

## CHAPTER I

### INTRODUCTION

#### A.1 Background of the Research

Language and communication are two interconnected aspects that are important in human life. As a communication system, humans use language to express messages, ideas, and information to others. Language is used as a tool to facilitate meaningful communication between individuals. In other words, communication is the primary role of language use (Yuwartatik). Nowadays, there is a tendency for people to communicate using more than one language simultaneously. Especially in Indonesia, individuals occasionally communicate using many languages. These languages include Javanese, Sundanese, and other regional languages, as well as English, an international language. English, originally foreign to Indonesians, has now become a common language the community uses, and we often encounter it in public places. Over the years, language has changed and developed, becoming broader in its use. This change is manifested in the phenomenon where a community or group of people engage in a conversation or communication interaction; they tend to incorporate elements from one language into another, which is called code-mixing.

Language mixing or code-mixing is becoming increasingly common among Indonesians, especially young people. Code-mixing is the Language in which individuals use two or more languages in a single utterance or communication. It is frequent in bilingual and multilingual societies where people use two or more languages in their conversations, fully or partially based on their needs (SULIKAH, 2012). In sociolinguistics, this is referred to as bilingualism or multilingualism. Bilinguals are individuals who can speak in two languages, while multilinguals are individuals who can speak over two languages (SUKRISNA, 2019). Young people

today often use multiple languages and dialects, combining elements of languages such as local languages and Indonesian in daily conversations. This phenomenon is limited to combining elements of regional and Indonesian languages and involves international languages such as English. English is important in this era, especially in work, learning, social interaction, and other aspects. Therefore, young people's use of two or more languages is becoming an increasingly global phenomenon. Consequently, English's influence impacts every industry and encourages people to use it in various daily situations, directly or indirectly.

This research explores the language styles commonly used by people in South Jakarta in their daily communication. The term "Jaksel Language style" is used as an example of code-mixing because it combines elements of Indonesian and English. Their communication can occur through various verbal and non-verbal means, including on social media. According to Damanhuri and Hamdani, language style is a variation or form of language used for the same purpose in a particular situation. This shows how a person uses language depending on the context and topic of conversation. Language style in conversation aims to convey relevant social messages. Therefore, applying language style in social interaction helps to facilitate understanding between the speaker and the listener without touching on unrelated personal matters.

It is interesting to study the language style used in the South Jakarta area because this language is highly popular and widely used among Indonesians, especially the younger generation. Each individual has their reasons for using this language. Some people do it to facilitate communication, especially when words in a foreign language are more appropriate to convey certain ideas or concepts. In addition, the reason for using code-mixing is to express multiple cultural identities or to show the level of education or social status. In the era of globalization and digital communication, code-mixing can also follow popular trends and influences from social media, where using phrases or words in foreign languages can give a more modern or prestigious

impression. They want their peers to acknowledge that they can speak English and are up to date on language trends to avoid being viewed as outdated.

However, with the development of English as a global language, code-mixing creates cross-cultural communication connections that allow people to understand each other and interact more effectively. This phenomenon also reflects the adaptability of language in responding to social dynamics, technology, and changing trends. Thus, code-mixing is not only a linguistic aspect but also a manifestation of the complexity of human interaction in the face of global challenges and technological advances. According to Hoffman, several things encourage bilinguals and multilingual to combine language elements from one language into another; this involves conversing about a particular issue, taking quotes from other individuals, expressing opinions with certainty, expressing group identity, and incorporating connectors between sentences.

One example of this code-mixing phenomenon can be found on social media platforms such as TikTok. TikTok is a mobile app and social media tool that enables individuals to compose and post short videos, generally between 15 seconds and one minute in length. It was developed by a China-based company called ByteDance and was officially released in September 2016. TikTok has gained immense popularity around the world, especially among young people. As a highly popular social media platform, TikTok serves as a source of entertainment for its users and an educational channel. According to Sunggiale Vina Mahardika and friends was said that:

“One of the application download pages, the Play Store, shows that the TikTok application has been downloaded to more than 100 million with an average rating of 4.4 from the highest rating of 5. According to the Sensor Tower mobile application market research report 2020, downloads increased by 21.4% from the previous year. Indonesia became the largest country for TikTok application installers after America in this period (2020) out of 21.4%. Indonesia contributed 8.5% and America 9.7%. Currently, Indonesia ranks as the fourth largest user of the TikTok application. This is

according to an official statement from the company delivered by Julia Chan, Mobile Insights Analyst. The high number of TikTok users in Indonesia is certainly influenced by certain factors that are the main attraction.”

