

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, research problems, research objectives, significance of the study, scope and delimitation of the study, and operational definition of key terms. Here is a discussion of those actions:

A. Background of the Study

One of the most significant aspects of our lives is language since it allows us to communicate with others. Language serves as a means of direct or indirect self-expression, whether it can be verbal or nonverbal, according to KBBI (2014:116). People tend to get better at using and understanding various languages where they have language interaction in order to communicate widely. Another thing that helps us stay connected to numerous individuals from diverse cultures is language. There are many languages in the world that are also representative of their own countries of origin. It is not unusual for people to become multilingual in order to increase their ability to communicate with others, then bilingualism is the use of two or more languages by an individual or culture (Khatimah et al., 2023).

In Sociolinguistics, bilinguals can be influenced by a wide range of things, most notably their needs or the environment in which they live. Bilingual persons typically speak two languages fluently—their home tongue and the dominant foreign language of the nation, such as Indonesia, where native

speakers frequently utilize both languages simultaneously for communication. According to Gunawan (2018), the term "*bilingualism*" refers to a person's proficiency in two languages. Another example would be the frequent usage of English word inserts, or what is known as Konglish (*Korean-English*), in Korean dramas and films that are currently very popular. Harya (2018) stated that the languages of bilingual people have an increased impact on linguistics, leading to a variety of language occurrences. These are known as code switching and code mixing in sociolinguistics, and they are phenomena that we frequently observe in individuals who possess the ability to be bilingual.

Although it still changes depending on the context and occurs both between languages and within a single variety, code switching is referred to as a transition in language use, according to Nurlianiati (2019:2). Code mixing and code switching are two entirely separate concepts. In many forms of mass communication, including radio, television, film, and drama series, code switching and code mixing are commonplace. Dramas or movies are among the mass media that use a lot of code mixing and code switching. Youth language mixing can be attributed, in part, to the influence of movies, particularly popular ones that showcase code-mixing and hence impact language use (Adrean et al., 2019). Movies or dramas are one of the mass media that have a function as entertainment and learning media because in movies or dramas we can find out how the social picture of people's lives. In addition to movies that are loved by many people today because of the many genres that have sprung up, drama series are also much ogled at this time because the depiction of the characters is

more in-depth and makes the audience look forward to what will happen in the next episode. Drama is a type of literature intended for on-stage performances by actors and actresses (Rohmanto, 2014:11).

These days, a lot of people enjoy South Korean culture, especially Korean dramas, thanks to the *hallyu or K-Wave* (Korean wave) phenomenon. South Korean culture is now more widely available to the public thanks to the development of mass media and communication, which has also given rise to the "Korean wave." According to Khairunnisa (2019: 2), "*Hallyu, Cheonosa*" refers to the South Korean culture's globalization. It's widely acknowledged that Korean dramas feature captivating narratives, and they provide insight into Korean culture, including traditional customs of South Korea, language, and lifestyles of South Koreans. The cast of Korean dramas frequently mixes or inserts English or other foreign languages into their conversations, which is common knowledge for viewers. This is what in sociolinguistics can be said to be the phenomenon of code switching and code mixing, and speakers can intentionally or unintentionally pronounce it.

In reference to Korean dramas, the audience will be treated to scenes portrayed by stunning actors and actresses, their outstanding acting, stunning locations for filming, and a portrayal of South Korean society. In addition to some of these things, the stories raised in some Korean dramas are also related to the social conditions of the people there. Some Korean dramas tell stories about professions around us such as doctors, firefighters, nurses, police, as well as people who work in the hospitality industry such as hoteliers. In Korean

dramas that tell the story of a job, usually the storyline is also inspired by the actual state of society such as seniority in the world of work, enthusiasm at work, how to deal with all problems at work, how to serve customers if working in the service sector, as well as how to interview real work. Some of these things really happen in our lives, especially when we have entered the world of work. In addition to discussing the world of work in the drama or movie, of course in such a social sphere there must be gender dominance that plays a lot or stands out which plays a more active role in bringing the story to life when we talk about movies. However, this also happens in real life where there must be gender dominance that plays a more active role in a matter or aspect, and also how gender affects the environment around them.

The Korean drama "*King the Land*" is a drama that tells the story of people who work in the hospitality industry. This drama is one of the Korean dramas that have a high rating and an interesting storyline, the drama was released in 2023. In addition to the selection of beautiful filming locations and interesting storylines, the drama became famous for being played by actresses and actors who were previously a famous K-pop female and male idol group, *Lee Jun-ho* and *Im Yoon-ah*. Based on the storyline in this drama, this drama provides many important messages about the world of work, especially how we love our profession. In addition, this drama also provides an overview of how people who work in the hospitality industry are required to always be friendly and serve customers with various characters wholeheartedly. Also how the women in this drama can break the stigma of society if women can also dominate in society

and in their work environment which has been underestimated by others. Through this Korean drama, there is a lot of code switching and code mixing expressed by actors and actresses for different reasons.

