

# **CHAPTER I**

## **Introduction**

### **1.1 Research Background**

Language is a communication tool and an integral part of human behavior. According to Bonvillain (2020:1), language is the primary means of interaction between people to convey their thoughts, intentions, feelings, and desires to others. Language can also identify the speaker's background, providing information about the speaker's culture, education, and values to support interaction in community life.

Regarding community life, language is closely connected with cultural and social aspects as a communication tool. According to Hoffman (2014:26), language is connected with the society's culture to express an utterance from one community to another.

Therefore, there's a study of the connection between language and social variables known as sociolinguistics. Wijana (2021:4) stated in the study of the sociolinguistic, language community living in a heterogeneous environment which means the people used language dependence on the environment in aspect of age, social status, economic, education, gender, job, and other.

Therefore, the community has the flexibility to explore and understand the varicosity of other languages. The ability to master other languages is seen as a communication skill and a way to show cultural diversity. The complexion and diversity of language skills in a community or individual are known as multilingualism and bilingualism.

Multilingualism is a community or individual who masters multiple languages, while bilingualism is the ability to master two languages. In the bilingualism community's interaction, there's variability in language selection, one of the focus studies on language variation is Code-Mixing.

Hoffman (2014: 104) mentioned that code-mixing is a habitual feature that combines one language with another. Code-mixing occurs in bilingualism or multilingualism interaction and communication. Within the phenomenon of code-mixing, the speaker and the language function hold an important role.

In other words, the speaker's background as a social condition, education, or religion, is an influence on the code-mixing phenomenon. According to Malabar (2015: 49), the phenomena of code-mixing occurs when a language element or a variation is associated with another language and no longer has a function itself, instead, it merges and supports the first language structure.

The code-mixing phenomenon occurs in community life in real life, even in social media. One of the digital media interactions popular nowadays is podcasts. The podcast is one of the digital platforms that shows audio-visual content. Podcasts are programs or broadcasts in the form of talk shows talking about various topics such as news, entertainment, education, and fiction narration.

Lundstrom (2021:8) defined a podcast as public content of audio recordings that is typically delivered as a casual discussion between two or more speakers. The podcast's dialog or interaction is built up with changing tones, ironies, sarcasm, and laughing, and the podcast's host frequently expresses emotions.

The interaction occurs as a code-mixing phenomenon which reflects a diversity of culture and flexibility of language influence each other between the communication. For example, a bilingual host of a podcast might use code-mixing between two languages to deliver a message or idea. They use Bahasa Indonesia and then switch to English to press some idea or point. The role of code-mixing on the podcast also can be considered as expressing the multicultural community, expanding the communication style of the host, and creating a fun and joyful listening experience for the audience.

Therefore, the speaker's background is one of the important roles that influence the code-mixing phenomena. For example, Cinta Laura hosts a podcast called *Bicara Cinta* on the YouTube channel PUELLA ID. The artist with an original name Cinta Laura Kiehl is a multilingual speaker who is capable of using several languages such as German, English, French, and Bahasa Indonesia. The *Bicara Cinta* podcast is a talk show that discusses several topics such as education, self-awareness, women, confidence, and others.

Cinta Laura's interaction with the guest is commonly mixed between Bahasa Indonesia and English to deliver the message. The phenomena of code-mixing in Cinta Laura's podcast can provide insights into the linguistic phenomenon and cultural diversity. The phenomenon of mixing languages became a popular way of talking or communicating with the young generation. However, the community is unaware of the term code-mixing. There are pros and cons point of view of this phenomenon. The con's point of view saw this phenomenon as something weird, over, or "*alay*". Therefore, the writers are interested in conducting this search, to

analyze this phenomenon further. The purpose is to show society that the phenomenon of mixing languages is something that can be explained through scientific terms.

## **1.2 Identification of the Problems**

The code-mixing phenomenon occurs in community life in real life even in social media. One of the digital media popular nowadays is podcasts. One of the Indonesian podcasters with a multilingual skill is Cinta Laura, she hosts a podcast called *Bicara Cinta* on the YouTube channel PUELLA ID. Cinta Laura used to mix the Indonesian Language with English in the podcast.

The use of code-mixing on the podcast can gain interest, especially from a young listener. However, the community is not fully aware of what kind of code-mixing and the factors that cause it.

## **1.3 Limitations of the Problems**

The writer will focus the research on the phenomenon of the type and the factors that impact code-mixing that occurred on the *Bicara Cinta* podcast on the YouTube channel PUELLA ID. Considering the number of episodes of the podcast, the writer chose an episode entitled :

- “*Trauma Masa Kecil Membuatku Tidak Mau Punya Anak: Cinta Laura x Chef Juna*”

The episodes chosen were based on the speakers' background life, Cinta Laura is known as multilingual by nationality, education, and career. While the guest, Chef Juna is bilingual in education and career. Another reason is the number of

viewers, the video is watched by 1.5M viewers and it inclusive as the top three most watched videos among the other episodes.

#### **1.4 Research Problems**

1. What kind of code-mixing occurred on the podcast *Bicara Cinta*?
2. What are the factors that impact code-mixing that occurred on the podcast *Bicara Cinta*, the utterance by Cinta Laura and Chef Juna?

#### **1.5 Objective of the Study**

1. To find out the kind of code-mixing that occurred on the podcast *Bicara Cinta*.
2. To describe the factors that impact code-mixing on the podcast *Bicara Cinta*, the utterance by Cinta Laura and Chef Juna.

#### **1.6 Significances of the Study**

The phenomena of code-mixing in Cinta Laura's podcast can provide insights into sociolinguistic phenomena and cultural diversity. It is also relevant in reflecting on how artists combine various languages to create deep and accessible works that reach wider audiences. However, the community is not fully aware of the concept of code-mixing. Therefore, the significance of this research paper:

1. Theoretical

The writer contributes to theoretical sociolinguistics, especially to the code-mixing phenomenon. The writer hopes this research will gain an understanding of the wealth of linguistics and culture for the community.

## 2. Practical

The writer hopes this research will be a reference to a reader and writer for further research related to code-mixing terms. Also, the writer hopes the result of the study can gain the community's understanding of the code-mixing phenomenon.