

CHAPTER II

REVIEW OF RELATED LITERATURE

B. 1 Review of Related Studies

In this research, the author aims to identify existing theoretical frameworks, understand code-mixing, and identify relevant analysis methods. In detailing the findings of previous studies, this research not only focuses on the analysis of primary data but also strengthens its theoretical basis.

The first of the researchers was (Kurniati, 2014), a Syarif Hidayatullah State Islamic University Jakarta student. Her thesis was titled “A Sociolinguistic Analysis of Code Mixing in the Nine Summer Ten Autumns Novel by Iwan Setiawan.” Indira identified various types of code-mixing and interference that appear in conversations in the novel. To investigate the phenomenon, she used a descriptive qualitative method that allowed her to analyze and classify the code-mixing and interference. In her analysis, Indira examined about twenty dialogs that used code-mixing. Out of the data, she found nineteen were examples of outer code-mixing. One of them was an inner code-mixing, and no interference was found in the dialogs in the novel.

The second researcher in this study is (Nurfitriani, 2021), who described various types of code-mixing and code-switching in The Millennial Power Channel podcast in her thesis entitled, "An Analysis on Code Mixing and Code Switching on the Podcast of the Millennial Power Channel." Nurfitriani utilized the theory described by Miles and Huberman to reduce data, present data, and conclude. In the results of her analysis, three types of code mix were identified, namely 31 data insertions, 8 data alternations, and one congruent lexicalization. In addition, there were three kinds of code-switching, namely tag switching (5 data), intra-sentential code-switching (43 data), and inter-sentential code-switching (22 data).

The third researcher, Zul Astri (2020), conducted a study titled “The Sociolinguistics Study on The Use of Code Mixing In Gita Savitri Devi’s YouTube Channel Video,” In this dissertation, the researcher examined the instances of code mixing observed in Gita Savitri's YouTube channel. This research aimed to identify the different types of code-mixing present in Gita Savitri Devi's YouTube videos. This study employed a descriptive qualitative approach, with the author as the primary instrument. The focus was on analyzing the various types of code mixing proposed by Hoffman through content analysis. Additionally, Sudijono's formula was used to calculate the results of these types. The study revealed a total of fifty-two instances of code-mixing. The most common type identified was intra-sentential code-mixing while code-mixing involving changes in pronunciation was found to be the least common.

The fourth researcher mentioned is (Widyawati, 2021). In her paper entitled " An Analysis of Code Mixing On Boy William’s Video YouTube Channel," the author delves into the phenomenon of Code Mixing. This study aims to identify 1) The types and levels of code-mixing, 2) How these types and levels manifest, and 3) The rationale behind utilizing different types and levels of code-mixing. The methodology employed in this thesis was descriptive qualitative analysis. The data were collected from Boy William’s YouTube channel videos. This study revealed code-mixing, including bilingualism, solidarity among speakers, and linguistic prestige. Furthermore, it uncovered the motivations behind using various types and levels of code-mixing, often attributed to specific intentions. This research aimed to provide an overview of code-mixing to its readers.

The last researcher mentioned is (SUKRISNA, 2019), who carried out an investigation titled "An Analysis of Using Code Mixing on Atta Halilintar's Video YouTube Channel." In his study, Agung Sukrisna explored the varieties and degrees of code-mixing present on Atta Halilintar's YouTube channel. To analyze the data, he utilized Hoffman's theory to categorize the various types of code-mixing. Additionally, Suwito's theory was employed to assess the level of code-mixing evident in the videos

posted on Atta Halilintar's YouTube channel. The findings of his analysis uncovered a total of thirty-four distinct types and levels of code-mixing. In terms of the types of code mix, intra-sentential code mixing was identified as the most prevalent, while code mixing involving changes in pronunciation was less common. Word repetition and idiom levels were among the less frequent levels of code-mixing, whereas word levels were observed more frequently.

All five studies revolve around code-mixing types, discussing interference and code-mixing levels. These investigations delve into various theoretical frameworks. While the author's research shares similarities with these studies, there are distinct differences. The initial researcher concentrates on identifying code-mixing types and interference, employing Suwito's theory. The second researcher delves into code mixing and switching, guided by Musyken's theory. The third researcher focuses on Hoffman's code-mixing types, utilizing content analysis and Sudijono's formula for calculation. The fourth researcher scrutinizes word types, code-mixing levels, their realization, and the rationale behind their usage. Lastly, the final researcher investigates code-mixing kinds and levels, employing Hoffman and Suwito's theories.

