

CHAPTER I

INTRODUCTION

This chapter describes all aspects related to research. This chapter contains the research context, research focus, research objectives, significance of research, scope and limitations, and definitions of key terms.

A. Research Context

Sociolinguistics study about the relationship between language and society.

¹. Sociolinguistics is concerned with investigating the relationship between language and society with the purpose being a better understanding of the structure of language and how language function in communication.² One of the function of language is to communicate. It is also to make and maintain the social relationship, and also be used to indicate membership of different social group of speech community. A speech community is a group of people who do not necessarily share the sama language, but share a set of norms and rules for the use of language. ³ Sociolinguistics actually does not focus on structure of language, but is focuses on how language is used.

Sociolinguistics argues that language exists in context, based on the speaker who is using it, and based on where it is being used and why. Speakers mark their personal history and identity in their communication as well as their sociocultural

¹ Janet Holmes, *An Introduction to Sociolinguistics*, 4th ed. (London & New York: Routledge, 2013), 1.

² Ronald Wardhaugh, *An Introduction to Sociolinguistics*, 5th ed. (UK: Blackwell Publishing, 2006), 13.

³ Suzanne Romaine, *Language in Society An Introduction to Sociolinguistics*, 2nd ed. (Oxford: University Press, 2000), 23.

economic and geographical coordinates in time and space.⁴ Sociolinguistic is an extremely broad field within linguistics.⁵ According to Trudgill, Sociolinguistics is part of linguistics which is concerned with language as a social and cultural phenomenon. It investigates the field of language and society that have close connections with the social sciences, especially social psychology, anthropology, human geography and sociology.⁶

People speak based on where they come from and their environment. Generally, some members of campus ambassador often use more than one language such as bilingual and multilingual. Bilingual is the term for speaking one or more languages. Usually the speakers' mother tongue or first language is one of the two languages that make the bilinguals. Bilingualism is used as a cover term for multilingualism, it means multilingual is the term speaking more than two languages.⁷

When two or more people communicate with each other in conversation, people can call the system of communication that they use a language or code.⁸ They use code because they want to communicate with other people. Since people know well about some languages, it is possible for them to use other language in their conversations. People use more than one language in a conversation usually

⁴ Sali A Tagliamonte, *Analysing Sociolinguistic Variation* (New York: Cambridge University Press, 2006), 3.

⁵ Barbara E Bullock and Almeida Jacqueline Toribio, *The Cambridge Handbook of Linguistic Code-Switching* (New York: Cambridge University Press, 2009), 97.

⁶ Peter Trudgill, *Sociolinguistics An Introduction to Language and Society*, 4th ed. (England: Penguin Books, 2000), 21.

⁷ Carol Myers Scotton, *Multiple Voices An Introduction to Bilingualism* (UK: Blackwell Publishing, 2006), 2.

⁸ Ronald Wardhaugh and Janet M Fuller, *An Introduction To Sociolinguistic*, 7th ed. (UK: Wiley Blackwell, 2015), 3.

causes of the speaker that have different language or social background. So, they mix the languages to get more understanding of the conversation.

In studying sociolinguistics, there will come a term which is called code mixing. Code mixing is a study of combining codes (languages) in a sentence that appears in informal communication. According to Nababan, code mixing is a prominent feature in informal situations. In formal language situations, code mixing rarely occurs, if there is code mixing in that situation because there are no appropriate words or expressions to replace the language that is being used. So that, it needs to use words or expressions from local language or foreign language.⁹ On the other hand, Wardhaugh stated that 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.¹⁰

The phenomenon of mixing two languages in a conversation has become common place among the community, especially in Indonesia itself. Because Indonesia is no stranger to mixing various language in a communication. This is triggered because the people in Indonesia are included into the category of society which can be said to be bilingualism or multilingualism. One of the community that often mixes language is campus ambassador. Campus ambassador is one of the campus icons to be a good role model for the students in campus itself. And also promote the campus to the society and schools such as regional, national, and also international. They often use more than one language when they communication with each other, exactly code mixing. When they doing a

⁹ PWJ Nababan, *Sosiolinguistik Suatu Pengantar* (Jakarta: PT Gramedia Pustaka Utama, 1993), 32.

¹⁰ Wardhaugh, *An Introduction to Sociolinguistics*, 101.

conversation, all of members of campus ambassador using mother tongue exactly Madurese language. When communicate, they often mix a language from Madurese language to Indonesian language and also English.

For example:

A : “ *Ben mak tak nurok ka sorbheje?* ”.

(Don't you join to Surabaya?).

B : “ *Kan engkok la nge**chat** ka ben*”.

(I have been chatting you).

A : “ *Engkok **gak fokus** tang **chat** rammih*”.

(I am not focussed, my chat is crowded).¹¹

Based one the example of the conversation, the speakers mix the Madurese language, Indonesian language and also English. The second speaker said to the first speaker “*Kan engkok la nge**chat** ka ben*”. And the first speaker answer “*Engkok **gak fokus** tang **chat** rammih*”. The second speaker use Madurese language in his conversation and he mix English with word **chat**. While the first speaker use Madure language, Indonesian language and also English. He mix language with words **gak fokus** and **chat**.

The researcher is interested to conduct the research because in daily conversation some members of campus ambassador, they use more than one language. So that, the researcher to look for the types of code mixing and the reason use code mixing in a conversation. There are several researchers who have conducted the research about code mixing. Dealing with this research, the researcher takes relevant researches which have been investigated.

