CHAPTER I

INTRODUCTION

This chapter deals with the research context, the research focuses, the research objectives, the significances of the study, the scope and limitation, and the definition of key terms.

A. Research Context

English is a language which have a contribution in every part namely education, business, communication, etc. In the business field, English can contribute in the transaction of the trade. In this era, many of the young people doing a transaction of a trade without they should go to the place of the seller. They can doing a transaction with exploit the existence of technology where in this era, there are many application of online shop which is offer products whit the price unreachable enough and the quality of the product good enough. It is doing because it can be easier them to do a transaction. Talking about the product, of course each product have a name which is be adapted with the context of the product. Occasionally, the name of the product using two language, namely Indonesian and English. It means that the name of the product similarly describe a fantastic product, modern seen and can be more famous product. But, many of them are less to attract the name of a product or many of them did not understand about the meaning of some words in the name of the product. In English, the using of two language related with code mixing.

Hudson state that code mixing here can be explained there are two people talking each other, and they talk without change any situation. They only used some word or language that they want or know.[1] To make the other speaker understand about what they talking, they used mixing of language to make it balance each other.

Holmes also state that code mixing is mixing two or more codes because of the speaker did not able to comunicate using that language.[2] The codes that used by the speaker related with the symbolic meanings. It is doing to make the information can be delivered actively to other speaker.

Code mixing here talking about a language which exist in the society where they use code mixing in the daily activity. It is doing out of the awareness. We talking about language and society can make us memorize to the topic of sociolinguistic.

Sociolinguistic is a study of language in related with society.[3] It can be described when there is someone communicate with other people in the certain society and consist of some form of language which used by the people.

Code mixing is one part of sociolinguistics, which is included in the language learning science. In the relation with teaching learning, this science has a position in learning as a form of applying an example of the use of language in the social environment. So, in the learning process, student do not

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[1] R.A. Hudson, *Sociolinguistics*, second edition (United Kingdom: Cambridge University Press, 1996), 53.
[2] Janet Holmes, *An Introduction to Sociolinguistics*, Fourth Edition (New York: Pearson education limited, 2013), 42.
[3] Rochayah and Misbach Djamil, *Sosiolinguistik* (Jakarta: Departemen Pendidikan dan Kebudayaan, 1995), 1.

apply the examples of the existing knowledge in the school environment, but it also from the outside. As in this research that the students can obtain or know the existence of code mixing not only from the example given by the teacher through what he said, but the teacher can give an example to students that outside the school environment, such as at home or the community students can learn about code mixing. For example code mixing that exist on the name of dress product in online shop "shopee". From there, they can find out and differentiate the code mixing that exist in the community like in "Shopee" with code mixing in the school environment. In addition, in communicating with someone, the language used will be different from each person. So, we can understand other people's language through this code mixing because in this code mixing there are a mixture of languages from the mother tongue, foreign language, and regional language. While on the name of dress product in online shop "shopee", we can know when we do shopping, we will find some languages that exist in the community.

The existence of a theory above means it has related with the problem. This theory exists as a reference or supporter in understanding a problem. When it was known that the problems related with code mixing and sociolinguistic, so we need to understand what these terms mean. When we have understand about these terms, so we can take a conclusion from the important points in the matter.

In this case, the researcher more focus on the analysis of code mixing in written language in the form of technology which is used by many people in

nowadays. The rsearcher will do an analysis a written language and found some types of code mixing which is used in the form of written language.

The problems related with the analysis of code mixing can be found in the name of product in the application of online shop "Shopee". The detection of code mixing here are based on the experience of the researcher and also the people who used this application. In this case, many users of online shop did not know about the purpose of the name of the product. They only doing a transaction without attrack something that exist in that application. It can be cause of they did not want to know about it or they really did not know what its mean.

From the explanation of the phenomena above, the researcher are conduct to doing a research about the analysis Indonesian – English code mixing on the name of dress product in the online shop "shopee". This research is doing because the researcher want to analysis and found something related with code mixing.

B. Research Focus

Research focus is attempts to state explicitly the questions to search for answers. The research focus is a full and detailed statement of the scope of the rpoblem to be investigated by identification and restriction of the problems.[4] It is refers to some things that should be investigated related to the phenomena which is need a solution and effort to answer.

