

# CHAPTER I

## INTRODUCTION

This chapter discusses about background of the study, statement of the problems, purpose of the study, significance of the study, scope and limitation of the study, the organization of the thesis, and definition of key term.

### **1.1 Background of the Study**

In Montgomery's view (1995:21), Language informs the way we think, the way we experience, and the way we interact with each other. Language provides the basis of community, but also the grounds for division. Systematic knowledge about language and practical awareness of how it works is fundamental to the process of building mature communities. The statement above is proved by the fact of communication always takes place in every situation and every place. It can happen at home, school, office, public transportation, and many other place. To communicate each other, ones must need language. Communication is a basic feature of social life, and language is a major component of it (Thomson, 2003:1).

The use of the language depends on some factors. Holmes (1992: 26-30) states that language is influenced by three social factors (Participant, setting, and topic) and four other factors (The social distance, the status relationship, formality, and function or goal of the interaction). Nasr in Nurul Faizah (2008:1) says that language is not only as a means of communication and information but also a very important means of establishing and maintaining relationship with other people. So, language

is a means how to deliver information to and get information from other people. From communication by language, people can also maintain relationship with other people in community.

It is important to be aware that language is not simply the ability to use words to get across a particular message (Thompson, 2003:37). Language actually runs much more deeply than this and refers to the complex array of interlocking relationships which form the basis of communication and social interaction. Language is also a set of interlocking relationships in its own right, in the sense that meaning arises from the way in which particular language forms are combined and interact with one another. According to Holmes (1992:12) , people usually use language to ask for and give information to other people. Moreover, language is used for expressing feeling or indignation, annoyance, happiness, sadness, admiration, respect, etc. So, language simultaneously expresses both information and feeling.

One achievement of recent research has been to establish the basic elements of which social interaction consists; current research is concerned with finding out precisely how these elements function. It is now agreed that the list consists of various signals: verbal and non verbal, tactile, visible, and audible - various kinds of bodily contact, proximity, orientation, bodily posture, physical appearance, facial expression, movements of head and hands direction of gaze, timing of speech, emotional tone of speech, speech errors, type of utterance, and linguistic structure of utterance. Each of these elements can be further analyzed and

divided into categories or dimensions each plays a distinctive role in social interaction, though they are closely interconnected. Argyle in Hudson (1996:108).

From the statement above, it can be said that a language has an important role in our life. Language cannot be separated from man. People in society need language as a media to express and send their idea. They live interconnected and cannot maintain social life without a language. In social interaction, we also interact each other by using both verbal (spoken language) and non-verbal communication (body language).

Spoken and written forms of language are the ways to communicate with the society. Language is used in spoken and written forms and through language people in social life are linked to others. It means that these two forms are important to communication. Franchise means a form of business organization in a firm which already has successful product or service (the franchisor) enters into a continuing contractual relationship with other businesses (the franchisee) operating under the franchisor's trade name and usually with the franchisor's guidance, in exchange for a fee.

According to *Indonesia Info Franchise Magazine*, franchising is helping thousands of individuals be their own boss and operate their own business. There are many different types of franchise businesses today, including fast food, financial service, automotive, consumer electronics, etc. Franchising has become one of the most popular ways of doing business in today's market place.

An individual who purchases and runs a franchise is called a franchisee. The franchisee purchases a franchise from the franchisor. The franchisee most follows certain rules and guidelines already established by the franchisor, and in most cases the franchisee must pay an ongoing franchise royalty fee. The relationship between a franchisor and franchisee is held together by a contract called the franchise agreement which outlines the privileges, terms, conditions, restrictions, and other details of system.

Magazine is one of mass media that has important role in giving information, education, and entertainment for people. The various elements that contribute to the production of magazine very important. Core elements such as publishing schedules, formats, and target audiences are seemingly infinitely variable. Reading a business magazine is very interesting, such as *Indonesia Info Franchise Magazine*. It is the one and only magazine that focuses on franchise issues as an effort to measure performance of franchising in Indonesia. The readers are professionally sophisticated, affluent, well-educated, and upwardly mobile. Having explored the content of *Indonesia Info Franchise Magazine*, the writer does not only find a very exciting knowledge of business opportunity but also frequently find code mixing. The editor mixes from Indonesian into English. Related to this phenomenon, here are some examples of code mixing that find in the magazine.

(1) SHASMIRA: *Market Leader* Yang Sudah Menembus Pasar Asia.

(2) Kedekatan Dengan *Brand* Menentukan Kesuksesan Produk Baru.