¹¹ Members of campus ambassador at IAIN Madura

The first research about “The Sociolinguistic Study on the Use of Code Mixing in Instagram by the Students of English Education Department at IAIN Salatiga” by *Rosi Dewi Riana’s thesis*. In her thesis, she look for the kinds, the reasons and the social functions of code mixing used in Instagram.¹²

The second research about “An Analysis of Using Code Mixing on Atta Halilintar’s Video Youtube Channel” by *Agung Sukrisna’s thesis*. In his thesis, he look for the types and the level of code mixing which appear on Atta Halilintar’s video YouTube channel.¹³

The third research about “A Sociolinguistics Analysis of Code Mixing between English and Indonesian Used by the Students in Bilingual Program of the Sixth Semester Students of IAIN Surakarta” by *Indah Nurliana’s thesis*. In her thesis, she look for the types and the reason of using code mixing in billingual program of the sixth semester students in IAIN Surakarta.¹⁴ And now the research about “An Analysis of Using Code Mixing in a Conversation by campus ambassador at IAIN Madura”. Is not too same analyze about code mixing but that different is the object. Previous research used code mixing in Instagram by the students, on Atta Halilintar’s video youtube channel, and code mixing between English and Indonesian used by the student in Billingual program but this research focus on conversation by campus ambassador.

¹² Rosi Dewi Riana, “The Sociolinguistic Study on the Use of Code Mixing in Instagram by the Students of English Education Department at IAIN Salatiga” (Thesis, IAIN Salatiga, 2018).

¹³ Sukrisna Agung, “An Analysis of Using Code Mixing on Atta Halilintar’s Video Youtube Channel” (Thesis, Raden Intan State Islamic University Lampung, 2019).

¹⁴ Nurliana Indah, “A Sociolinguistics Analysis of Code Mixing between English and Indonesian Used by the Students in Bilingual Program of the Sixth Semester Students of IAIN Surakarta” (Thesis, UIN Surakarta, 2017).

Based on the explanation above, the researcher is interested to investigate types of code mixing and the reason why campus ambassador use code mixing. So, the researcher decided to conduct a research under the title **“An Analysis of Using Code Mixing in a Conversation by Campus Ambassador At IAIN Madura”**.

B. Research Focus

Research focus or problem is question raised in a research which clearly to be discovered through the process of research.¹⁵ Research problem is something need to be investigated by using the role of research, it is in educational problem or social cases. From the research context above, the researcher formulates the research focuses as follows below:

1. What are the types of code mixing used in a conversation by Campus Ambassador at IAIN Madura?
2. What are the reasons that Campus Ambassador mix one language to another in a conversation at IAIN Madura?

C. Research Objective

Research objective means the purpose that the researcher would like to attain after conducted research problem. Based on the problem stated above, the research objective of the research is going to solve the problem. Therefore this section includes about what targets to be achieved in the study. It's content is closely related to the research problem that has been formulated.

¹⁵ Mohammad Adnan Latief, *Metode Penelitian Pembelajaran Bahasa* (Malang: UM Press, 2010), 13.

According to Creswell, research objective is a statement of intent use in quantitative research that specifies goals that the investigator plans to achieve in a study.¹⁶ From definitions above can be taken conclusion that research objective is the expectation that will be found from the research focus. So, the research objective of this research are :

1. To identify the types of code mixing in a conversation by Campus Ambassador at IAIN Madura.
2. To know the reason of Campus Ambassador in using code mixing in a conversation at IAIN Madura.

D. Significance of Research

After identifying objectives of study, the researcher determine the significance of the study. Significance of the study states the implications of the findings for educational practice and theory.¹⁷ So, the researcher hopes will give the benefit to another.

There are two kinds of research significances that is provide in this research. Theoretical signifiante and Practical significance.

1. Theoretical Significance

It is hopefully provide the additional theory of Suwito about code mixing in a conversation and give more useful information code mixing. Furthermore, it can be new reference for people who want to research relating with code mixing.

¹⁶ Jhon W Creswell, *Educational Research Planning, Conducting, and Evaluating Quantitative and Qualitative Research*, 4th ed. (Lincoln: University of Nebraska, 2012), 111.

¹⁷ Donald Ary et al., *Introduction to Research in Education*, 8th ed. (Canada: Nelson Education, 2006), 589.

2. Practical Significance

The researcher hopes it is useful for:

a. For the researcher.

This research has advantage for researcher to make easier when researcher want to research the study that related with the topic. Especially about code mixing in a conversation.

b. For the readers.

It helps giving an additional information for the reader's to know about phenomenon of code mixing in a conversation.

c. For the State Islamic Institute of Madura.

It helps for the library that can be read the library visitor. And also can be a new knowledge for the student' university.

E. Scope and Limitation of Research

The researcher needs to put scope and limitation of the study, in order the area of research do not spread widely. It is used to avoid misunderstanding about the problem. It explains about limitation of the variables that will be observed, population or subject of the study and location of the study.¹⁸

The scope in this study is the using of code mixing in a conversation. The researcher also limits this study focuses on campus ambassador at IAIN Madura.

¹⁸ *Pedoman Penulisan Karya Ilmiah*, Revisi (STAIN Pamekasan, 2015), 12.

F. Definition of Key Terms

It explains some terminologies which is used to get some interpretation and avoid unclear meaning. To make the reader easy in understanding the title, here are the meaning of each word that can be read by reader. To avoid misunderstanding of the reader, the researcher uses some definition for the key term as follow :

1. Sociolinguistics is one of the study that concern about the relationship between language and society.
2. Code mixing is the use of language that mix from one language to another language.
3. Conversation is a communication made by two or more people to deliver an idea or opinion.
4. Campus ambassador in IAIN Madura is one of the campus icons to be a good role model for the students.
5. Ambassador is someone who becomes a role model and promote in a certain field.