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[4] Tim STAIN Pamekasan, *Pedoman Penulisan Karya Ilmiah* (Pamekasan: STAIN Pamekasan Press, 2012), 10.

So, the researcher will present two research focus or problem based on the phenomena or the context above as follows:

1. What are the kinds of Indonesian – English code mixing which found on the name of dress product in online shop "shopee"?

2. How the lexical meaning of Indonesian – English code mixing found on the name of dress product in online shop "shopee"?

C. Research Objective

Research objective is a statement of intent that specifies goals that the investigator plans to achieve in a study.[5] It is refers to the goals which is used by the researcher to get an information based on the research focus.

Based on the research focus above, the researcher formulates research objectives as follows:

1. To find out the kinds of Indonesian – English code mixing which found on the name of dress product in online shop "shopee".

2. To describe the lexical meaning of Indonesian – English code mixing found on the name of dress product in online shop "shopee".

D. Significance of study

Significant of study refers to the result of the study which is used to increase the theory and applied to the certain urgent.[6] It is refers to how the research can beneficial for people who want to develope a theory and

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[5]John W. Creswell, *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (SAGE Publications, 2013), 111.
[6] Juliansyah Noor, *Metodologi Penelitian: Skripsi, Tesis, Disertasi, Dan Karya Ilmiah* (Jakarta: Prenadamedia Group, 2015), 249.

someone who want to do a research with the same area. In this case, the researcher will explain the important of this research in theoritically or practically as follows:

1. Theoritically, the researcher hopes this research can give contribution and new information about Indonesian – English code mixing of the application online shop so that it can improve the comprehension about the topic.

2. Practically, the researcher hopes the result of this research can beneficial and contribute to the English learner , especially for student who use the application of online shop, this research also beneficial for:

   a. The student

   From this research, The student can found the existence of Indonesian – English code mixing in some area especially on the name of product in online shop.

   b. The people who use online shop "shopee"

   This research can add new knowledge for the people who use online shop "shopee", so that they can study about Indonesian – English code mixing in the same time.

   c. Further researcher

   This research can be the inspiration for the further researcher if they want to conduct a research in the same areas.

d. Education or learning

This research can be as a form of applying the examples of the existing knowledge not only in the school environment, but it also from the outside.

E. **Scope and Limitation**

According to Donald Ary, scope and limitation become serious to the research because of it can give negative impact to the result of the research.[7] The scope and limitation like the research of the study, the data that will be collect and others. So, the researcher must be give the right scope and limitation to make the result of the research as clear as possible.

1. Scope of study

Scope is limited variable on other variable in research, population or research subject, and research localization.[8] The scope have a purpose to make the research as clear as possible so that it can appropiate with the context and the portion of the research. The scope of this research are focused on the existence of Indonesian-English code mixing, the type and the lexical meaning of English code mixing. Furthermore, the analysis of code mixing here only focused in the form of phrase in written.

2. Limitation of study

Limitation is potential weakness or problems with the study identified by the researcher.[9] It is refers to the place where the research is

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[7] Donald Ary et al., *Introduction to Research in Education*, Eighth edition (Canada: Nelson Education, 2006), 580.
[8] STAIN Pamekasan, *Pedoman Penulisan Karya Ilmiah*, 11.
[9] Creswell, *Research Design*, 199.

taken and applied. The limitation of this research is application of Indonesian online shop "shopee".

F. Definition of Keyterm

Keyterm is the important terms for initial locating literature and it can help the researcher the locate literatur. It can begin search of the literature by narrowing the topic.[10] It means that the reseracher must be give an explanation related with the important term of the topic so that it can make the readers understand what the terms means because one terms sometimes have more than one meaning.

The researcher provides the definition of keyterms as follows:

1. Code mixing is the mixing of two language that used by people to state something on the certain purpose both on written or spoken form.

2. Online shop is a form of shop which is usually people buy something without directly going to the place of the seller, but they utilize a technology that exist in this era.

3. Shopee is one of the application of online shop that often used by people to buy something.

4. Lexical meaning is the meaning of words based on the meaning on the dictionary.

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[10] Creswell, 82.