

CHAPTER II

REVIEW OF RELATED LITERATURE

In order to have a good analysis, the study needs to be supported by relevant theories. The underlying theories of this study are sociolinguistic, language and mass media, mixtures of varieties in language, and review of previous study. This chapter includes the nature of code mixing, conversational functions and factors influencing code mixing.

2.1 Sociolinguistics

Language and society are two things that will always interact and influence the whole times each other. They can not be separated. They need and complete one another. Language is what the humans of particular society speak. People use language to show their feelings, opinions, thought, or ideas. In interaction with other people in the society as stated by Lado (1964:7), language is the chief means by which the human personality expresses itself and fulfills its basic need for social interaction. A science which studies language in relation to society is called by sociolinguistics (Chaer and Agustina, 2004:3).

Sociolinguistics itself concerns with investigating the relationship between language and society with the purpose being better understanding of the structure of language and of how languages functions in communication (Wardhaugh, 1998:12). It can also be said that sociolinguistics is the study of what kinds of language used in its social context. There are many phenomena and varieties to be found in society dealing with language. So, it is very important to learn about

sociolinguistics that is concerned about language and society.

Actually, there are so many phenomena related to the function of language that can be found in our society. The common phenomena that can be found is code mixing. The phenomena exist because the social context (like bilingual or multilingual communities) allow people who live in the communities communicate in more than one language. In this case, the writer will focus on discussing code mixing in a multilingual community.

2.1.1 Speech Community

Language is one of the characteristic of human being, which differentiates them from other creatures. Almost human activities, languages are used in spoken and written form and through this language people in social life are linked to others (Fishman in Giglioli, 1972: 45). When people know a language, they can speak and be understood by others who know that language. It means people have the capacity to produce sounds that language signifies certain meanings and to understand or interpret the sounds produced by others.

Speech community is no more than some kind of social group whose speech characteristic are of interest and can be described in a coherent manner (Bloomfield as cited in Wardhaugh, 1992). Other linguist said that speech community is the whole set of people who communicate with each other, either directly, via the common language. Another definition of speech community is as a set of people who have something

in common linguistically a language or dialect interaction by means of speech, a given range of varieties and rules for using them, a given range of attitudes to varieties and items. In short, a speech community is one all of whose members share at least a simple variety and the norms for its appropriate use.

Speech communities, Hymes (1974: 123) explains, cannot be defined in terms of languages alone in another respect. A person who is member of a speech community knows not only a language but also what to say. In short, a competent of the speech community knows what to say next. And speech rules may be shared across language boundaries, not only in space but also through time (ibid).

From all definition above, it is clear that language really exist in community since language is exactly demanded in community as means of communication and social control in daily interaction. In the word, community can not stand it self without language. So it becomes the fact that language plays important roles in the society and finally unavoidable that there is close interrelationship between language and social.

2.1.2 Bilingualism

In order to have a better understanding about bilingualism, theories concerned with the definition and also types of bilingualism are presented as follows. Bilingualism often finds it easy to discuss particular topics in one code rather than another and the topics themselves can trigger a switch to the appropriate code (Holmes, 1992:44). Bilingualism is

the habit of using two languages in the interaction with other people (Nababan, 1984:27) in many parts of world. Habit is just a normal requirement of daily living that people speak several languages. People may not be aware of how many different Languages. They speak different language because they need to convey messages in different people from different status, education etc.

Bilingualism is a global phenomenon, which involves simultaneously a psychological state of individual and situation of language which contact of the interpersonal level and collective level. It means that bilingualism could happen when someone is able to communicate in two or more languages at the same time when he speaks to his partner. According to Trudgill (2003), bilingualism means the ability of an individual to speak two or more languages. The term multilingualism can refer to phenomena regarding an individual speaker who uses two or more languages, a community of speakers where two or more languages are used, or between speakers of different languages. A multilingual person, in the broadest definition, is anyone who can communicate in more than one language, actively (through speaking and writing) or passively (through listening and reading). As an addition, Mackey and Fishman in Chaer (1995: 112) state that bilingualism uses two languages by a speaker when he communicates with other in turn.

Bilingualism is related to speaking activity that involves two languages. Person who develops some knowledge and abilities in the second language is called bilingual. A bilingual person does not always

master both languages well. Even though the speaker cannot use both languages perfectly, the speaker can also be called a bilingual person. A perfect bilingual person usually acquires both languages simultaneously since the person was a child or acquires the second language after the first one.