Meanwhile, the main goal of this study is to understand how code-mixing works in TikTok videos. This includes figuring out the different types of code mixing, why people use it, and how it happens in conversations. Although similar to previous studies, this research stands out by using Muskyen's theory to categorize code mixing types, explaining their purposes using Hoffman's theory, and detailing their use with Hymes's theory. Additionally, this study wants to raise awareness about code mixing, showing that it is more than just a status symbol and can be a useful tool for everyday communication, as seen in the Podcast Kesel Aje's TikTok videos.

B. 2 Theoretical Framework

In this study, the researcher applied a sociolinguistic approach to analyze the topic. Sociolinguistics provides in-depth insights into language variations and patterns in

social environments. This approach allows researchers to understand how language is used, changes, and adapts in certain social contexts, including in the phenomenon of code-mixing on the TikTok platform, specifically in the video "Podcast Kesel Aje."

Furthermore, this study covers various aspects, including the classification of code-mixing types, the purposes behind code-mixing, and the mechanics of its use in the TikTok video "Podcast Kesel Aje." The researcher utilized Musyken's theory to categorize the types of code mixing. Meanwhile, to understand the functions of code-mixing, Hoffman's theory was employed. The description of how code mixing unfolds in the TikTok video "Podcast Kesel Aje" is elucidated through Hymes's Speaking Model theory.

The purpose of the concept is to make it easier to provide in-depth information about the concept to the reader. The written explanation can increase the reader's knowledge about several things that will be analyzed in this paper.

B. 2. a Sociolinguistics

Language serves as essential in human life because it allows us to convey our feelings, ideas, thoughts, and perspectives, as well as develop and maintain social relationships. Humans employ a multitude of communicative modalities, such as listening, speaking, reading, and writing, to interact with one another. The intricate bond between humans and language underscores the field of sociolinguistics, which is a specialized domain within linguistics dedicated to investigating the intricate interplay between individuals and language.

Sociolinguistics is a field of linguistics that studies how language interacts with social factors such as culture, social status, social groups, and language change in society. This field helps us understand how language is used in social interaction and how language reflects and shapes social structures in society. According to Fishman, sociolinguistics has numerous features, including those

of language variations, functions, and speakers. These three traits are constantly influencing, changing, and affecting one another, both within and outside of the speaking community.

Sociolinguistics, a branch of linguistics, examines the complex interplay between language and society, exploring how language is used within social structures (Spolsky, 1982). Holmes similarly emphasized that sociolinguistics investigates the relationship between society and language, focusing on understanding how language serves social functions and conveys social meaning. Researchers in this field are interested in explaining the variations in speech observed across different social contexts.

Based on the definition of sociolinguistics provided by experts, It can be concluded, sociolinguistics explores the connection between language and a range of elements, encompassing society, linguistic diversity, functionality, and language practitioners. Through sociolinguistic analysis, researchers gain insight into how language reflects and shapes social interaction, identity, and power structures in different societal contexts. By examining language variation, language attitudes, and patterns of language use, sociolinguistics provides a comprehensive understanding of how language functions as a diverse social phenomenon, which affects and is affected by the socio-cultural environment in which it is used.

B. 2. b Bilingualism

Bilingualism is a complex and dynamic phenomenon that has been the subject of extensive research across various disciplines. It refers to a person's capability to communicate and understand more than one language fluently. In a globalized world, bilingualism is becoming increasingly common and significant, impacting many aspects of an individual's life, including cognitive ability, cultural identity, and social interaction.

According to Bloomfield (1933), Speaking two languages fluently is known as bilingualism. This perspective highlights the ability to master two languages. Meanwhile, according to Grosjean (2010), a bilingual person can communicate and use two or more languages in a range of real-world situations. This definition emphasizes the broader aspect of bilingualism, which includes social contexts and everyday language use. In addition, according to Cook (2016), Bilingualism refers to the ability to speak fluently in two or more languages while also knowing the cultures in which those languages are spoken.

This phenomenon suggests that bilingualism is able to be defined as the ability to converse in many languages. Bilingualism arises because of several influencing factors, including the social environment, communication needs, and cultural influences. The skill of speaking multiple languages fluently provides individuals with many benefits, such as a more flexible thinking ability and a deeper understanding of the cultures associated with those languages.

B. 2. c Multilingualism

Multilingualism refers to a person's or community's ability to use or understand multiple languages. It includes proficiency in speaking, reading, writing, and understanding multiple languages. An individual is considered multilingual if they can communicate and understand multiple languages. At the same time, a community or society can be said to be multilingual if all its members widely use and understand several languages in their daily lives. According to Li Wei, from a sociolinguistic perspective, social factors such as identity, cultural diversity, and language policy have a significant influence on the dynamics of multilingualism in society. Nancy Hornberger also said that multilingualism reflects the sociolinguistic reality of a multicultural society, where different languages are used together in various communication contexts.