Chriswardana and Lina also said that The Tiktok app is a popular social media platform among millennials, Generation Y, and Generation Z. (Rakhmayanti, 2020) also added that Tiktok users in Indonesia are mostly from generations Y and Z, aged 14 to 24. Therefore, it can be concluded that the TikTok application is quite popular among young people, even if it is just for creativity, sharing knowledge, expressing opinions, or sharing details about a topic. This is done by posting videos and songs on this platform; messages can be conveyed easily and inspire the audience; some are even interested in imitating or spreading the content. In this context, the occurrence of code-mixing, especially in TikTok videos, is an interesting aspect that needs to be explored.

This code-mixing phenomenon appears in one of the content creators from Indonesia, namely Oza Rangkuti, the owner of the Tiktok Podcast Kesel Aje account. In his videos, he often mixes the language he uses between Indonesian and English. In his Tiktok videos, he also often uses the South Jakarta language style, which has gotten much attention from Tiktok application users, especially young people, as evidenced by his Tiktok account, which has managed to get 1.6 million followers. The researcher is very interested in making Podcast Kesel Aje the subject of this thesis research because Podcast Kesel Aje creates an interesting dynamic in the use of code-mixing, especially in the context of the South Jakarta language. Oza Rangkuti, as a content creator, Oza only uses code mixing as a creative element and combines it with the unique way of speaking in South Jakarta, which is called the Jaksel style. Furthermore, this research will explore how code-mixing, particularly in the style of the South Jakarta language, is employed as a method of communication and expression in TikTok video Podcasts Kesel Aje. By involving popular content creators who have succeeded on social media platforms like TikTok, this study is anticipated to offer a

comprehensive comprehension of the influence and significance of code mixing within the realm of social media, as well as its implications for communication and language identity among Indonesian youth.

Throughout this research, the author explores the many types of code mixing, their purposes, and how code-mixing is used and created in South Jakarta's language in ordinary conversational situations. Data and research information are sourced from the TikTok account @podcastkeselaje. The principal objective of this study is to describe the forms of code mixing employed in talks in TikTok videos Podcast Kesel Aje, identify the underlying functions, and Demonstrate how code-mixing is used and produced throughout the video conversations. Despite some similarities with previous research, this study seeks to differentiate itself by applying Muskyen's theory to classify types of code mixing, then using Hoffman's theory to explain the functions of code-mixing, and using Dell Hymes' model of Speaking theory to describe how code-mixing is used and produced in conversations in TikTok video Podcast Kesel Aje.

Therefore, with the existence of this research, the researcher hopes that the use of code-mixing is not only seen as a sign of social status but also serves as a source of inspiration for the viewers of the TikTok Podcast Kesel Aje video to understand better various types, functions, and uses of code mixing in daily conversations. The rapid development of the English language in the digital era makes understanding the use of code mixing increasingly important to demonstrate language proficiency in adapting to the changes of the times. Thus, this research is expected to provide a broader insight into how the use of English code-mixing on digital platforms like TikTok reflects the development of language and social interactions. With this understanding, it is hoped that the audience can apply it effectively in daily conversations, keeping up with the evolving English language alongside technological advancements and digitalization.

After considering the description above, the researcher conducted a study to determine the type of code-mixing and its function and to describe how code-mixing

is utilized and created in discussions from Indonesian to English in TikTok Podcast Kesel Aje videos. The researcher was inspired to do a study titled "An Analysis of Indonesian-English Code Mixing on Podcast Kesel Aje's Tiktok Videos: A Sociolinguistic Approach."

### **A.2 Problem of the Research**

According to the background study mentioned above, the researcher identified the issues, such as:

1. What types of code mixing are used in Podcast Kesel Aje's Tiktok videos?
2. What are the functions of code mixing used in Podcast Kesel Aje's Tiktok videos?
3. How is code-mixing used and produced in the conversation in Podcast Kesel Aje's Tiktok videos?

### **A.3 Objective of the Research**

According to the research problems, the objectives of this research are based on the following:

1. To identify the types of code mixing used in Podcast Kesel Aje's Tiktok videos.
2. To describe the function of code mixing used in Podcast Kesel Aje's Tiktok videos.
3. To describe how code mixing is used and produced in the conversation in Podcast Kesel Aje's Tiktok videos.

