CHAPTER I

INTRODUCTION

1.1 Background of The Research

Sociolinguistics is the study of the connection between language and society. It is concerned with the link between language and society, with the objective of gaining a better knowledge of language structure and communication functions.

Sociolinguistics, according to Wardhaugh (2000:12), is the study of the link between language and the people who use it, with the goal of improving people's knowledge of the language and how it operates in communication.

A person sometimes mixes or switches their language when they communicate to other language if he/she is a bilingual or multilingual. Billingualsm is a person who uses two languages, while multilingualism is a person who uses more than a language. In other words, there is a situation in which speakers purposefully alter the code they are using, such as code switching from one language to another, or a situation in which individuals mix two languages when speaking or communicating with one another. There is a phenomena known as code mixing and code switching in bilingual and multilingual environments. People are usually asked to choose a particular code each time they choose to speak, according to Wardhaugh (2006:101), and they can also decide to switch from one code to another or to mix the code even in words that are sometimes very short and thus make new codes in the process known as code switching, code switching (also called code mixing) can occur in conversations between speaker turns or in a single speaker turn. But now, the researcher just focused on code mixing.

Furthermore, code mixing happens when conversants speak both languages together to the point that they switch from one to the other in the course of a single speech, according to Wardhaugh (2006:103). One of the causes of code mixing in communication is due to the habit of using a variety of speakers in different language.

At this time the researcher can find code mixing phenomenon easily, the researcher can find it in daily life, movies, songs, novels, Short Story, social media like Intagram, YouTube, and etc. Presently the researcher will focused on social media (YouTube) as source of data. Researcher will chose YouTube channel of Fathia Izzati.

YouTube is a video-sharing website that is extensively utilized. Former PayPal employees Steve Chen, Chad Hurley, and Jawed Karim created YouTube in February 2005. From the end of 2006 till today, this site has been owned by Google.

Fathia Izzati Saripudin, better known as Chia (born in Jakarta, September 26, 1994, age 27 years) who spent her childhood in various countries such as South Africa, Canada, and the United States, this was due to her father's work who was a diplomat. Chia is an Youtuber, singer, and actres. Fathia Izzati built her YouTube channel since May 30, 2011 now has more than 600,000 subscribers (March 2021). She often shares stories about her life, work, opinions, and cover songs. At the beginning of her career, she sang more often on her YouTube channel, then day after day she started doing a lot of other content. One of video that made her name and still holds the title of most viewers in her video, entitled"21 Accents".

The reason of why this research is being conducted because in this video, Fathia Izzati used code mixing and is speaking naturally without any scripts. it should be realized

that code mixing are social phenomena in language use, in which people use it spontaniously to reach the intention of the communication or any other reason behind. This study is useful in identifying the many types and functions of code mixing in video.

1.2 Limitation of the Research

In this study, the researcher looked at the types and functions of code mixing in Fathia Izzati's "weekly leaks" video on YouTube. Only Fathia Izzati's video YouTube channel was used to get the information.

The Muysken's (2000) this theory is used to identify the types of code mixing and Hoffman (1991) theory is applied to describe the six functions of code mixing.

1.3 Research Questions

Based on the background of the study above, this study aims to answer the following questions:

a. What are the types of code mixing used in *Fathia Izzati's Video Youtube Chanel?*
b. What are the functions of code mixing used in *Fathia Izzati's Video Youtube Channel?*

1.4 Purposes of the research

The purpose of the research are:

a. To find out the types of code mixing in *Fathia Izzati's Video Youtube Chanel*
b. To find out the functions of using code mixing in *Fathia Izzati's Video Youtube Chanel.*

1.5 Significance of the Research

        The significance of this research can provides benefits for linguistics studies to increase knowledge especially in the study of sociolinguistics and the use of language in daily conversation using code mixing. The writer hopes that this research can be used as a reference to study code mixing and increase knowledge about sociolinguistics. And for the next researcher, the writer hopes this research can be used an additional reference for sociolinguistics especially in code mixing.