There are two kinds of bilingualism which are observed by Brown and Attardo (2003:82). The first is coordinate bilingualism. It means the person learns the language in the separate environments, and words of the two languages are kept separated. Each word has its own specific meaning. Rarely can parents teach him or her at home. The second is compound bilingualism. Here, the person learns the two languages in the same context where they are used concurrently, so there is a fused representation of the languages in the brain. This is the case when a child is brought up by bilingual parents, or those from two different linguistic backgrounds.

2.2 Language and Mass Media

Language is a highly organized system in which each unit plays an important part which is related to other parts. All of mass media have their own certain characteristics. Most languages in mass media appear to focus on the readability of the material or news they present.

Mass media, especially newspapers, magazines, and the other electronic media exert a very powerful influence over their readers and audiences. One theory of mass media, later named the "hypodermic

needle” model of communication, basically suggested that mass communicators need only “shoot” messages at an audience and they would produce preplanned and almost universal effects (Wimmer and Dominick, 1983:6).

Mass media also gives us information about what is happening in the world, inform us an event, etc. Some people suggest that by giving us this “agenda” of what is happening in the our environment the mass media have provided us with topics for discussion. Pember (1987:318) said that the impact of mass media in our lives remains largely undocumented, despite the fact one direct an increasingly large proportion of our attention toward news paper, magazine, film and the other electronic media. Agenda setting by the media or what kinds of things people discuss, think, and worry about (and sometimes ultimately press for legislation about) is powerfully shaped and directed by what the news media choose the publicize Larson in Wimmer and Domonick (1983:348).

2.3 Mixtures of Varieties in Language

When people communicate using language, they often mix or change from one language to another. This is a very widespread phenomenon in most community. Languages change because they are used by human beings, not machines. Human beings share common psychological and cognitive characteristics, but members of a speech community differ slightly in their knowledge and use their shared language (Fasold and Connor-Linton, 2006:276). Besides, to live in

bilingual or multilingual community, people often have difficulties choosing the language for communication because there is more than one ethnic group in the community.

2.3.1 Code Mixing

Languages are flexible, open, adapting system, but they also exhibit many mechanisms for maintaining their integrity and regularity, in order to enable their speakers to continue to communicate efficiently throughout all changes. This cognitive motivation is known to anyone who has ever tried to learn a second language; a regular pattern is easier to learn than a pattern with lots of exceptions.

According to Wardhaugh (1986:103), code mixing occurs when conversants use both languages to the extent that they change from one language to the other in the course of a single utterance. Related to Wardhaugh's opinion, Fasold (1984) in Chaer and Agustina (2004:115) considers that if someone uses a word or phrase from another language it means that they do code mixing.

From the statement above, it can be concluded that code mixing is the change of one language to another within the same utterance or in the same oral/written text. This statement is supported by Hoffman (1991:105) comments that code mixing refers to combining of elements from two languages in a single utterance.

There are several reasons for the mixing from one language to another. First, Nababan (1984:32) says that there is no proper word or

expression in language being used. It is because the person who wants to show his status or to show he is well educated. Besides, Hammers and Blanc (1980:153) state that the resulting mixed code is a marker of high social status and membership of educated elite.

Second, people often mix the code without being aware of the fact that the code mixing with other different languages is occurred in order to maintain the smoothness of the conversation, make the topic of conversation clear and give information (Kamarudin, 1989:60-61).

The last reason, according to Hoffman (1991:109) view, code mixing does not always indicate that the speaker master the second language as well as the first language, because it has been considered as a sign of linguistic decay. A speaker may not be very proficient in a second language. The mixing is done by using brief phrase or word and often very short.

In a formal speech situation, person mixes the code raise a status, prestige, power, and competence. It can be concluded that code mixing is common phenomenon in our society. The speaker wants to symbolize a somewhat ambiguous situation for which neither language on its own would be quite right, to indicate social distance, to put himself closer to the listeners and the most important reason is the speaker wants to show his status as Chaer and Agustina (2004:62) state that people will get through the use of a certain language because of the status or prestige. This statement supported by Stockwell (2002:11) says that most language communities, however, have a hierarchy of wealth and power defined in

relation to economies and prestige that can be covered by the term class.

In multilingual communities there are several language spoken by the people in their daily interaction. They may speak in two or more languages, in which elements of one language are used within a sentence or discourse in another language is called code mixing.

