

CHAPTER I

INTRODUCTION

1.1 Background of Research

Language is media to communicate and send message used by human in society. In the daily human activity, language is very important. Different place, culture, context, situation and period has a different language or language meaning. Language is learning social behavior, a skill that is acquired as we grow up in society (Boey, 1975 p 3). So, language is a tool for human in the community to convey a message and intention to other, through the language people understand what other people mean and the purpose of them in that society. Nowadays, a human is demanded to be able to understand and use the international language. The language used by some people in a community or group will be influenced by the language used by people from out of the community. Language is a mean of communication, having a significant role in our life. Everybody should use it to communicate with others for social interaction.

Communication is very important to inter-personal discussions. It likes how we express ideas from person to person. When communication goes away, part of the idea will be lost or it will be misunderstood by the other person. In this industrial era, there will be problems arising in communication. In the researcher opinion, if there is no language, there will be no good communication created to interact with the society.

Code mixing phenomenon is an important phenomenon to be understood and analyzed, particularly in today's increasingly connected global environment. At campus, at work, and public area, code mixing can be seen in many different settings. The transfer of linguistics elements from one language into another is code mixing (Hoffman in pardede and kisno, 2007 p 55). There are six types of code switching and code mixing, the types are: emblematic, intra-sentential, intersentential, intra-lexical code mixing, establishing continuity with the previous speaker and involving a change of pronunciation. There are seven main reasons why human switch or mix their languages, the reasons are: talking about a particular topic quoting somebody else, being emphatic about something, interjection, repetition used for clarification, an intention of clarifying the speech content for interlocutor and expressing group identity.

The first previous research was conducted by Sumarsih (2014) entitled *Code Switching and Code Mixing in Indonesia*. The method of this research is qualitative, which used interview techniques, questionnaires, observations and records for taking the data, the data from communities in North Sumatra by using (Jendra's 1988) theory. The result of the research is code switching and code mixing in Indonesia have been divided into three classes. They are word class, phrase class, and sentence class. Interestingly, the word level is the highest number that is occurred in Indonesia. Based on this research, it was concluded that the reasons used code-switching and code-mixing is due to ignorance of the situation and words into their native language.

The second previous research was conducted by Saputo (2013) entitled *The Analysis of Indonesian-English Codes Mixing Used in Marmut Merah Jambu Novel*. The researcher used Suwito, (1985) theory. In his research, he analyzed the forms of code mixing, the purposes of Indonesian-English code mixing used, and the lexical meaning of Indonesian-English code mixing that found in the novel entitled *Marmut Merah Jambu* written by Raditya Dika. In the method, he used descriptive qualitative because he took the data are in the form of words or utterances rather than a number. The finding of his research in the form of code mixing and purpose of code mixing.

The third previous research was conducted by Dias cacrawati (2011) entitled *Code Mixing Teenlit Cantiq Canting* has concluded, the researcher in teenlit cantiq canting use indonesia language as the main language. In the research, Dias has used Hoffman dan Saville-Troikefor theory. The method of the research is qualitative descriptive. The result of the research are; There are six found in this research, intra-sentential switching, inter-sententia; switching, emblematic switching, and intra-lexical code mixing, establishing continuity with the previous speaker and involving a change of pronunciation, the dominant use is intra-sentential switching. Then the dominant reasons for codes are expressing a group identity. Based on some previous research above, the researcher states that the current research is different from previous research.

The different of background social life, societal culture, and language, especially at Radisson hotel between staff and guest. The staffs who work in the front office are coming from many backgrounds of culture. The staff makes

conversation in Front Office Radisson Golf and Convention Center Batam areas, among other staff, domestic, foreign guests. They are using Bahasa, English to communicate while they are serving guest and the staffs often do code mixing. An example; pak Rendi, kamar 711 minta clean up room trus minta mineral water 2 y. Based on the example, there is communication between Telephone operator and Rom boy regarding the guest request. In the sentence, there is a combination of two different codes or two languages they are Bahasa (pak Rendu, kamar 711 minta...trus...dua ya) and English (...Clean up room ... mineral water ...) Based on this phenomenon the researcher interest to do research.

1.2 Identification of the Problem

The researcher found some problems in this research and identifies the problems, they are;

1. The habitual use of code mixing by front office staff of Radisson Golf.
2. Difficulty in understanding type of code mixing used by front office staff of Radisson Golf.
3. The reasons using code mixing by front office staff of Radisson Golf .

1.3 Limitation of the Problem

Related to the identification of the problem above, the researcher limits this research into two problems because researcher thinks that they are most important

and interesting points to be analyzed. The limitation of the problem is aimed to make this research more specific. The limitations are as follow:

1. Type of code mixing use by front office staff Radisson Golf.
2. The reason of using code mixing by front office staff Radisson Golf.

1.4 Formulation of the Problem

The researcher makes the formulation of the problem that it follows on the limitation is revealed in above about the types and the reasons of code mixing used in the staff front office Radisson Golf. The formulation of the problem as follows:

1. What are the types of code mixing found in front office staff Radisson Golf?
2. What are the reasons for front office staff Radisson Golf?

1.5 Objective of the Research

Related to the formulation of the problem, the objectives of the research are as follow:

1. To describe types of code mixing found in the front office staff of Radisson Golf.
2. To describe the reason of front office staff in Radisson golf to use code mixing.

1.6 Significance of the Research

There are two significances of the research they are theoretically and practically. Theoretically benefits, to enriching the reader knowledge about types and reasons of code mixing and this research can be as a reference for linguistic learning especially bilingual. Practically benefit, this research can be implemented directly by the reader when interacting and communicating in them bilingual community.

1.7 Definition of Key Terms

Sociolinguistics	: Sociolinguistics is the study of the ways people use language in social interaction (Chaika in pardede and kisno, 2007, p. 19).
Bilingualism	: Bilingualism concern with people who use two or more languages (Hoffman in pardede and kisno, 2007, p. 52).
Code	: Referring to neutral label for any system of communication including language (Hoffman in pardede and kisno, 2007, p. 49)
Code mixing	: The transfer of linguistics elements from one language into another is code mixing (Hoffman in pardede and kisno, 2007, p. 52)