#### **A.4 Significance of the Research**

The importance of this study can be categorized into two main areas: theoretical and practical. The anticipated advantages of this study, both theoretically and practically, include:

1. Theoretical

Regarding the theoretical aspect, based on the stated research objectives, the researcher aims to make a significant contribution to those interested in exploring sociolinguistic aspects, particularly concerning the use of code-mixing in social media settings.

2. Practical

The outcomes of this research are expected to benefit readers, students, and writers alike, as they contribute to enhancing understanding in sociolinguistics, particularly in the application of code-mixing within social media contexts.

#### **A.5 Limitation of the Research**

In this research, the researcher analyzes the TikTok video of the Podcast Kesel Aje. This analysis focuses on the types and functions of code-mixing and how code-mixing is used and produced in TikTok videos. This analysis is a sociolinguistic approach. The researcher took data from the Podcast Kesel Aje's TikTok video. The TikTok Podcast Kesel Aje video was chosen to be analyzed because it highlights social class differences seen from code-mixing use in society, especially among young people. This video is very suitable as the material for analysis by the researcher. The researcher also wants to explore and examine the types of code mixing, the functions of using code mixing, and how code-mixing is used and produced in conversations in the Podcast Kesel Aje's Tiktok videos. The researcher hopes this research can be used by other readers or as

new knowledge and research references for other researchers. In addition, the audience can implement these aspects in daily conversations.

## **A.6 Definition of the Keys Terms**

### **A.6.1 Sociolinguistics**

Sociolinguistics is a linguistic field that investigates how language interacts with society and how social factors influence language evolution, variation, and usage. The field studies how social, cultural, political, and economic issues influence language use in many communication contexts. Language variety, diglossia, multilingualism, code-switching, code-mixing, and other variables that affect language use in social interaction are also studied by sociolinguistics. In addition, Penelope Eckert and Sally McConnell-Ginet defined sociolinguistics as the examination of language's role in establishing and preserving social and cultural identities. They stress the significance of comprehending how individuals use language to demonstrate their membership in particular groups and the function language plays in forming and validating social identities.

### **A.6.2 Code Mixing**

Code mixing is a language phenomenon where speakers switch between two or more languages spontaneously within one conversation or speech. It occurs when speakers incorporate words, phrases, or sentences from different languages into their speech without following the consistent grammatical rules of either of those languages. Code mixing frequently occurs during multilingual communication or in a multilingual environment. This phenomenon can indicate social identity, group solidarity, or the influence of a particular social context in conversation. Muysken (2000) defines code-mixing as utilizing multiple languages within a single statement or speech. He defines code-mixing

as combining linguistic aspects from two or more languages in a communication.

### **A.6.3 Podcast Kesel Aje**

Podcast Kesel Aje is one of the tiktok accounts. This account is owned by Oza Rangkuti. The Kesel Aje podcast has become popular among young people since the trending "*Bahasa Jaksel*" content, which is the common usage of South Jakarta millennials and Gen Z by mixing Indonesian and English. In this context, Oza Rangkuti presents his unique and humorous take on this cultural phenomenon and his responses to popular social and political issues. With a relaxed and humorous style, Oza packages her content so that it is easily digestible by the audience, contributing to her popularity on the TikTok platform. As a result, the account experienced a significant increase in followers, with the number of TikTok followers reaching 1.6 million and a total of 366 published videos, as well as recording a total of 77.6 million likes for uploaded videos. The success of the Kesel Aje Podcast demonstrates the huge appeal of entertaining content that responds to current issues creatively and entertainingly.

### **A.7 Organization of The Research Report**

The research is structured into five chapters, which will be briefly described as follows:

Chapter I: Introduction, which consists of the background of the research, problems of the research, objective of the research, significance of the research, limitations of the research, and organization of the research report.

Chapter II: Review of Related Literature, which consists of the Theoretical Framework, Sociolinguistics, Bilingualism, Multilingualism, Code Mixing, Type

of Code Mixing, Function of Code Mixing, How Code Mixing is Used and Produced on Video, and About TikTok Podcast Kesel Aje.

Chapter III: Research methodology consists of Research Design, Data and Source Data, data collection Methods, Data analysis methods, and Data analysis techniques.

Chapter IV: Data Analysis, which consists of findings and discussion.

Chapter V: Conclusion and Suggestion of the Research.

