

CHAPTER I

INTRODUCTION

1.1 Background of the Research

A language is a tool of communication. It also can be used for sharing any information, idea or feeling. It can be delivered through oral or written. Basically, the language has certain functions that are based on one's needs, such as a tool for self-expression. Nowadays the phenomenon of language cannot be separated from the influence of technology. In the digital era, the rapid flow of globalization in our daily lives has an impact on the development and growth of language as a tool of communication. The language has an important role in the formation of culture, especially, for the young generation who are increasingly creative and innovative in terms of technological progress.

When we talk about a language certainly it cannot be separated by communication because in everyday life everyone will definitely do it and use language as a tool for delivering. According to Fiske (1990), communication is social interaction through the message. It is concerned with how senders and receivers encode and decode, with how transmitters use the channels and media of communication.

Since ancient times humans have created many tools to communicate or interact with other without having to be face to face. In the seventeenth and eighteenth centuries still used post mail or letter physically, but in the 20th development of science and technology from traditional to modern, one of th

tools has changed into multiple tools that are a handphone. The advantages of handphone than the home phone are easier to call anywhere with a simple design, easy on handled. Its function is superior than the home phone because it can send a message or often called SMS (Short Message Service), MMS, and even video call.

Now, along with the progress of the handphone is also experiencing a very rapid development equipped with features for face-to-face long distance, send a ny others in a variety of applications with certain functions like BBM, Whatsapp, Twitter, Facebook, and Instagram. These applications are known as social media which is useful for human life through daily activities, for example, the world of work and education.

There is a community of humor which is popular in social media that is often used by the youngster. It is *meme* a kind of image that is one of the phenomena in Indonesian nowadays. The term of meme first appeared in 1976 by Richard Dawkins and be popular in the latest of 2012 until now. According to Richard Dawkins cited in Benaim (2018) he defines memes as cultural element of individuals that can be replicated and transmitted by others through an imitation process. Meme can be ideas, symbols, or image by adding text for the caption. Nowadays, memes are popular to share and reblog, repost or retweet, especially among youngster. The meme has been found on Instagram recently that is popular nowadays among the youngsters.

Meme as a social media Instagram community produces a phenomenon of language as a humor for the youngster, though can be said creative and innovative

in the field of linguistics. However, when the researcher read the memes, the expression in meme is not pure in one language. Most of the expressions are insert the other language as the examples below:

Example a:



“Kids jaman now gak bakalan tau boneka ini punya siapa”

It is the expression written in meme Indonesia on Instagram the image described a teddy doll in such the sentence.

Example b:

CEWEK :

**KALAU LAGI NGENDARAI
MOTOR, 1 SPION BUAT
NGELIAT BELAKANG
1 SPIONNYA LAGI BUAT
NGELIAT MUKANYA**

True girls?



*“Cewek: kalau lagi ngendarai motor, 1 spion buat ngeliat belakang 1 spionnya lagi buat ngeliat mukanya . **True girls?**”*

It is the expression written in Meme & Rage Funny Indonesia (MRFI) on Instagram the image described as a warning and there is a cartoon image of a woman in such the sentence.

Example c:

**KAMPRET MOMENT ITU DISAAT
LU MAU NGEFOTO ORANG SECARA
DIAM DIAM**



EH MALAH LAMPU FLAS NYA MENYALA

*“Kampret moment itu di saat lu mau ngefoto orang secara diam-diam eh malah lampu **flash**-nya menyala”.*

It is the expression written in Meme & Rage Funny Indonesia (MRFI) on Instagram the image described an image of a camera in such the sentence.

We can find another example of such the sentences because they have their own ways to entertain the reader with their language.

