

CHAPTER I

INTRODUCTION

This chapter provide an explanation of background of study, research problem, objective of the study, significance of the study, scope and limitation, and definition of key terms.

A. Background of the study

People are human beings who live in a social society and are linked with one another. They use language to communicate with one another in their daily lives. As a result, language becomes a significant part of human social life.

When it comes to language, there is a field of study known as linguistics. Linguistics is the study of language as a science. The relationship between society and language in communication is inextricably linked. Sociolinguistics is a branch of linguistics that explores the link between society and language. Sociolinguistics is the study of human and social behaviour.

The period in which we currently live is one of globalization, which has influenced the use of English. As we all know, English is an international language used to connect with people all over the globe, particularly in English-speaking nations such as the United States and the United Kingdom, as well as foreign countries such as Thailand and Indonesia. The majority of countries now use English, which has increased the importance of English.

This kind of influence also extends to human interaction in social media. As the worldwide demand for information grows, users are forced to communicate in at least two languages that are important to the discourse. As a result of this practice, users of social media become bilingualism.

The bilingual has the ability of mastering and using two languages in daily communication. It means that bilingualism focused in the interaction of people who are used two or more than to languages to interact one another in a conversation through voices or written. In bilingualism society, people produce codes.

According to (Citra Dewi, 2016) “A code is a system that is used by people to communicate with each other”. There are two kinds of code, they are code-mixing and code-switching. The code-mixing and code-switching are two popular research topics in linguistics because it is a very common phenomenon in most of the bilingual societies.

In social media, code-mixing and code-switching also happened in daily communication especially the users of the Quora. This web-based social media provides content based on relevant questions and answers. Due to the large amount of knowledge that is shared on Quora, the cross-county users often use code-mixing in their interaction, in this case answering questions on Quora.

In conducting this research, the researcher provides the previous research from (Girsang, 2015) Entitled “An Analysis of Code-Switching and Code-Mixing as Found in Television Advertisement”. This research is find out the types of code-switching and code-mixing in ANTV television advertisement, to find out the most dominant type of code-switching and code-mixing and to get more understanding about the reasons of using code-switching and code-mixing. The similarity of this research with previous research, researcher focus on language phenomenon and also to know the types of code-mixing, to find out the dominant type and to find out the reason. This research also different with the previous research. In previous research the base language used is Indonesian-English, while in this research the base language used is English-Indonesia.

At first the researcher discovered phenomenon of code mixing and code switching on Quora Indonesia but to find a gap study the researcher turn to explore this phenomenon on Quora English. The result is the

researcher only found the phenomenon of code mixing. So develop research just about Code Mixing.

Under the ideal conditions, humans only communicate using one language . But occasionally humans mix their language into another. Thus, Iam interested in researching the types of code mixing and possible reason for this code mixing phenomenon entitled “*Analysis on Code-Mixing on Quora’s Answer*”

B. Problem of the study

Based on some reason stated above, the writer formulated research problem to answer, those were:

1. What are the types of code mixing which occur on Quora’s answer?
2. What is the most dominant type of code mixing that occur on Quora’s answer?
3. What are the possible reasons for using code mixing on Quora’s answer?

C. Objectives of the Study

Based on the problems stated above, the goals of the study were to:

1. To explore the types of code mixing found on Quora’s Answer
2. To find out the most dominant type of code mixing occur on Quora's answer
3. To analyse the possible reason for using the code mixing on Quora’s answer

D. Significances of the study

Theoretically, the benefits obtained from this research are as follows.

1. To explore the kinds of Code Mixing found on Quora’s Answer
2. To find out the most dominant type of code mixing used in Quora's answer

3. To analyse the possible reason for using the Code Mixing in Quora's answer

E. Scope and Limitation

The target of the scope of this research is to find out the types of code-mixing, the most dominant types of code mixing, and the possible reason for using the and code-mixing on Quora's answer. More precisely on the Quora's English website.

The subject of this research is limited to the English answer on Quora, so that answer in a language other than English are beyond the scope of this research. The results of this discussion also not capable to describe the code mixing outside of Quora.

F. Definition of Key Terms

This study consists of three key terms. They are:

1. Sociolinguistic

Sociolinguistics is the study of the interaction between society and language with the goal of understanding the structure of language and how language operates in communication.

2. Code Mixing

Code mixing occurs when conversant use both languages together to the extent that they change from one language in the course of a single utterance.

3. Code Switching

Code switching is speech event is became there is a switched from one clause of language to clause of other language

4. Quora

Quora is a social question and answer website for knowledge exchange where questions are asked, answered, edited and organized by its community of users.