AN ANALYSIS OF CODE-MIXING IN THE INDONESIAN WEB

SERIES *FLORA*

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ORIGINALITY STATEMENT

Siti Fauziah, hereby affirm that all materials and findings presented in this thesis are entirely my original work conducted under the supervision of Temmy Thamrin, S.S., M.Hum., Ph.D. This thesis does not contain any plagiarized content from previously published research or from theses submitted to Bung Hatta University or any other institution, except for sources that have been properly cited with the author's name and the original title. Furthermore, this work has never been submitted to obtain any academic degree or diploma at another university. I also confirm that all ideas, organization, style, language expression, and intellectual content in this research are my own, apart from the contributions that have been clearly acknowledged.

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AN ANALYSIS OF CODE-MIXING IN THE INDONESIAN WEB SERIES FLORA

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ABSTRACT

This study aims to analyze the use of code mixing in the Indonesian web series Flora. The focus of the study is to identify the types of code mixing and the reasons for using code mixing found in the series. This study focuses on the conversations involving the main characters, Flora and Steven, including not only their interactions with each other but also their conversations with other characters in the web series. This research applies Muysken's (2000) theory to analyze the types of code mixing and Hoffman's (2014) theory to analyze the reasons for using code mixing. This study employs a qualitative research method. The data were collected from eight episodes of the web series Flora, resulting in 51 utterances containing code mixing. The findings show that there are only two types of code mixing found in the series, namely 28 data of insertion and 23 data of alternation. Among these types, insertion is the most dominant type used by the characters. In terms of reasons for using code mixing, six out of seven reasons found in the data: 16 for talking about a particular topic, 25 for showing empathy about something, 4 for interjection, 2 for repetition used for clarification, 2 for expressing group identity, and 2 for the intention of clarifying the speech content. The most dominant reason is showing emphatic about something. These findings indicate that code mixing in *Flora* is mainly used to emphasize certain expressions and to convey messages more effectively in daily communication.

Keywords: code mixing, insertion, alternation, reasons for code mixing,

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CHAPTER I

INTRODUCTION

1.1   Background of Research

Language describes how people share thoughts and feelings with others. In many parts of the world, including Indonesia, people often speak more than one language. Sometimes, people mix these languages when they talk. This mixing of languages in a single conversation is called code-mixing. In everyday communication, it is generally accepted that nowadays people tend to use more than one language to communicate with each other. These days, many people, especially teenagers, tend to use a mix of one language to another to communicate, whether it is committed on purpose or not, such a phenomenon as language mixing, whether at the level of sentence, word, or phrase, refers to what so-called "code-mixing". It remains one of the linguistic phenomena, which is one of the topics that is mainly discussed by the linguists in the field of linguistic study, especially in the field of sociolinguistics. This phenomenon of language-switching or mixing might be influenced by various reasons that cause one to commit code mixing.

Fasold (1984) defines code-mixing is when people use words or phrases from another language. Sometimes, people who are educated use code-mixing to show they are smart (Fasold, 1984). Accordingly, Holmes (2013) adds that such variations and choices of language use remain as linguistic phenomena that seem to be influenced by many kinds of internal or external aspects, such as social situation, environment, society, and ethnical or cultural background (Holmes, 2013). In conclusion, code-mixing refers to the use of words or phrases from

another language in communication. It is not only a linguistic practice but also a way to express identity or social status. This phenomenon is influenced by various social, cultural, and environmental factors.

Sociolinguistics scholars refer to the act of switching between two or more languages in a monologue or conversation as "code-switching" or "code-mixing." The ability to shift between languages is referred to as code-switching. The term "code-mixing" in linguistics describes the usage of several languages or speech patterns. When a single statement combines two languages A and B with some parts uttered in language A and the remainder in language B, this is known as code mixing. When speakers change their language throughout a conversation, inside a single word, it's known as code mixing (Wardhaugh & Fuller, 2021).

Code-mixing is frequently observed in Indonesian daily communication, particularly in digital media such as social media content created by Indonesian content creators who often combine Indonesian and English in their speech. This happens a lot in daily life, especially among young people. They might do this to sound cool, to express themselves better, or simply because it feels natural to them. To understand how code-mixing works in real-life contexts, this study examines its use in popular media.

In today's digital era, the Indonesian entertainment industry is growing rapidly, especially with the emergence of various web series produced specifically for streaming platforms such as *Vidio, WeTV, and Netflix*. One Indonesian web series selected for this study is *Flora* (2022), a spin-off of the series *Turn On*, which features a contemporary storyline and focuses on youthful characters. Flora is a romantic comedy series that tells the life and love story of the main character,

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Flora, played by Erika Carlina. This series presents the dynamics of complex interpersonal relationships but is presented in a light and entertaining manner. In addition to the narrative aspect, this series also portrays the daily interactions of the characters, reflecting the social life of modern urban Indonesia.

In the movie, the writer finds out that the characters interactions are frequently conducted in Indonesia-English. The characters in the movie are shown as continuing to speak both English and Indonesian. The writer's goal is to identify the different types of code-mixing, the types that are most likely to occur, and the elements that may contribute to code-mixing in the given movie. This is due to the way characters interact in the movie, mostly through the use of both English and Indonesian as language choices.

The writer is interested in analyzing code-mixing in the Indonesian web series Flora. Flora and Steven was chosen as the research object as instances of code-mixing are evident in the dialogues of its characters. The series tells the story of Flora's life and her relationship with the modern city. Mixing English and Indonesian in this environment is common, especially among teenagers. Studying code-mixing in Flora demonstrates the influence of culture on communication and helps us understand how language is used in everyday life. Linguists and those interested in modern Indonesian language and culture may find this research useful.

Furthermore, Flora's selection is relevant because the storyline explores themes of friendship, romance, and the struggles of urban youth. The characters, who mostly come from middle-class families and are pursuing education or careers in the city, reflect a generation open to Western influences but still rooted

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in Indonesian culture. This research is crucial for linguists, educators, and anyone seeking to understand the dynamics of modern Indonesian language and culture because it provides insight into how language is shaped by globalization, popular culture, and peer interactions.

1.2 Research Questions

Following the background of this research, as stated in the previous section, the research questions of the research is formulated as follows:

1. What are the types of code-mixing found in the Indonesian web series "*Flora*"?

2. What are the reasons for using code-mixing in the Indonesian web series "*Flora*"?

1.3 Purpose of the Research

Following the research questions, the purposes of this research are formulated as follows:

1. To describe the types of code-mixing found the Indonesian web series "*Flora*".

2. To determine the reasons for using code-mixing in the Indonesian web series "*Flora*".

1.4 Limitation of the Research

In this research, the writer focuses specifically on analyzing the phenomenon of code-mixing used by the main characters, Flora and Steven, in the Indonesian web series "*Flora*". The study aims to identify the types of code-mixing based on Muysken's (2000) theory and to examine the reasons behind the use of code-mixing as categorized by Hoffmann (2014). The analysis is limited

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to the language interactions involving Indonesian and English. Other linguistic elements, such as code-switching, borrowing, or non-verbal communication, are not included in this research. This focus allows for a clearer understanding of how and why code-mixing occurs in the character's speech in the context of a modern Indonesian movie series.

1.5   Significance of the Research

Theoretically, this study is expected to benefit in broadening one's understanding of the sociolinguistics field in general, especially in the study of code-mixing, since this study functions to learn and find out about what types of code-mixing and how is code-mixing represented in the form of the motion picture, especially in the form of romance drama movie entitled "*Flora*". Practically, this study is expected to benefit in providing references for English Department students who are interested in such linguistics fields as sociolinguistics, especially code-mixing.

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