Thus, multilingualism reflects not only individual linguistic resources but also cultural diversity and comprehensive social interactions in a multicultural society.

B. 2. d Code Mixing

Code mixing is a linguistic phenomenon in which more than one language or code is used in the same speech or discussion (Muysken, 2000). In code-mixing, speakers switch between different languages or codes, often consciously, to achieve more effective communication or to reflect their social or cultural identity. Other than that, this linguistic practice is common in the digital world, such as the TikTok platform, where users combine linguistic elements from different languages to create unique and expressive communication styles. Comprehending code-mixing in a sociolinguistic context allows researchers to identify difficulties in language use, providing valuable insights into the detailed interactive interplay between language choice and social identity in the digital age.

Experts define code mixing in a variety of ways. According to Suwito, code-mixing is the usage of a variety of languages by combining components of one language with those of another in a single utterance. It represents a bilingual's ability to move fluently between languages, creating a situation where speech or writing can consist of a mixture of different language elements. Meanwhile, according to Coulmas, Code-mixing is a popular communication approach in bilingual cultures where people can speak both languages. As a result, they choose the most effective code or language to express the meaning they want to convey. At the same time, Wulandari said that code-mixing describes a way of using a combination of linguistic codes in conversation or writing, in which speakers or writers include components from multiple languages into discourse.

According to the numerous definitions of code-mixing offered by experts mentioned above, it is possible to state that code-mixing is the capability of persons to insert elements of other languages while conversing, even if the context remains the same. On the other hand, a person's decision to engage in code-mixing is determined by several elements, including the educational process, social background, society, economic standing, and environment.

B. 2. e Type of Code Mixing

In this analysis, the author used two hypotheses to examine code-mixing from the object of study. This technique employs Muysken's theory to define several types of code-mixing, while Hoffman's theory defines the many functions of code-mixing.

Musyken (2000) states three types of code mixing, which are:

1. Insertion

Insertion is the process of shifting lexical elements from a single language to another. The lexical elements of a language are words (nouns, adjectives, prepositions) or phrases.

2. Alternation

Alternation is used when the structures of the two languages within the clause remain relatively separate. The alternation occurred within a single sentence.

3. Congruent Lexicalization

Congruent Lexicalization occurs when the two languages have the same grammatical structure, which can be lexically filled with elements from either language.

B. 2. f Function of Code Mixing

Meanwhile, according to Hoffman, people combine languages for a variety of reasons:

1. Talking about a particular topic

This function involves using code-mixing when one is involved in a discussion or conversation that focuses on a particular topic. Incorporating multiple languages is a tool to express thoughts and ideas more effectively in the context of the discussed topic so that the interlocutor can better understand them.

2. Being emphatic about something

Code-mixing conveys emphasis or strong emotions about a particular point or idea. Using a second language further enhances the speaker's expressiveness, emphasizing the importance of the message being conveyed.

3. Interjection (inserting sentence fillers or sentence connectors)

In this function, code-mixing occurs when someone inserts sentence fillers or connectives into their speech. These interjections, often in different languages, connect ideas or thoughts smoothly, contributing to the conversation's fluidity.

4. Repetition used for clarification

Code mixing is used for repetition, especially when clarification is needed. Repeating certain phrases or concepts in different languages helps to ensure that the interlocutor clearly understands the intended message.

5. Expressing group identity

Individuals use code-mixing to express a sense of belonging or affiliation with a particular group. This function emphasizes a

community's cultural or social identity, fostering a sense of relatedness and solidarity.

6. Intention of clarifying the speech content for the interlocutor

Code mixing is used to provide clarity to the listener. When a speaker feels the need to improve understanding, they may incorporate elements of another language to ensure their message is conveyed more clearly to their interlocutors.

7. Quoting somebody else

Code mixing serves to quote or reference the words of others. This can involve incorporating direct quotes, expressions, or phrases from another language to accurately relate and convey a third party's statement.

B. 2. g How Code Mixing Used and Produce on Video

In this study, the authors describe how code-mixing is used and produced in the TikTok video podcast Kesel age, such as describing the characters in the conversation, the situation during the conversation, the character's relationships, and the video's overall background. This analysis aims to provide a more comprehensive understanding of the function and impact of code mixing in creating a unique and interesting narrative in the video TikTok Podcast Kesel Aje.