### (3) Mengenali Risiko Membeli *Franchise*.

From the phenomenon that is shown above, it can be seen that there is a unique phenomenon of how code mixing commonly occurs in society. Code is a dialect, or language that person chooses to use in any occasion as a system used for communication between two or more parties (Wardhaugh, 1986:99). Code Mixing is social phenomena in multilingual community where people usually new to select particular code whenever they choose to speak. According to Wardhaugh's view, code mixing occurs when conversants use both languages together to the extent that they change from one language to the other in the course of a single utterance.

People use two or more languages in their speeches because of some possible reasons. They sometimes do this to show or present their ability and master another language, as Nababan (1984:27) states that bilingualism is the habit of rising two languages in interaction. It is also because the person wants to show his status or to show his being educated. Now mass media powers are cumulative working through the reiteration as particular ways of positioning the readers. It may occur in written mass media especially magazine, such as *Indonesia Info Franchise Magazine* always more than just a business opportunity and quality writing, but it is also how the writers present it. Thus, in this study, the writer is going to describe code mixing especially in Indonesian - English, which is frequently presented by *Indonesia Info Franchise Magazine*, an Indonesia's monthly business opportunity and franchise issues magazine.

It can be found many articles that are written in more than one language alternately. This study also only focuses in February, March, April 2013 edition.

The language used in the article has a special characteristic. Though it is written in Indonesian, it cannot avoid using English loanwords. Thus, the frequency of code mixing from Indonesian to English appears more than from Indonesian to other languages. There are so many English terms written in form of words, phrases and it becomes the enhancement of the magazine. The writer is interested in study about the language used in *Indonesia Info Franchise Magazine*. The writer desires to document it in order to be used as a signal of language improvement, developments, and change. It is expected that this study will be useful for the readers and people who interested in language phenomena especially code mixing in society. The entire phenomena will be connected to the varying purposes of code mixing in order to exert power and status.

Study of Code Mixing in Articles Titles in *Indonesia Info Franchise Magazine* as far as the writer's knowledge, never been analyzed. And analyzing Code Mixing in Articles Titles will offer some contribution to the study of Sociolinguistics in general and Bilingualism in special.

## **1.2 Statements of the Problems**

Based on the background of the study, the writer formulates three

main problems of study as follows:

- 1.2.1 What types of code mixing is used in *Indonesia Info Franchise Magazine*?
- 1.2.2 What is the dominant type of code mixing used in *Indonesia Info Franchise Magazine*?
- 1.2.3 What are the possible reasons for code mixing in *Indonesia Info Franchise Magazine*?

### **1.3 Purposes of the Study**

- 1.3.1 Identifying the types of Indonesian-English code mixing which is mostly presented in *Indonesia Info Franchise Magazine*.
- 1.3.2 Identifying the dominant type of code mixing used in *Indonesia Info Franchise Magazine*.
- 1.3.3 Describing the possible reasons of using code mixing as revealed in *Indonesia Info Franchise Magazine*.

### **1.4 Significance of the Study**

This study is expected to give meaningful contribution to the sociolinguistics knowledge especially for students majoring in English. Besides, this study is also hoped to give a specific information and deeper understanding about code mixing as a crucial aspect of bilingualism. The writer expects that the finding will enlarge student's view in sociolinguistics, especially the phenomenon of language uses as sociolinguistics aspects. Furthermore, it is also expected that the study will

give deeper understanding about code mixing in mass media that is in *Indonesia Info Franchise Magazine* as a business opportunity Magazine.

### **1.5. Scope and limitation of the Study**

The scope of this study is sociolinguistics. More specifically it concerns with theory of language, code mixing and some supporting theory of Sociolinguistics. The limitation of this study gives the idea of what is being investigated and the most important thing is to facilitate the writer to handle the research. This study focuses only on Indonesian-English code mixing which is presented by the writers in *Indonesia Info Franchise Magazine*. as this study uses in February, March, April 2013 edition. Since the data of this study consists of the titles and headlines of the magazine, only code mixing can be found.

### **1.6 The Organization of the Thesis**

The writer divides this thesis into five chapters. The first chapter is the introduction. It talks about the social phenomenon that exists in the society as the reason or the background problems why the writer takes the title. The second chapter is about some theories dealing with the relevant literatures, especially articles and books that are related to the language used in *Indonesia Franchise Magazine*. The third chapter is about the study method used by the writer in analyzing the data. The fourth chapter presents data analysis, and the last one deals with the conclusion.



The writer realizes that in conducting his thesis, this study is based on the theories available, namely the sociolinguistics theories. A review of related theories about the analysis is presented in the first part.

### **1.7 Definition of Key Term**

Code mixing occurs when conversants use both languages together to the extent that they change from one language to the other in the course of a single utterance (Wardhaugh, 1986:103).