CHAPTER I

INTRODUCTION

1.1 Background of The Study

All of human activities start from naming baby to funeral ceremony can not be detached from the use of language. Every day, every hour, every minute and every second they can not live without communicating with someone else because it is a way to socialize and know each other. According to Trudgil's view (1983:13) "language is a means of communication, by using language we can affirm of denying preposition or presenting the argument and also informing about anything else". Furthermore, Chaer explains that (2010:11) "language is communication tool that is the best and most perfect compared to other means of communication, including animals". He further explains that language is a means of communication or interaction to operate by human being. Based the reasons above, it can be conclude that language is very important because we can interact, argue, and find out information by using language.

There is sociolinguistics that studies about correlation between language as tool of communication, as Spolsky's view (1998:3), "is the field that study relation between language and society between the use of language and the society structures in which the user of language in live". Wardhaugh (2006:3) also states that:

> "Sociolinguistics is concerned with investigating the relationship between language and society with the goal being a better understanding of structure of language and of how languages function in communication".

Sociolinguistic is important in this study, especially Bilingualism and Code Mixing. First is Bilingualism; Trudgill (2003:15) stated that "is the ability of an individual to speak two or more languages". Second is Code Mixing, Wardhaugh says that (1986:103) "is the use of two languages together to the extent that the speakers change from language to another in course of single utterance".

Code mixing often occurs in Indonesian society in oral or written form; therefore researcher is interested to study code mixing in the magazine. Magazine is a periodical edition that informs a variety of journalistic content and views on current topic that should be known to readers (KBBI, 1989:615). Magazine has some part it consist of woman magazine, sport magazine, literature magazine, knowledge magazine and so on. This study is specialized on Aneka Yess magazine.

Aneka Yess magazine often in terms Indonesian teen lifestyle, especially Jakarta teen lifestyle with following tastes of teenager. Posts that listed in each page of magazine are not formal language but a variety of casual. In addition many snippet of foreign language especially English that mixed with Indonesian sentence, so there are mixtures of language called code mixing are created for the consumer interest. The forms of Indonesia-English code mixing can be seen in following examples:

1. Mungkin orang tua juga sudah ngasih **green light** buat hubungan kita (edition 04, Feb 18 – Mart 14 2008)
2. Jangan sampai **doing free sex** (edition 04, Feb 18 – Mart 14 2008)

3. Cuma pasangan **stupid** yang melakukan itu (edition 04, Feb 18 – Mart 14 2008)

4. **As a teen**, kita harus mulai paham tentang sex dan reproduksi (edition 04, Feb 18 – 14 Mart 2008)

By using code mixing, language in magazine will be more attractive, simple, sociable, and easy to be understood, especially by teenager. Factor that may cause code mixing is because researcher of Aneka Yess's article found difficult to adjust English words to Indonesia. Researcher more concerns on practical factor and also for creating on interesting writings to attract the attention of teenager readers.

Based on the researcher's observation, there hasn't been any research that studies or discusses about code mixing in "Aneka Yess" magazines, so far this research will find a mixture of language or code mixing of Indonesian-English in this magazine. Results of such research can be another reference for further research about code mixing.

This research concerns on the process of code mixing between Indonesian and English in "Aneka Yess" magazine. The result of the study is expected to become very useful information about code mixing to the readers especially student and become stimulant for the other to make some new and better researches.

1.2 Statement of Problems

Based on the background above, the researcher proposes the problems as the following:

1.2.1 What are the forms of Indonesian-English code mixing in "Aneka Yess" magazine?

1.2.2 Why does "Aneka Yess" magazine use Indonesian-English code mixing?

1.3 Objectives of The Study

In accordance with the statement of the problems, the purposes are formulated as follows:

1.3.1 To identify the forms of Indonesian-English code mixing in "Aneka Yess" magazine.

1.3.2 To describe the possible reason why "Aneka Yess" uses Indonesian-English code mixing.

1.4 Significance of The Study

1.4.1 This study is expected to be beneficial in providing and developing the knowledge about code mixing that is used by the society, and can be used as an additional reference for in studying sociolinguistics, especially code mixing.

1.4.2 The research is expected to be a stimulant for other students who interested in this study and make some new research, theories and

reference because there are still many issues that can be analyzed in the study about code mixing.

1.5 Research Method

In general, data of the study can be divided into two groups, they are:

a. The Main Data

In this case, the main data is "Aneka Yess" magazine published in PT. Aneka Yess in February, May, and October 2008

b. Method

Researcher describes and shows the real condition of code mixing in Aneka Yess magazine. In doing research, researcher used descriptive method. According to Sudaryanto (1988:62 in Yayuk, 2004:15) states the descriptive method of this research base on the real fact or the real phenomenon of speaker empirically.

1.6 Scope and Limitation of Study

The data of the study is limited to the form of Indonesian-English code mixing in "AnekaYess" magazine periods in February, May, and October 2008.

1.7 Organization of the Study

Researcher conducts the study by dividing it into five chapters. The first chapter is the introduction that contains the background of study, statement of the problems, purpose of the study, significance of the study, limitation of the

problem, research methodology, organization of the study and definition of key terms.

In the second chapter, the researcher discusses the review of related literature, the theory of Sociolinguistics, Bilingualism, Code Switching, Code Mixing, and History of Magazine. The third chapter discusses the methodology of researcher. In chapter four, the writer discusses the findings and discussions of the study. In chapter five, the writer draws some conclusions of the findings and suggestion. Bibliography will be put in last chapter.

1.8 Definition of Keys Term

The key terms that are necessary to be defined in this study are as follows:

1.8.1   Aneka Yess Magazine

Aneka Yess is the name of Indonesian female teen magazine originating from Indonesia. It is first published in 1990 and popular in Indonesia. Indonesian edition published by PT. Aneka Yess. This magazine is entertaining and informative. It is not only introducing fashion and beauty product but also publishing several works such as short story and creative teenage poetry.

1.8.2   Code

The particular dialect or language one chooses to use on any occasion is a code, a system used for communication between two or more parties (Wardhaugh, 1986:99). According to Suwito (1983:67) Code is to mention one of variant within the hierarchy of language such as regional variant, social class, sport, style,

usability, and etc. From definition above it can be conclude that expression systems use to describe particular meaning.

1.8.3 Code Mixing

Code Mixing is the use two languages together to the extent that a speakers change for language to another in course of single utterance (Wardhaugh, 1986:103). Holmes's (1992:42) also states code mixing is up code indiscriminately or perhaps because of incompetence. From definition above it can be conclude that code mixing is the use of two of more languages in an utterance.

1.8.4 Word

A word is unit of language that one understands or a sequence of letters that is flanked by two spaces and has one meaning (Chaer, 2003:162). Kridalaksana (1993:89) also states that word are morpheme or combination of linguist that considered as smallest unit and can be pronounced as free forms. From definition above it can be conclude that word is smallest part unit of language.