to English.

Example the use of code mixing by the people who live in Gorontalo in their daily interaction by phone such as:

A: hallo.....Ci, *so d mana?*

B : on the way sist (sister)

A: *so ada dosen, capat jo.*

B : ok.

When people have a conversation bilingually, it will be easier to identify their social background, because people live in a particular country, they use a language just like what their community does. On the other hand, people will adapt themselves to a new situation when they come to another community. This means that people need to recognize those situations, at least the language of the community. When people in conversation, they tend to use the language that they have. To some extent, people know more than one language. It means that they use more than one language while they are speaking. In this kind of situation they

sometimes speak by mixing language or codes, which they know. However, code mixing can not only be seen from written language but also spoken language, such as advertisements on radio and etc.

Language variety occurs not only in the mass media but also in radio. Concerning this case, the communication between the listeners and the announcer is connected by a specific language. However code mixing as a language variety is sometimes appearing a radio work, especially in producing advertisements. Mixing the word occurs from many languages such as English, Indonesian, and Gorontalo etc. They utter the mixing words to convey information to the listener. They use the mixing words in order to be understood easily. This activity is the same like talking directly, face to face with each other. It makes indirect a close relationship between the announcer, the advertisements maker and the listener. as a matter of fact that there are many codes mixing phenomena occur in a society. Example, the radio produces the advertisements.

Example “Hey girls, *ikutan acara ini yuk...*

kosmo beauty class supported by wardah cosmetic ..

*disini kamu bisa belajar bagaimana caranya agar bisa tampil*

*cantik, modis, dan modern..”*

Most of radio advertisements use informal Indonesian language. Slang and insertion of other language usually appear in informal Indonesian writing. It means that the production staffs also mix the codes in their advertisements. This is

done to adapt the radio to the society of listeners. Besides, this makes the listeners easy to understand what the advertisements are about.

## **1.2 Problem statements**

Based on the explanation above, the problem statements in this research is what are the types of code mixing found in the radio advertisements?

## **1.3 Objectives of research**

The purposes of the study was to describe the types of code mixing in radio advertisements.

## **1.4 Limitation of the study**

Typology of code mixing is really a large study. So, in this research, the researcher just want to see the types of code mixing such as insertion, alternation and congruent lexicalization . this study is limited in five radios they are Nada, Go Radio, Memora, Cosmonita, and Selebes because they are applied their advertisement with code mixing. And also this study limited the advertisements made from January until June 2013.

## **1.5 The Reasons of choosing the topic**

The researcher is interested in doing the research because some consideration as mentioned in the following points:

1. This study is relevant with the researcher as a student of English Education Department.
2. This study is very interesting and we can find in daily conversation in society.

### **1.6 Significance of the study**

Contribution will be then in theoretical and practical ones. Theoretically, The researcher hopes the teacher can apply the theory of code mixing in sociolinguistics study. And practically, the research expected to rise student's knowledge in apply code mixing their communication. And finally, the researcher hopes this study can be used as an additional source for bilingualism study especially in code mixing discussion.