

CHAPTER 1. INTRODUCTION

This chapter describes the background of the study, previous study, problem, delimitation, objective and the significances of the study that related to the types of code-mixing.

Background of study

Manado Malay Language is a mother tongue for the people of North Sulawesi and as a language to use for communication between ethnicities in North Sulawesi. Manado Malay or also known as *Bahasa Manado* got many European influences, such as Portuguese, Spain, Netherlands, France, England and Germany compared to other Malay languages in Indonesia. There are some vocabularies that got influences from European, (Tambayong, 2007), for example **Kadera** 'chair' (Spanish), **gargantang** 'throat', **voor** 'for' (Dutch), **matches** 'matches' (English), **hosa / husten** 'gasps' (Germany), **fasung** 'beautiful', **basombar** 'shade' comes from **sombre** 'shade' (France). These vocabularies are still used to communicate by the people in North Sulawesi especially Manado. Moreover, they use those vocabularies in their social media such as on Instagram, Facebook and Twitter, which can be seen when they write a caption or reply a comment to their friend or family who come from the same country. Nowadays, Social Media has become one of what people need, which mean social media is not only for getting an entertain but also an information such as YouTube. YouTube has a lot of content videos that can be watched every day, anywhere, anytime and the popular one is Vlog (Video Blog).

Vlog is a video that contains an opinion, story or daily activity that the Vlogger give. Vlog becomes a tool to express themselves freely and having a Western cultured lifestyle. For example, most Vloggers are preferred to use impolite words such as shut up, shit and dumb while expressing their feelings in their vlog on YouTube. Vlog is a collection of videos about

creativelife documentary, audio-visual life, and as communicating conveyance on the internet (Biel & Perez, 2010).

Vlog has become a popular video content in YouTube, and also become a most opened Smartphone/PC (Personal Computer) application for the young people. Vlog cannot be categorized as education content since having a Western cultured lifestyle but rather than giving good information such as a new place, what is trending now or individual information.

In the same way, the researcher found a young Vlogger named Keke Samantha who has an interesting ability when she speaks, that is her bilingual capability. She has her own YouTube Channel, which entitled Keke Samantha. She lives in California, Los Angeles with her adoptive brother and parents. In addition, she becomes a cynosure because of the code-mixing ability that she has. For instance, the one of the viral videos is when she upset to her brother and tried to complain to her mom. Some of the utterances she said is '*everyday* ngana *always* ba iko deng *daddy*', 'kita deng *mommy* tau matthew pe *habbit*', 'kalo *daddy* mo pigi di dalam resto, matthew *always* ba iko'.

From these utterances, we see that Keke uses two languages which are Manado and English-US. However, in these utterances *Bahasa* Manado is more dominant in the way she speaks. It can be seen in her utterances, which she adds some English words on it and this phenomenon known as insertion type of code-mixing. Code-mixing also have another types besides insertion type, which will be explained in detail.

Code-mixing is used to mix the two different languages. According to Wardhaugh (1986) Code-mixing is a process in which two languages used together by conversant to the extent speaker does not change from one language to the other in the course of a single utterance. It

means that they insert some pieces of elements of another language while he is basically using a certain language. Meanwhile, according to Muysken (2000), code-mixing is to refer to all cases where lexical items and grammatical features from two languages appear in one sentence.

Besides, based on explanation above, Keke Samantha is become a good object for the researcher that is a YouTube Vlogger who can mix a language; English-Manado Malay. The researcher chooses her as the object of this research because she added up two things on her Vlog, such as the mixing ability and her fussy in speaking which make people want to watch her Vlog and wondering how she can mixed that language.

By watching the Vlog, it shows that *Bahasa Manado* is mixed by English language in the Keke utterance. Therefore, the researcher wants to analyze the types of code-mixing that she uses during speaking through watching her Vlog on YouTube. Therefore, the researcher chooses one question. The question will explain about the types of Code-mixing that Keke Samantha used while talking in her Vlog. That is because there are some types of Code-mixing theory so that the researcher wants to see what types of Code-mixing that the object used.

Previous Study

There are previous studies that have similarities and differences with this research, there are:

Firstly, the researcher found a previous research was conducted Code-mixing theory is a thesis that is written by Gandura (2013) which entitled *An Analysis of Indonesian-English Code Mixing on Economic and Education Column of The Gorontalo Post Newspaper*. In her thesis she said that nowadays code mixing occurs in spoken language like in classroom activity, radio

advertisement and television. However, people cannot realize code mixing is also occurring in written text, especially newspaper.

