

CHAPTER I

INTRODUCTION

Chapter I presents the introduction. It covers the background of the study, the research questions, the definition of the key terms, the objectives of the study, the significances of the study, and the organization of the thesis.

A. Background of the Study

According to Chaer (2014), A term sociolinguistics is a derivational word. Two words that form it are sociology and linguistics. Sociology refers to a science of society; and linguistics refers to a science of language. A study of language from the perspective of society may be thought as linguistics plus sociology. Some investigators have found it to introduce a distinction between sociolinguistics and sociology of language. Some others regard sociolinguistics is often referred as the sociology of language.

According to Chaer (2003: 33), States that language has properties or characteristics in These include: language is a system, language is a symbol, language is in the form of sound, language is arbitrary, language is meaningful, language is conventional, language is unique, language is universal, language is productive, language is varied, language is dynamic, language functions as a tool of social interaction and language is the identity of the speaker.

Language is one of the characters which is unique and human to differentiate between human being and other creatures. Language is a means of communication between community members in the form of sound symbols

produced by human speech. The definition of language includes two areas. First, the sound produced by the speech apparatus and the meaning or meaning implied in the word the sound stream itself. The sound is a vibration that stimulates the auditory apparatus. Second, meaning or meaning, namely the content contained in the sound flow that causes a reaction to what we hear. Henceforth, current the sound is called the flow of speech (Ritonga 2012: 1).

Indonesian society includes bilingual society (mastering two or more languages well) and even multilingual (capable of mastering more than two language), namely Indonesian, regional languages and even foreign languages (English, Mandarin, Arabic, and others). According to Rahardi (2010: 6) in Setyaningrum (2019: 1), bilingualism is the mastery of two languages, namely the first and second languages. This shows that there is a mixture of languages. If people are able to master both languages at once it can affect their daily life in communicating. This can be seen from how Indonesian people speak in everyday life.

Code mixing is if in a speech event the clauses and phrases used consist of mixed clauses and phrases and each clause or phrase no longer supports its own function (Thelander in Chaer and Agustina, 2014: 115). The extralinguistic factor of code mixing is caused from outside the language, namely from the goal speaker, influenced by education level, situation in conversation, opponent of speech, the nature of the speaker, and social status. Meanwhile the intralinguistic factors are caused by the language itself. Code mixing can be found in the community and in

everyday life, for example, lectures, speeches, sermons, podcast and others. Similar to this research, code mixing can occur in podcast activities.

Podcasts are audio recordings that can be listened to by the general public via the internet. In contrast to radio, which must be performed and broadcast live on a certain frequency. However, podcasts can be implemented at any time and can be listened to through various existing electronic media. Content creators and influencers who create radio broadcast based content or often referred to as podcasts.

The daughter of the conglomerate Chairul Tanjung, Putri Indah Sari Tanjung has long been known as a young entrepreneur. She is the CEO and Founder of Creativepreneur Event Creator, CBO of KREAVI and CXO of CT Corp. Now Putri is getting more involved in the creative business. Become a CBO at Kreavi, a community of Indonesian creative workers and President Jokowi's Millennial Special Staff. Putri has also consistently made Creativepreneur Corner since 2017. When the event was first created, only 250 people bought tickets from 1,500 capacities. However now, the Creativepreneur Corner event has become increasingly popular and has visited 10-15 cities, and was attended by more than 70 thousand young people.

Code mixing is often encountered in informal events. Where informal events tend to use Indonesian which is not in accordance with Indonesian grammar rules and often uses more than one language. This can be seen in *Ngobrol Sore Semaunya* Podcast with Maudy Ayunda. Ayunda Faza Maudya or more familiarly called Maudy Ayunda is a talented Indonesian actress and singer who was born in

Jakarta on December 19, 1994. Maudy Ayunda is not only successful in the entertainment world, but also excels in the world of education. Since childhood, Maudy Ayunda was known as a very intelligent child, although quiet. This was proven when he was three years old and was also known to be very diligent in reading books. No wonder Maudy Ayunda can learn and enter school faster than children her age. Maudy Ayunda could be like that, of course, thanks to her parents who always taught her how to think critically about various things. Maudy Ayunda's parents also always teach them to socialize and participate in their environment.

Maudy Ayunda revealed in an interview, “I have always been I really like to learn, I don't want to miss learning, I like to learn, I want to grow, want to open their horizons and think critically.” Therefore with content like this Maudy Ayunda shared her experience regarding studying at Stanford in the United States, starting from the learning process to other fun through vlogs. In that content Maudy said that studying and exams are one of the most important things she likes and from this content she wants to invite more young people (who has indeed become the company's target market) interested in watching, subscribe and interested in learning to follow in the footsteps of Maudy Ayunda. The more watching it will be an indicator of satisfaction with the production of quality content owned by the Narrative and if it continues to be maintained the company's mission from the beginning built will be achieved.

