

CHAPTER 1

INTRODUCTION

1.1 Background

Language is the main means for humans to communicate, express thoughts, share stories, and build social interactions. Linguistics is a subsidiary science that offers deep insight into the structure of language, the role of language in communication, and the social and cultural impact of language on society. Linguistics is one part of language. In addition, linguists have contributed greatly to the study of code mixing.

Nowadays, most people are using more than one language in their daily conversation. There must be one or more factors which motivate people to use more than one language to ensure the message delivered effectively. Language can be defined as a medium of communication. Language can be used to express someone's sentiments or emotions, as well as their ideas, thoughts, and fantasies, and even it can be expressed orally or in writing.

In our daily life, we find it easy to hear people doing code mixing. Code mixing has become a style of speaking in a society. It is part of sociolinguistics which we can learn how code mixing applied. According to Wardaugh (2006), any type of system that two or more people use for communication can be referred to as a code.

According to Hoffman (1991) the code-mixing divided into three types, as below:

- a. Intra sentential code-mixing, the type of code-mixing which is happens in a phrase, a clause, and a sentence boundary, as when speaker speech known as intra-sentential.
- b. Intra lexical code-mixing, the type of code-mixing which is happens within a word boundary called intra-lexical.
- c. Involving a change of pronunciation, this is the type about at the phonological extent, as an Indonesian people say an English word but replace it to Indonesian phonological structure.

It is interesting to analyze code mixing as most people seem applying code mixing. In sociolinguistics, there are two phenomena related code which are; code switching and code mixing. Code switching happens intentionally which one of the objective is to emphasize the meaning and/or to ensure other comprehend the message well. Code mixing happens as the speaker did not find the compatible word or phrase and it happens without any intention.

In this research, the analysis will be focused on the application of code mixing in YouTube channel video by Helmy Yahya Bicara which title *“Tantowi Yahya - Pak Dubes, Pak Dubes! Emang Masih Dubes?”*. It elaborates the application of code mixing as an educational media to broaden our insight in diplomacy sector. The purpose of this research is to identify and classify types of code mixing during the talk-show and to emphasize the term in diplomacy sector.

It is interesting to research on the YouTube channel by Helmy Yahya Bicara as the content has some added values in diplomacy sector. The content is about sharing stories during Tantowi Yahya became the ambassador of New Zealand.

Furthermore, this interview might be the essential media to educate in diplomacy sector and to encourage people to know about diplomacy.

1.2 Limitation of the Problem

In order to concentrate on the subject of the research, I limit on the code mixing on YouTube channel Helmy Yahya Bicara which title “**Tantowi Yahya - Pak Dubes, Pak Dubes! Emang Masih Dubes?**” using Hoffman’s theory to identify the type of code mixing and Nababan’s theory to interpret the reason of the speakers applying code mixing.

1.3 Research Questions

Based on the above background, this research is conducted to answer the following questions:

1. What kind of code mixing used in video entitled “**Tantowi Yahya – Pak Dubes, Pak Dubes! Emang Masih Dubes?**” YouTube channel by Helmy Yahya Bicara?
2. What are the reasons of the speakers applying code mixing on video entitled on “**Tantowi Yahya - Pak Dubes, Pak Dubes! Emang Masih Dubes?**” on YouTube channel by Helmy Yahya Bicara?

1.4 Objectives of the Research

According to the research questions, the objectives of the research are as follows:

1. To identify type of code mixing used on YouTube channel by Helmy Yahya Bicara on *“Tantowi Yahya - Pak Dubes, Pak Dubes! Emang Masih Dubes?”*.
2. To analyze the reason of the speakers applying code mixing on video YouTube channel by Helmy Yahya Bicara on *“Tantowi Yahya - Pak Dubes, Pak Dubes! Emang Masih Dubes?”*.