There are so many features of code mixing existing in *Indonesia Info Franchise Magazine*. How far the authors in *Indonesia Info Franchise Magazine* use code mixing shows that the speakers know about two or more languages. Besides mastering regional language as their mother tongue and Indonesian as their national language, they also master a certain foreign language, especially English.

2.3.2 Forms of Code Mixing

The forms of code mixing can be taken from the definition of code mixing itself. Fasold as cited by Chaer and Agustina (2004:114) says that code mixing only occur when someone uses only one word or phrase that different from the base language. From that definition, the forms of code mixing is word and phrase.

2.3.2.1 Code Mixing in the form of word

Code mixing in the form of word is simply the insertion of another language that different from the base language in a single sentence or single utterance. From Oxford dictionary, word means written or spoken unit of language. Most of the code mixing occurs in the form of word. For example: “Kedekatan dengan *brand*

menentukan kesuksesan produk baru”. From that sentence, the word *brand* is a word in English. Here the speaker inserts English word in Indonesian utterance.

2.3.2.2 Code mixing in the form of phrase

From dictionary we know that phrase means short group of word or group of word without a verb that form part of a sentence. A phrase must contain at least two words. A phrase is different from clause because a phrase doesn't have a verb. This is an example of code mixing in the form of phrase “Saya sih curiga dengan Bootvis nya, karena software ini menguasai *master boot record* Windows” meaning “I think the problem is Bootvis, because this software control *master boot record* of Windows”. In this sentence, the writer put English phrase *master boot record* in Indonesian sentence. On the other hand, clause means group of words that contains of subject and verb. So, it is like a sentence but not as complete as sentence. For example “semuanya sudah oke kok, *I've done it* kemarin”. We can see from the example that the speaker inserts an English clause *I've done it* in the speech.

2.3.3 Several Factors of conducting Code Mixing

Several reasons why people mix code are because of situational, and social reasons.

2.3.3.1 Situational Factors

According to Appel in Pateda (1990:6) there are some

situational factors that caused the speaker switch and mix their code or language, as follows:

1. The speaker and the listener, which consider the social status, for example the religious preacher and the audience.
2. Context of verbal, which consider two aspects they are people who include in the conversation and the speakers language.
3. Production of language by the speaker.
4. The subject of conversation, which is chosen by the speaker for example: topic for presentation, topic for humor, jokes, etc.
5. Location of the conversation such as in the office, studio, campus, in the city bus, in the field, etc.

2.3.3.2 Social 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).

2.3.3.2.1 Participants

In making communication the participant is important role. The basic description question to answer the participant is the one who is talking part in the event. As a members of society may be characterized by the dimension of status and solidarity.

2.3.3.2.2 Status

Relative status in particular role relationship often involves complex consideration of several factors and relative importance such characteristic as age, sex, occupation, kinship and social class.

2.3.3.2.3 Solidarity

Solidarity is defined as degree of intimacy between the speakers and the addressees.

2.3.3.2.4 Topics of Conversation

Topic is also one of reasons why people do code switching and mixing. It can happen both formal and informal situation. One example is when the lecturer is joking in the class, suddenly he or she switches into Javanese, but then he or she will bring into serious topic again.

2.3.3.2.5 Situation

There are two forms of situation namely formal and informal situation. People use different languages in different situation.

2.3.3.2.6 Domain

Gumperz sees domain as a cluster of social situation, which are typically constrained by a common set behavioral rules. The five domains in the study are friendship, religion, and education.

2.3.3.2.7 Setting of conversation

Another social factor that constrains linguistic usage is setting which includes location, time, and physical aspect one language.

2.4 Review of Previous Study

To enlarge our knowledge about linguistics, the writer reviews the previous study which has correlation with this study in the term of problem, study methodology and findings. The previous study was conducted by:

1. Nurul Faizah (2008) titled “Code Switching and Code Mixing in Cangkrukan Qolbu

She observed the form of code switching and mixing in Cangkrukan Qolbu. She analyzed the reason of using code mixing and code switching because the audiences of Cangkrukan Qolbu who are not only from Indonesia but also from other country or abroad.

From the previous studies above, the writer sees that code switching and code mixing occurred in informal situation. In this study the writer tries to identify code mixing available in “Articles Tittles” in *Indonesia Info Franchise Magazine* and to find out the reasons why code mixing appear in *Indonesia Info Franchise Magazine*.