Based on the statements above, the writer would like to propose the thesis entitled “Code Mixing Analysis on Maudy Ayunda’s Utterances in *Ngobrol Sore Semaunya* Podcast.”

B. Research Questions

The questions for this research are specified as follows:

1. What are the forms of the code-mixing found in Maudy Ayunda’s utterances at Putri Tanjung’s *Ngobrol Sore Semaunya* Podcast?
2. What are the factors that cause the code-mixing found in Maudy Ayunda’s utterances at Putri Tanjung’s *Ngobrol Sore Semaunya* Podcast?

C. Definition of the Key Terms

To avoid misunderstanding, the key terms in this research are explained below:

1. Code Mixing

Chare (2010: 115) says that code mixing is an events of speech, clauses and phrases that consist of clauses and phrases mixture (hybrid clauses, phrases hybrid), and each clause or phrase is not supported its own function. Fasold (1984) states that if someone uses a word or phrase from one language and someone has been made code mixing. Code mixing is the combination of different language variations in one sentence or clause (Suwito in Hartini, 2010). He states that code-mixing is the change of one language to another within the same utterance or in oral or written text. Code mixing in written form can be found in texts such as articles, novels, newspapers, magazines, etc.

2. Utterances

According to Carter and McCarthy (2006: 77) in Pratiwi (2021: 4), the term utterance refers to complete communicative units, which may consist of single words, phrases, clauses and clause combination spoken in context, in contrast to the term in 'sentence' which marked by punctuation.

3. Maudy Ayunda

Public figure who is on the rise among millennials today are Maudy Ayunda who is synonymous with beauty, intelligence, success in education (getting two scholarships at the same time in two schools) famous campus and also popular actresses and commercials in Indonesia. Maudy Ayunda started her career in the entertainment world by playing Rena in a film called *Untuk Rena*. After debuting with the film, Maudy Ayunda has increasingly starred in other films such as *Rumah tanpa Jendela*, *Sang Pemimpi*, *Malaikat tanpa Sayap*, *Tendangan dari Langit*, *Perahu Kertas*, and many more. Apart from acting, Maudy Ayunda is also a singer who has sung many songs, one of which is the Ost film *Perahu Kertas*. She has also released a number of albums such as suddenly *Tiba-tiba Cinta Datang* in 2014, *Moments* in 2015, and so on.

4. *Ngobrol Sore Semaunya* Putri Tanjung

The pandemic that has been present for more than half of 2020 has indeed limited everyone's movement. Many are hampered in their activities and carrying out their daily activities. Including chatting is an activity that is hindered by distance and space. However, in the midst of the darkness of 2020, a program called *Ngobrol Sore Semaunya* is here to present chats regardless of

distance and space. The program guided by Putri Tanjung provides a lot of insight to the audience. There are many lessons and journeys that have been passed in every chat. The program *Ngobrol Sore Semaunya* has gone through 19 episodes with guests from various backgrounds. It was through chatting with the guests that Putri found new hope and opportunities in the midst of this narrow 'distance' period.

D. Objectives of the Study

Related to research questions previously mentioned, there are two objectives of this study:

1. To find out the forms of code mixing in Maudy Ayunda's at Putri Tanjung's *Ngobrol Sore Semaunya* Podcast.
2. To find out the factors that cause code mixing in Maudy Ayunda's at Putri Tanjung's *Ngobrol Sore Semaunya* Podcast.

E. Significances of the Study

The writer expects that the result of the study will be beneficial:

1. Theoretically

The result of this study is expected as references to the other researcher who wants to study more about code mixing.

2. Practically

It tells the advantages of this study for the writer and readers as follows:

a. The Writer

The result of this research is expected to give more knowledge to writer. The writer is aware that there are a lot of variety phenomena especially about code mixing.

b. The Readers

By reading this study, the reader can obtain information about code mixing especially for student English Education Study Program so they can read this references for additional information.

3. Pedagogically

The results can be useful for English Education Study Program students who are interested in learning about code mixing. Besides, the writer hopes this research can enrich their knowledge about sociolinguistics.

F. Organization of the Thesis

The writer divides this study into five chapters. There are introduction, review to related literature, method of investigation, findings and interpretation, and conclusion and suggestions. Chapter I is introduction that consists of background of the study, research questions, definition of the key terms, objectives of the study, significances of the study, and organization of the thesis. Chapter II is review of related literature that consists of theoretical study, previous studies, and theoretical framework. Chapter III is method of investigation that consists of research design, the source of data, technique of data collection, and technique of data analysis. Chapter IV is findings and interpretation. Chapter V is conclusion and suggestions.