

CHAPTER I

INTRODUCTION

A. Background of the study

Language as a communication instrument must be understood by both speakers and listeners in order to avoid misunderstandings. Of course, dialogue is required for speakers and listeners to understand language. During a discussion, for information to be received effectively, the speaker usually delivers the information directly by using the appropriate language.

Conversational implicature is an implicature proposition or statement, which means that what the speaker may intend, imply, or mean in a discussion differs from what the speaker actually says. Both speakers and listeners are then familiar with code-mixing and code-switching in their discussions.

The use of language in communication, where one statement incorporates more than one language, requires the use of a combination of two or more language scripts. Code-

mixing, according to Kridalaksana in Sundoro etc. (2018: 131), refers to the incorporation of one language into another to enhance the style or diversity of language, including words, sentences, and idioms. According to Lapasau and Arifin (2022: 17), code-switching is the act of transitioning from one language code to another. For instance, a presenter may initially utilize the A-code (e.g., Indonesian) and then switch to code B (such as English). In essence, the ability of bilingual speakers to seamlessly communicate in two languages is referred to as code-switching.

Spolsky (1998 in Nadya Putri Nababan 2019) states that when learning a new language, people frequently start messing up their code because they speak both languages. They often used many terms in their new language within their native language. This situation is similar to Maudy Ayunda's, as it applies to her social class and the people she interacts with. Yao (2011 in Ni Kadek Ayu Risnawawti et al. 2020) stated that code mixing and code switching were terms used to describe phenomena involving multiple languages in

the same sentence or discourse. Nowadays, students often engage in code mixing and code switching between English and their native languages when communicating in social situations. The phenomena of code mixing and code switching are widespread in modern society.

Furthermore, this phenomenon can be observed in various emerging media, including everyday conversations in both spoken and written language, where mixing and switching between languages occur sign language, or systems of words to communicate with one another. Both verbal and written communication can exhibit code-switching and blending. Both spoken and written languages make use of code-switching and code-mixing.

Maudy Ayunda utilizes her mother tongue, Bahasa Indonesia, and her second language, English, in that utterance. The statement is an example of code-mixing, as some English words are inserted into phrases written in Bahasa Indonesia. Additionally, interference cases involving the repetition of the same English word are found in those

utterances. In contrast, Maudy employs an Indonesian language reduplication pattern. This phenomenon illustrates the "chaos" of language use. Mainly, the application code-mixing and code-switching occur in children's words. Maudy Ayunda, for example, is the young Indonesian representative sister who likes to mix languages. Both phrases mix and rephrase in her utterances. Here is an example of Maudy Ayunda's utterances which loaded code mixing in her video entitled "Maudy Ayunda Pernah Malas Nggak sih? (Q & A part 1).

“Menulis lagu disini gak sesering di Oxford kalo boleh jujur karena mungkin *weather* Oxford to sangat menunjang yaa”.

Here is an example of Maudy Ayunda's utterances which loaded code-switching in her video entitled (*Q&A part 1 and Maudy Ayunda Ngobrolin PRIVILEGE (Q&A part 2).*”

“Apakah aku juga akan terus santai-santai aja atau apakah aku akan memaksimalkan juga potensi itu. *Okay, I*

have previllage tapi paling nggak I have a choice to do something about it and to make the best choose of it or to not doing anything about dan aku mudah-mudahan sih memilih jalur yang pertama gitu.

Focus of this study on deciphering the code mixing and switching behaviors in Maudy Ayunda's youtube video entitled *Maudy Ayunda Pernah Malas Ngga sih? (Q&A part 1 and Maudy Ayunda Ngobrolin PRIVILEGE (Q&A part 2)*. Maudy Ayunda was selected for this study because Maudy is an actress and singer from Indonesia with fluency in both languages. Despite not being a native speaker, Maudy is fluent in English and Bahasa Indonesia. Maudy Ayunda entered Forbes under 30 Asian 2021, spokes person for G-20 Indonesian presidency 2022.

The studied data source is a video named *Maudy Ayunda Pernah Malas Ngga sih? (Q&A part 1 and Maudy Ayunda Ngobrolin PRIVILEGE (Q&A part 2)*. Because these videos aim to answer some questions from citizens about themselves through their Instagram accounts. Indicates

that internet users eagerly wait and enjoy these videos.

The reason for conducting this study is Maudy Ayunda spoke naturally and without using a script in this video. It is essential to understand that code mixing and switching are linguistic, social phenomena when people utilize the language haphazardly to achieve the goal of communication or for any other cause.

