CHAPTER I
INTRODUCTION

1.1 Background of the Study

Market is one of the many varieties of system, institution, procedure, social relation and infrastructure whereby parties engage in exchange. While parties may exchange goods and services by barter, most markets rely on sellers offering their goods or services in exchange for money from buyers. It can be said a market is the process by which the prices of goods and services are established. Markets vary in form, scale, location, and types of participants, as well as the types of goods and services traded. Examples include online shopping.

Online shop or online retailing is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are e-shop, Internet shop, online store, and etcetera. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app. online customers must have access to the Internet and a valid method of payment in order to complete a transaction.

Facebook is one of social media that have so many functions not only for interacting but also used as an online shop. For every people, Online shop is not just a meeting place for seller and buyers but also social interact and representation of modern values.

Nowadays, there is a tendency that many people use more than one language when they have conversation with others, or sometimes they change the language or mix a language into other language when they speak. People develop some knowledge and ability in a second language and so become bilingual.

In bilingual society two or more language are often use along together. People also usually selecting a particular code whenever they choose to speak and they may also decide to mix codes even within sometimes very short utterances and thereby create a new code.
Hymes (in Jendra, 2010: 71) states that, suggested eight factors that bilingual, multilingual or monolingual people may consider when choosing a code. The factors were formulated into an acronym, namely SPEAKING, which stands for Setting and Scene, Participants, Ends, Act sequence, Key, Instrumentalities, Norms of interaction, and Genre.

a. Setting and Scene
The setting and scene are the places, occasions, or natural situations that can influence the people in choosing the code. People may consider choosing a more formal variety of language when talking in an office than when talking in a picnic place. A more moderate attitude in speaking is also found in a ritual or ceremonial occasion than in a street or supermarket.

b. Participants
The participants are the people involved in the communication found in the setting. A good public speaker for example, wants to know about his/her audience (the participants) before performing a speech. He/she may think of considering what kind of jokes he/she should tell or whether he/she should speak in a more casual way or formal one after considering the audience.

c. Ends
The ends are the goals or purposes that a speaker wishes to reach. If a political party delivers a speech in a campaign, he/she wishes to persuade the crowd before him/her in order to receive support for the election.

d. Act sequence
The act sequence refers to the order of a speech, a narrative, a conversation, or a talking. A formal speech for example, is set carefully with an opening expression, followed with an introduction, a story, before entering the main topic. The sequence in speaking is then considered to be also an important factor to consider.
e. Key
   The key is referred to the manner, spirit, and feeling of the message wished to be captured within the conversation. It is also referred to the spirit captured in the voice or manner of a speaker. The spirit or the feeling may be sincere, modest, or low.

f. Instrumentalities
   The Instrumentalities are referred to the register and forms of the speech. The forms that might be under consideration are whether it will be delivered in a more formal way or a casual friendly one.

g. Norm of interaction
   The norm of interaction is the contextual custom in using the code, including for example allowance for an interruption, using gestures freely, addressing an audience, eye contacts, distance, asking questions about belief, etcetera.

h. Genre
   The genre is referred to the type of the utterances whether it is in the form of a poem, a proverb, a prayer, a lecture, and etcetera.

Wardaugh (1986:100) people are usually forced to select a particular code whenever they choose to speak, and they may also decide to switch from one code to another or to mix code. This kind of situation may be called code switching and code mixing.

Thelander in Chaer and Agustina (2004:115) when there is a switching from one clause of language to another clause of other language in a conversation so it called code switching.

Thelander in Chaer and Agustina (2004:115) if in the single utterance the clauses and the phrases used are hybrid clause or hybrid phrases and each clause or phrase doesn’t support the function of clause and phrase, it is called code mixing.
If utterance switched from one language to another language supporting a distinctive function, it is called code switching. Conversely, if an utterance either words, phrase, or clause consist does not support a distinctive function, it is called code mixing.

In doing this thesis the writer focus analyze about code mixing between members in facebook online shop and used theories based on Siregar’s theory. According to Siregar (1996:50), code mixing devide into two types, intra-sentential mixing and extra-sentential mixing.

1. Intra-sentential mixing
   Intra-sentential mixing may range from the alternation of single words or phrases to clauses within a single sentence or utterance.

2. Extra-sentential mixing
   Extra-sentential mixing occurs between sentences. Because it occurs at sentence boundaries, it requires less complex syntactic interaction between two languages involved in code mixing.

Nababan (1993:32) states that code mixing is the situation in which the speaker mixes two or more languages or kind of languages in speech act. For examples in a conversation between members in the group:

Laurintius : *Ironmonger open cockpit* bisa kurang gak boss …
Wanda : Saya dah *transfer* untuk pembayaran *Ironmonger open cockpit*nya yaa om john hendra, harap cek PM saya untuk detail alamat kirimnya *thanks*
Hendra : *Ironmonger grey alias monger open cockpit sold to* om wanda  makasii …
Lex : Hehehe … mantaps belanjanya om Wanda
Wanda : Ho oh ni bro Lex mulai kalap lagi saya
Lex : Hahahaha lanjutkaannya …
The example above shows there is code mixing process in their daily conversation. It can be seen that word *transfer, sold, open,* and *thanks* are taken from English language and they are mixed in Indonesian language. However all the words do not influence the structure of language involved in participle, code mixing is the mixing one language into the structure of other language so that is only such place and does not. Structure of component of language involved that consist of word, phrase, clause, and sentence.

The phenomenal of code-mixing very easy to found in social media like Facebook. We connected to a lot of people from a variety of ethnic, cultures and nations here. Facebook is very useful today not only for connect to your friends or get information but also can be place to make money.

There are so many online shop groups in Facebook. The writer choose one of them to analysis, it is ‘Indonesia Marvel Universe Collectors’ group. The writer chooses this group to analyzing because there is a phenomenon of mixing English and Indonesian in group activities that possible to create a new kind of language that is not English or Indonesian.

With the same hobby background between members there are many special terms in English language, consciously or not, much happening code mixing process English into Indonesian when interact with other members and also while shop.

1.2 Problem of the Study

Based on the background of the study above, the writer finds some problems that appear in the study. They are formulated as follows:

1. What types of code mixing used by members of Facebook online shop group Indonesia Marvel Universe Collectors?
2. What types of code mixing most dominantly used by members of Facebook online shop group Indonesia Marvel Universe Collectors?
3. What are the reasons for making the code mixing by members of Facebook online shop group Indonesia Marvel Universe Collectors?
1.3 Objective of the Study

Related to the problems of the study above, the study is aimed to:

1. Find out the types of code mixing used by members in Facebook online shop group Indonesia Marvel Universe Collectors
2. Find out the types of code mixing most dominantly used by members in Facebook online shop group Indonesia Marvel Universe Collectors
3. What are the reasons of code mixing used by members in Facebook online shop group Indonesia Marvel Universe Collectors

1.4 Scope of the Study

The writer will focused the study on analyzing the types of code mixing made in utterance among members in Facebook online shop group ‘Indonesia Marvel Universe Collectors.’ The data will be limited to the data obtained from conversation between members of the group in December 2013.

1.5 Significance of the Study

There are some significances of the study, such as:

1. The students, since it will give a better understanding about the types of code mixing as well as the reasons of people to use code mixing in their daily life.
2. The lecturers, particularly in teaching Sociolinguistics to teach varying method of teaching code mixing which does not only occur in written language but also in spoken language.