That is why she was interested in taking a newspaper as the object of her research. She discussed about the use of English word in Gorontalo Post newspaper. She chose Gorontalo Post in Economics' column because there are many examples of code mixing produced. In this case, she analyzed about how is the use of code mixing on the Gorontalo Post, also the types of code mixing itself.

Secondly, another research was conducted code mixing is the research that is written by Talalu (2012) which entitled *The Occurrence of Code Mixing in Formula Indonesia Program of Selebes Gorontalo Radio Station*. He said that the use of code mixing of Indonesian people often occurs in radio. He chose radio as the object of the research because of his experiences as a broadcaster on Selebes Gorontalo Radio Station. He explained code mixing often occurs on broadcasting either consciously or unconsciously since the program is designed to be interesting.

Moreover, he chose Selebes Gorontalo Radio Station because it is the longest commercial broadcasting radio in Gorontalo, also the broadcasters in this radio station have variation background of education and experience in international events, therefore they capable to use code mixing well. In addition, he analyzed the types and the reason of using the code mixing itself.

Lastly, the researcher got other research Purnamasari (2013) that have a similar field with this study. However, the object is Balinese Youth Community. She wrote a research about *A Study on Code Mixing between English, Balinese and Other Languages of the Balinese Youth Community*.

In her research, she explained that the Balinese youth community is the period of language acquisition then tries to learn more than one language ever they listen before. She was interested in analyzing the research because she is a part of Balinese youth community, so she should be preserves the Balinese culture. In this case, she took two research questions those are; how are the forms of code mixing and what are the Balinese youth perception about the code mixing itself.

As what is explained, there are three different previous studies are chosen those are Gandura's (2013) which entitled '*An Analysis of Indonesian-English Code Mixing on Economic and Education Column of The Gorontalo Post Newspaper*', which heanalyzed the use of code mixing and its types in the written style, that is from newspaper Gorontalo Post. Meanwhile, Talalu's (2012) which its title is '*The Occurrence of Code Mixing in Formula Indonesia Program of Selebes Gorontalo Radio Station*'. He analyzed the code mixing types and the reason of using the code mixing by the broadcaster on Selebes Radio.

The last is Purnamasari's (2013) under the title of '*A Study on Code Mixing between English, Balinese and Other Languages of the Balinese Youth Community*'. She analyzed the form of code mixing and using the Balinese youth perception towards the code mixing.

These previous studies are chosen because this study needs to show the reader about the code mixing's research in different object. Also, to add a different object in code mixing analysis, therefore the researcher selects a code mixing analysis that used by vlogger on YouTube.

The main differences from the previous three researchers are this research is going to analyze the general Code-mixing types using Suwito's (1985) and Muysken's (2000) theories.

Furthermore, the data have been taken on audio-visual way from Keke Samantha's vlog on YouTube. The researcher is interesting in analyzing her Vlog because she was using more than one language at the same time while speaking, that is Manado Malay-English or what people called as code-mixing. In the same way, the researcher has seen the types of Code-mixing that occurs in Keke Samantha's Vlog.

Research Question

Based on the problem above, the researcher analyzed the types of the code-mixing that Keke Samantha used in the video on YouTube. Therefore, the research question is formulated: what are the types of code-mixing used by Keke Samantha in her Vlogs?

Delimitation of the Study

This research discusses about the types of Code-mixing used by Keke Samantha in her Vlog on YouTube. This study focused on the use of general types of Code-mixing theory from Suwito (1985) for the insertion type. The researcher limited the research on three videos on YouTube, which the most viewed there are:

1. BULE BELAJAR LOGAT MANADO – BAHASA DAERAH TOLOUR KAKAS (uploaded on 23th July 2018) .
2. Reaksi Keke Bule Bersaudara ketika rahasia dibongkar (uploaded on 19th October 2018).
3. Sikat gigi || selesai makan siang (uploaded on 30th January 2019).

Objective of the study

Regarding to the research question, the purpose and main goal of this study is to describe the types of code-mixing used by Keke Samantha in her Vlog based on Muysken (2000) theory.

Significances of the Study

This research is expected to enrich more theory of Linguistics, particularly in code-mixing field. In the same way, the significances of the research are supposed to provide benefits in theory and in practice. Theoretically, this research can be used as an additional source for bilingualism study, especially in code mixing discussion. Practically, this research is expected to be significant as additional reference in conducting related research for the student. Furthermore for teacher, this research can use as an additional source of code mixing study. Moreover, the readers are able to know what code mixing is, also the social functions of code mixing itself