Drawing from studies by Sulistyawati (2022) and Ningsih and Setiawan (2021) that investigated the many types of code switching and code mixing in a mass media, including the 2018 film "Yowis Ben," According to both investigations, there was code switching and code mixing in the film when the cast spoke in Javanese and Indonesian. The goal of the study by Fauzana et al., (2022) is to categorize the many forms of code switching and code mixing in the entertainment mass media, namely in the film "Murder on the Orient Express." In this study, movie dialogue and utterances were discovered to have instances of coding mixing and switching. In addition, a study conducted in 2020 by Arrizki et al., attempted to examine and characterize the types of code switching and mixing that occur in Stefan Liberski's film "Tokyo Fiancee," as well as to pinpoint the factors that influence these techniques. According to Kay et al., (2022), has conducted research that aimed to identify the types and functions of code switching and code mixing on one of the social media, Facebook. In this study, it is shown that there were several types of code switching and code mixing with language mixing between English and Indonesian. Then, study according to (Wati, 2020), focused on the form and function of code switching and code mixing in the variety show program "I Look". Finally, study by Wibowo et al., (2022) only focused on code mixing in one of the entertainment mass media, namely the movie "Imperfect: Career,

Love & Scales". This study focused on analyzing the types, factors, and functions of code mix in the movie.

Based on the seven earlier studies mentioned above, there is a similarity between this research and some of the earlier studies in that both aim to analyze code switching and code mixing in the mass media and the meanings associated with these codes. However, the gap of this is this study will focus on analyzing the types of code-switching and code-mixing in one of the mass media, namely the Korean drama "*King the Land*." Besides that, this study also focusses on analyzing about the affecting of gender in using code-switching and code-mixing used by male and female actors in the drama.

Based on the explanation above, this study analyzes of code switching and code mixing in a mass media, what are the kinds of code switching and code mixing that often appear in the drama, and determining the affecting of gender in using code-switching and code-mixing in the conversation, particularly in the drama. The fact that this study is based on a Korean drama called "*King the Land*" and hasn't been examined by other researchers makes it particularly fascinating to analyze. Some other studies have used social media or movies for research.

B. Research Problems

Based on the background of the study above, the research problems can be formulated by the researcher below:

1. What are the types of code-switching and code-mixing used by male and female actors in the Korean drama "*King the Land*"?

2. What factors that affect gender dominance of using code-switching and code-mixing in the Korean drama “*King the Land*”?

C. Research Objectives

Based on the problems above, the objectives of this study are:

1. To determine the types of code-switching and code-mixing used by male and female actors in the Korean drama “*King the Land*.”
2. To determine the gender dominance of using code-switching and code-mixing in the Korean drama “*King the Land*.”
3. To determine factors that affect the gender dominance of using code-switching and code-mixing in the Korean drama “*King the Land*.”

D. Significance of the Study

The study is expected useful for:

1. The Students

This study is expected to be useful for students who are interested in learning about linguistics, specifically regarding code switching and code mixing in a film or television series, the researcher thinks that this research may be helpful. The students will also get to know what types of code switching and code mixing are found in the utterances in the form of dialogues between the actors and the affecting gender in using code-switching and code-mixing particularly in the Korean drama “*King the Land*”. Through this Korean drama, it is expected to be something interesting for students to learn about linguistics through media.

2. The Other Researchers

For other researchers, this research is expected to be a reference for further research, especially in language and linguistic, that also discusses code switching and code mixing in a work of film or drama. This study is also expected to be a reference for other researchers interested in using Korean drama as a medium of analysis.

E. Scope and Delimitation of the Study

The scope of the study needs to be narrowed to avoid a general discussion and to make it simple to comprehend. However, the study concentrated on analyzing the types of code switching and code mixing and determining the factors that affect gender dominance in using code-switching and code-mixing in the dialogues. The research is also restricted to object analysis of the well-known Korean drama "*King the Land*" that released in 2023.

F. Operational Definition of Key Terms

To avoid misunderstandings, the author gives definitions of the key terms related to this research material so that readers can understand the content.

1. Code-Switching

This code switching is spoken by the speaker intentionally according to the situation and conditions being experienced by the speaker, or change the first language to another language. Speakers apply code switching in their conversations with others as a metaphor only to enrich their utterances or sentences in communication.

2. Code-Mixing

Code mixing is the employment of one language in another, or the blending of two or more languages or dialects in a speech. As opposed to code mixing, which happens unintentionally or without the speaker's knowledge, code switching involves the speaker making the discourse their purpose.

3. Gender Dominance

Gender dominance itself is the nature and behavior of men or women who are more dominant or prominent in a society. In a current community environment or a community group, there must be a gender that is more dominant or prominent, either male or female, in various aspects.

4. Korean Drama “*King the Land*”

Korean drama is a type of television show that is created in South Korea and speaks the Korean language. Like movies, Korean dramas have a variety of genres, including thriller, horror, romance, adventure, etc. One of the popular Korean dramas is "*King the Land*" which aired on JTBC from 17th June to 6th August, 2023 with 16 episodes. This drama is starring two famous K-pop idols, *Im Yoon-ah* and *Lee Jun-ho*, and directed by *Im Hyun-Wook*.