

CHAPTER I

INTRODUCTION

A. Background of the Study

Language is one of the important things for humans to communicate with each other. Language itself makes human relations more and more close day by day Brown(1987). In a society, humans cannot be communicate without using language as a means of communication. Language can be studied in Linguistics. Linguistics is the study of science about human language Langacker(1973). One of the branches of linguistics is sociolinguistics.

Hickerson(1980) argues that sociolinguistics is a linguistic development learning which takes language variation as focus, and see the variety of language it self in its social context. Sociolinguistics concentrates on the correlation between social factors and variatons in linguistic variations. Based on a statement from Fishman (1972:4) sociolinguistics is learning about the characteristics of language use functions with characteristics of the language user it self. Sociolinguitics bassically unfocused on the structure of a language but focused on how to language used social cultural context. The concentration sociolinguistics is code switching.

Kamarudin(1989) stated that code switching is using two or more languages by communicators in speaking. As a replacement codes usually occur in bilingual social settings. Bilingualism as a linguistics community of which two language is in contact with the result that both languages can be used in a single interaction, and some people are often bilingual. The phenomena can be described as a code switching occasion that just can not be found in verbal communication but also can found in communications non-verbal in social media.

Instagram is now a phenomena that exists in the community, especially young people, as the largest social media user. Instagram is a medium or way to express yourself in cyberspace or cyberspace. Instagram is a photo sharing

application that allows users to take photos, apply digital filters, and share them on various social networks, including Instagram. A unique feature of Instagram is that it cuts the photo into a square shape, making it look like a photo taken with the Kodak Instamatic and Polaroid cameras. Instagram can be used on gadgets or smartphones that users have recently liked, such as any version of the iPhone, iPad or iPod Touch running iOS 3.1.2 or later, and any Android phone running an OS version. 2.2 (Froyo) is active. This application can be loaded via the Apple App Store and Google Play.

Michael Cross (2013) states that social media is a term that describes various technologies used to connect people to collaborate, exchange information, and interact through web message content. Social media is also an online media that fosters social interaction by inviting anyone who is interested to participate through open input and input, member comments, and sharing information in a fast and unlimited time. One of the most used social media today is Instagram. On Instagram, users can upload virtual files such as photos or videos and write captions after uploading them. Or write a comment with a limit of 2200 characters. Social media designed by Kevin Systrom and Mike Krieger are very easy to access via smartphones or gadgets based on Android and iOS. For them, photography is visual. Instagram is convenient for expressing your work.

Good News Indonesia reported that in the January – May 2020 period, instagram users in Indonesia reached 69.2 Million (69,270,000) users Napoleon Cat(2020). The skyrocketing use of this platform is also inseparable from the work from home (WFH) policy that the company has implemented for its employees admit the corona pandemic and the number of Instagram users has increased during the corona pandemic. According to Instagram observations, online concert activities, fundraising, and cooking content are the activities most used by Indonesian Instagram users. With this number of users, code switching is easy and frequent found on instagram and usually used by bilingual communities write captions for photos/videos that they upload to instagram, as well as in their comments.

There are two example of code switching that researcher found on instagram :

Pelan pelan saja,boleh ambil tapi tau diri. Have a great day everyone ! (taken by @enzystoria instagram photos on June 24 2020)

This caption is a types of code switching that occurs between sentences (Inter-sentential switching.Because code switching appears in the form of a phrase after the clause boundary which occurs because of lexical necessity. This caption was made by Enzy Storia to encourage her instagram followers to focus on what they want to achieve.

The second example of code switching that researcher found on instagram:

Feeling fresh, Happy dan wangi <3 Makasih masker dan parfumnya yah sayang @franskland (taken by @tamarableszynkiofficial instagram photos on August 28 2020)

In the caption, @tamarableszynskieofficial expreesed her deep feelings of happiness the researcher language is english said that “ *Feeling fresh, Happy dan wangi* “ and then switch code language about the gift product she got. Intra-sentential code switching occurs when the speaker switches from English to Indonesian in a sentence.

So, based on the example above, the author is interested in going deeper analyze about the code switching used on instagram based on phenomena in 2020, especially in captions photos or videos and also comments on founded in March - September 2020 period.

B. Problem Statement

Based on the background of the study above, the researcher formulates problem statement as follows :

1. What are the types of code switching on instagram?
2. What are the reasons that affect of code switching on instagram?

C. Objective of the Study

The researcher will solve the problem based on the formulation above.

1. To identify and classify the types of code switching in instagram.
2. To analyze and explain the reasons for code switching in instagram

D. Benefits of the Study

The benefit of this study can be divided into academically and practically benefits. The benefits of this study that researcher can provide, as follows:

1. Academically Benefits

This research can be used as an additional reference for discussion of sociolinguistics studies, particularly on the phenomena of code switching. Theoretical Benefits, this research hopes to add knowledge in sociolinguistic studies, especially in code switching studies. And can generate descriptions of code switching that occurs on instagram.

2. Practical benefits can be used for :

a. Sociolinguistics Lecturer

This research can be used to teach more specific material and any examples related about code switching.

b. Future researcher

This research can be used as a reference in other research and can make readers understand about code switching and can practice code switching, especially in two languages.