From the researcher observation, sometimes the meme's author uses bilingual languages in meme such as English mix in the Indonesian language for the caption of the image. The phenomenon of mix language we can learn in sociolinguistic fields about Code mixing. The term of code mixing refers to all cases where lexical items and grammatical features from two languages appear in one sentence Muysken (2001). Sometimes code mixing that used in meme influenced by viral language in social media itself especially on Instagram, for example, the word is very familiar in today is kids zaman now many of meme used the popular word to attract the attention from the youngster. In a community, it can easier to find out language like they do in an informal situation for example in media social. According to Kurniati (2014), code-mixing is seldom found in the formal situation. There is no right expression in such condition it needs to use the word or expression from a foreign language, in written language.

We cannot deny that the use of language by youngster tend to be with the times so that the language function as a means of delivering information does not work properly. As the example of their writing in social media is one of the results of their self-expression, they just express their ideas and feelings without thinking

whether the writing can be understood by others or not. The use of language must also be customized to the situation, conditions and to whom the language used, so that the meaning of the expression would be conveyed well.

Some people may not understand what they are writing about. Some others may know that it is included in linguistics phenomenon. Some may understand about code mixing. But, the general people like a teenager who does not have any skills in English do not know how to use the code mixing in the meme.

Basically, there are many researchers that have discussed about code mixing analysis before. For example in (Fahrurrozy 2015) entitled Analysis of Code-Mixing in Commercial Advertisement. He aims to analyze the types and functions of code mixing, the data are taken from the script of 10 commercial advertisings of face wash and bath soap advertisings.

Based on the explanation of previous research, the researcher is interested in conducting this research especially in meme on Instagram that have been developed recently. Based on it, the researcher is wishful to do research about Code mixing found in the meme entitled AN ANALYSIS OF CODE MIXING IN MEME ON INSTAGRAM BY YOUNGSTERS.

1.2 Identification of the Problem

Based on the background there are many problems identified, they are:

1. Influence of meme existence towards the youngsters in media social especially on Instagram.
2. Influence of meme for youngsters toward their language.

3. The phenomenon of Code mixing found in a meme on Instagram.
4. The types of Code-mixing and reasons of using code mixing focused on a meme on Instagram.

1.3 Limitation of the Problem

Based on the study above, the researcher should be focused then the problem is limited, they are:

1. The types of Code mixing found in a meme on Instagram.
2. The reasons of using Code mixing found in a meme on Instagram.

1.4 Formulation of the Problem

Based on the research the significance formula of the study are :

1. What are the types of Code mixing found in a meme on Instagram?
2. What are the reasons of using Code mixing found in a meme on Instagram?

1.5 Objective of the Research

Based on the research the significance objective of the study are :

1. To describe the types of Code mixing that used in meme youngster
2. To describe the reasons of using Code mixing found in a meme on Instagram

1.6 Significance of the Research

In conducting the research the author is expecting that the result of this will give a valuable contribution to theoretically and practically.

1.6.1 Theoretically

The result of this research can be used as guidance for accomplishing the final thesis for the next researcher particularly in analyzing Code mixing that found in the meme

1.6.2 Practically

The result of this research can be used for my self to enrich the knowledge about language in a linguistic field especially code mixing and can be implicated in the development of English both University and Youngster's Community who use the social media as a tool of entertainment for a meme

1.7 The Definition of Key Terms

Based on the research there are three of keywords in the research they are :

- Meme : According to Richard Dawkins in Benaim (2018) memes as cultural element of individuals that can be replicated and transmitted by others through an imitation process.
- Code mixing : The term of code mixing refers to all cases where lexical items and grammatical features from two languages appear in one sentence (Muysken 2001).
- Instagram : Instagram is a photo and video-sharing social networking service owned by Facebook, Inc. It was created by Kevin Systrom and Mike Krieger and launched in October 2010

exclusively on IOS.

Youngster : The youngster is a good, generic way to talk about a person who's younger than you are, especially a child. If you babysit a neighborhood kid, you can describe him as a youngster. The noun youngster is a casual word meaning "child" older people sometimes use it to refer to adults who are younger than themselves.