By describing how code-mixing is used and produced in the video TikTok Podcast, Kesel Aje can understand the context of the conversation in which the code-mixing occurs. In addition, it can be easier to analyze its function in conversation, such as identifying whether code-mixing is used to express cultural identity, being emphatic about something, the intention of clarifying the speech content for interlocutors, etc. Then, understanding code mixing in a conversational context provides a deeper insight into how language is used in

everyday situations. It helps to not only master vocabulary and grammar but also understand the nuances and context of language use in everyday life.

Hoffman stated that in communication using a language, an individual needs more than just the ability to use language by grammatical rules. The use of language must be adapted to the context, including various elements that become the scope and influence the use of language itself. This contextual understanding includes various aspects, such as cultural background, social norms, and environmental conditions that shape and influence communication. Therefore, as stated by Hymes, success in communication involves linguistic accuracy and a careful understanding of the situational and cultural aspects that significantly affect language use. In addition, there are several aspects of how code-mixing is used and produced in the video tiktok Podcast Kesel Aje, according to Hymes:

1. Setting and Scene

Setting refers to the physical, social, and psychological context in which a communicative event occurs. It includes the surrounding environment, location, and environmental factors that affect communication. Meanwhile, according to Hymes, a scene can be understood as a situation's psychological setting or cultural definition.

2. Participants

Participants refer to individuals involved in communication events. This includes the roles, identities, and relationships of those involved in the communication. Participants contribute to shaping the nature and direction of the interaction.

3. Ends

Ends include the intentions behind communicative acts, ranging from conveying information to achieving specific social, emotional, or practical goals.

4. Act Sequence

The act sequence explores how different actions unfold over time, creating a narrative or pattern in the communication event. This helps to understand the development of the interaction.

5. Key

The key indicates the overall atmosphere, including elements of humor, seriousness, formality, informality, etc. It contributes to the overall style and emotional impact of the communication.

6. Instrumentalities

Instrumentalities include verbal and non-verbal cues, such as language choices, gestures, visuals, or any medium used to convey a message. It highlights the various means of expression.

7. Norms

Norms influence language choices, behavior, and expectations within a particular community or context. They provide a foundation for what is considered appropriate or acceptable in communication.

8. Genre

Genre refers to understanding the types of genres that are appropriate for a particular situation. This includes understanding common genres such as everyday conversation, speech, discussion, etc.

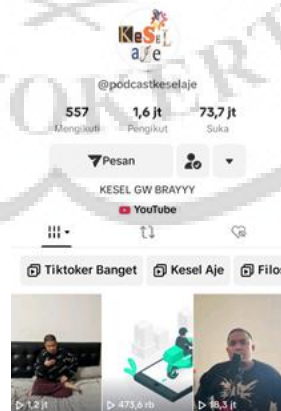
B. 2. h About Tiktok Podcast Kesel Aje

In the modern digital communication era, code-mixing occurs in real life and in electronic media and social media platforms such as TikTok. TikTok has emerged as a new buzz in the world of social media by presenting creative and interactive short video content. As a music video social media platform app developed by ByteDance in China, TikTok was officially launched in September 2016 and has gained global popularity, especially among young people.

With its creative features, TikTok allows users to combine elements such as music, dance, comedy, and current trends into short videos. Thus, TikTok creates an environment where every user can uniquely express their ideas and creativity. Not only as a means of entertainment, TikTok also has a wide range of other roles. It is used to express oneself, promote products, and even as a platform for learning and sharing information. Thus, TikTok is not just social media but also a creative platform that supports various purposes and interactions amid an ever-evolving digital era.

This code-mixing phenomenon appears in one of the content creators from Indonesia, namely Oza Rangkuti, the owner of the TikTok account Podcast Kesel Aje. Podcast Kesel Aje is an active account that creates video content on the TikTok platform. This account began to steal people's attention because it often shared content that highlighted the phenomenon of using the South Jakarta language, which managed to get much attention from Tiktok application users, especially young people, as evidenced by its Tiktok account, which managed to get 1.6 million followers. This shows that the language style and content can attract interest and build a large community on the platform.

Here is an image from the TikTok account of the Kesel podcast:



Picture 1 -. Podcast Kesel Aje's Tiktok Account

Figure 1 shows that the Kesel Aje Podcast TikTok account has 1.6 million followers, and that number continues to increase. In addition, this account also gets a positive response from other users, with the number of likes from its video posts reaching more than 73 million likes. These numbers reflect the high popularity and support from the TikTok user community for the content produced by Podcast Kesel Aje. The success in gaining a significant number of followers and likes indicates that the account has a strong appeal among the platform's users.