When code mixing and code switching occur, there is occasionally another sociolinguistic scenario known as interference, which happens due to the utilization of these two linguistic techniques. This research not only examines mixing and switching between languages but also looks for interference scenarios as a result of combining multiple codes and toggling between them using mixing and swapping codes. Interference theory is thus the most relevant theory to analyze these data.

Finding different sorts of code-mixing and switching are the objective of this research. The researcher aims to understand the reasons behind using code combining and

switching, as well as the impacts of code mixing and code switching on interference cases. Such cases are found in the videos "Maudy Ayunda Pernah Malas Ngga sih? (Q & A Part 1)" and "Maudy Ayunda Ngobrolin Privilege! (Q & A Part 2)". The rise in code-mixing and code-switching, resulting from globalization's effects on the emergence of bilingual societies, can sometimes affect the frequency of interference.

In the order word, Rabil Juliawan (2021) entitled "Investigating code mixing used by efl students in virtual psycholinguistic classes. The object of the study took at Fatmawati Sukarno State Islamic University in Bengkulu examined the various forms of code mixing and the reasons that can motivate students into engage in it. According to data analysis, it is possible to state that: (1) EFL learners in an online psycholinguistics course at the students enrolled in the fourth semester of English at State Islamic University of Fatmawati Sukarno Bengkulu that were there are code mixing, emphasizing a point strongly, making the speech clearer, and not looking for a term that is represented in

another language other than the language itself are the other three.

The focus of this research are mixing and switching different types of codes which is used on Maudy Ayunda youtube channel videos while Maudy spoke the title Maudy Ayunda Pernah Malas Nggak sih ?! (Q & A Part 1) and Maudy Ayunda Ngobrolin Privilege ! (Q & A Part 2). Based on the previous research, the researcher was curious about the many types of code- mixing and switching and the motivations behind their used while Maudy spoke.

B. Identification of the Problem

The focus of this research are mixing and switching different types of codes which is used on Maudy Ayunda youtube channel. The title Maudy Ayunda Pernah Malas Nggak sih ?! (Q & A Part 1) and Maudy Ayunda Ngobrolin Privilege ! (Q & A Part 2) .

C. Limitation of the Research

The focus of this research only on the usage of code mixing and switching, the justification for its use, as well as

the interference between the Indonesian and English languages on Maudy Ayunda's YouTube channel. The title Maudy Ayunda Pernah Malas Ngga sih ?! (Q & A Part 1) and Maudy Ayunda Ngobrolin Privilege ! (Q & A Part 2) .

D. Research Questions

This study consists of two questions based on the problem indicated above :

1. What are types of code mixing and code switching used by Maudy Ayunda in the video Maudy Ayunda Pernah Malas Ngga sih ?! (Q & A Part 1) Maudy Ayunda Ngobrolin Privilege ! (Q & A Part 2) ?
2. What are the reasons of using code mixing and code switching in the video Maudy Ayunda Pernah Malas Ngga sih ?! (Q & A Part 1) Maudy Ayunda Ngobrolin Privilege ! (Q & A Part 2) ?

E. Research Objectives

1. To identify types of code mixing and code switching used by Maudy Ayunda in the video Maudy Ayunda Pernah Malas Ngga sih ?! (Q & A Part 1) Maudy Ayunda

Ngobrolin Privilege ! (Q & A Part 2) ?

2. To explain the reason of using code mixing and code switching in Maudy Ayunda's video.

F. Significances of the Researcher

a. Theoretically

This research is useful for development used combining and switching codes during the communication.

b. Practically

a. For Researchers

It can be used as a reference material to increase knowledge about a combination of code mixing and code switching being employed to the social class.

b. For university

Can be used as a guide to know how the manner in which code mixing and code flipping are performed on youtube video of Indonesian celebrities.

G. Definition of Key Terms

1. Code mixing

Code-mixing is the term for the use linguistic fluency in two or more languages or linguistic subtypes simultaneously. Intended use: when talking. Academics occasionally confuse phrases code-mixing and code-switching particularly when referring to grammar, syntax, morphology, etc..

2. Youtube

User may also watch, they can also upload their own videos, as well as like, share, and comment on other people's videos on the YouTube website. This is what the video service is. available on desktop computers, laptop computers, tablets, and mobile devices.

3. Maudy Ayunda

Maudy Ayunda is a singer and economic concerns, particularly those that have an impact on the lives of young people.