

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Mostly, people will communicate by using a language in their daily life. When people interact with others in society at anytime and anywhere they must use a language. Without a language, people will find some troubles when they do their activities. We can never imagine how many difficulties we would face in our daily life if we do not understand what someone says.

Language is the most important tool in the relationship between person to person in a social group, community and society. In reality, language holds its function to connect either a speaker with listener or a writer with reader. In everyday life people use language for different purposes. Beside for communication, language is also used for negotiation, introduction and socialization. In other words, communication cannot be separated from language and society.

People who can speak more than one language in speech community, other than mother tongue are called bilingual or multilingual. Indonesia is multilingual country that is proven by various ethnic languages existing like Javanese, Sundanese, Betawinese, etc. Also, many Indonesia`s students learn foreign languages (English, Japanese, France, etc) in their school. As people have to speak or write in different languages for different reasons, the code switching and code mixing phenomena will unavoidably occur.

The condition where people use more than one language or code in the same topic, context, or people in communication is called code mixing. According Suwito (in Rohmadi, 2004 : 60 ) “Code mixing is the use of two or more languages by entering the pieces of language to another while the pieces which inserts do not have function”. Another phenomenon is Code switching that has been defined as “ a change by a speaker (or writer) from one language or language variety to another” (Platt & Richard, 1992:58).

Code mixing and code switching can be seen in spoken such as: television program, radio, teaching learning and written language such as : short stories, article magazine, newspaper, novel, blog, etc. Although most study concentrates on spoken language, this study looks at code switching and code mixing used in written article. In written language, the authors sometimes switch or mix a code into another language to convey their message, feelings and thoughts to the readers.

The use of English code switching and code mixing in written article has become common phenomena lately. This phenomenon happens because it can make the article more communicative. We can find various articles in any magazine. One of teen magazine that published a lot of informative articles is Gogirl!. The content mostly talks about things dealing with teenage life. The content of magazine is divided into several sections like beauty and health, feature, life style, fashion, our cover, and monthly routine articles. These sections are mostly written using a combination of language. Frequently, the titles of articles in each sections are in English. Meanwhile, Indonesian and English are alternately used in the content of the

articles. They switch and mix Indonesian-English language to make the articles more interest to the readers (teen-readers). This encouraged the writer to investigate the phenomenon of code switching and code mixing in the articles of Gogirl! Magazine.

From those reasons above, the writer wants to find out the code switching and code mixing that are occurred in the “Our Cover” articles of Gogirl! magazine. The writer will analyze the types code switching and code mixing in 12 “Our Cover” articles of Gogirl! Magazine from January until December 2012.

#### 1.2 Research question

The main concern of the study is shown through the following research question : How are types of code switching and code mixing used in 12 “Our Cover” articles of Gogirl! Magazine?

#### 1.3 Purpose of the study

The purposes of the study are to find out how the types of code switching and code mixing are used in 12 “Our Cover” articles of Gogirl! magazine.

#### 1.4 Limitation of the study

The limitation of this study is 12 “Our Cover” articles of Gogirl! magazine which contain some linguistic phenomenon like code switching and code mixing from English to Indonesian or vice versa.

#### 1.5 Significance of the Study

Through this study, the writer expects that the findings can be useful to enrich our knowledge about code switching and code mixing in “Our Cover” article, especially in Gogirl! magazine. Moreover, the result of this study is generally intended would be used as reference and comparison with another study in order to make better analysis for further research in code mixing and code switching.