

**CODE MIXING USED BY AHMAD EL JALALUDIN RUMI
IN INSTAGRAM CAPTIONS**



**Submitted as a Partial Fulfillment of the Requirements
For Getting Bachelor Degree of English Education**

By:

SITI NUR ROHMAH

A320170252

**DEPARTMENT OF ENGLISH EDUCATION
SCHOOL OF TEACHER TRAINING AND EDUCATION
UNIVERSITAS MUHAMMADIYAH SURAKARTA**

2021

APPROVAL

CODE MIXING USED BY AHMAD EL. JALALUDIN RUMI
IN INSTAGRAM CAPTIONS

PUBLICATION ARTICLE

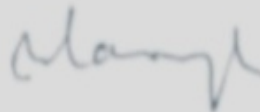
By:

SITI NUR ROHMAH

A320170252

Approved to be Examined by Consultant

Consultant,



Dr. Marvadi, M.A

NIP: 19580304 198601 3 0 0 1

ACCEPTANCE

CODE MIXING USED BY AHMAD EL JALALUDIN RUMI
IN INSTAGRAM CAPTIONS

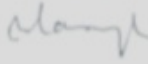
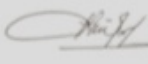

By:

SITI NUR ROHMAH

A320170252

Accepted and Approved by the Board of Examiners
School of Teacher Training and Education
Muhammadiyah University of Surakarta

The Board of Examiners:

1. Dr. Marvadi, M.A ()
(Head of Examiner)
2. Dra. Malikatul Laila, M.Hum ()
(Member I of Examiner)
3. Drs. Sigit Haryanto, M.Hum ()
(Member II of Examiner)



TESTIMONY

I testify that in this publication article there is no plagiarism of previous literary works which been raised to obtain bachelor degree of certain university, nor there are opinions or masterpieces which have been written or published by others, except those in which the writing is referred to the manuscript and mentioned in literary review and bibliography.

Hence later, if it is proven that there are some untrue statements in this testimony, I will fully be responsible.

Surakarta, 2 June 2021

The Researcher

A handwritten signature in black ink, appearing to be 'Siti Nur Rohmah', written over a horizontal line.

Siti Nur Rohmah

A320170252

CODE MIXING USED BY AHMAD EL JALALUDIN RUMI IN INSTAGRAM CAPTIONS

Abstract

Currently, code mixing is very popular in the community. The phenomenon of code mixing can be found at various levels of society, especially adolescents. This research is focused on code mixing used by Ahmad El Jalaludin Rumi in Instagram captions. The objectives of this research are: (1) to describe the type of code mixing that appears in Instagram captions used by Ahmad El Jalaludin Rumi, and (2) to reveal the reasons for using code mixing in Instagram captions used by Ahmad El Jalaludin Rumi. The type of this research is qualitative research using documentation methods to obtain the data. The data from this research were taken from Ahmad Jalaludin Rumi's Instagram captions which contain of code mixing. Analysis of the data used code mixing theory from Vinansis (2011: 21) cited by Suwito (1983), and the theory from Grosjean (1982) cited by Jendra (2010: 74). The results showed that in Instagram captions there were 3 types of code mixing, form of word insertion 26.48%, form of phrases insertion 41.17%, and form of clauses insertion 32.35%. And also found 4 reasons for using code mixing, quoting someone 2.94%, marking and emphasizing group identity or solidarity 2.94%, raising status 26.47%, and showing language expertise 67.65%. Code mixing in the form of phrases insertion, showing language expertise becomes the most dominant type and reason in the use of code mixing used by Ahmad El Jalaludin Rumi in Instagram captions.

Keywords: sociolinguistics, code mixing, Instagram captions, Ahmad El Jalaludin Rumi

Abstrak

Saat ini, campur kode sudah sangat populer di masyarakat. Fenomena campur kode ini banyak ditemukan diberbagai lapisan masyarakat, terutama remaja. Penelitian ini difokuskan pada campur kode yang digunakan oleh Ahmad El Jalaludin Rumi di Instagram captions. Tujuan dari penelitian ini adalah: (1) untuk mendeskripsikan jenis campur kode yang muncul di Instagram captions yang digunakan oleh Ahmad El Jalaludin Rumi, dan (2) untuk mengungkap alasan penggunaan campur kode di Instagram captions yang digunakan oleh Ahmad El Jalaludin Rumi. Jenis penelitian ini adalah penelitian kualitatif dengan menggunakan metode dokumentasi untuk memperoleh data. Data dari penelitian ini diambil dari Instagram captions Ahmad Jalaludin Rumi yang mengandung campur kode. Analisis data menggunakan teori campur kode dari Vinansis (2011:21) yang dikutip oleh Suwito (1983), dan teori dari Grosjean (1982) yang

dikutip oleh Jendra (2010:74). Hasil penelitian menunjukkan bahwa pada Instagram captions ditemukan 3 jenis campur kode berupa penyisipan kata 26.48%, campur kode berupa penyisipan frase 41.17%, dan campur kode berupa penyisipan klausa 32.35%. dan juga ditemukan 4 alasan penggunaan campur kode yaitu mengutip seseorang 2.94%, menandai dan menekankan identitas atau solidaritas kelompok 2.94%, menaikkan status 26.47%, dan menunjukkan keahlian bahasa 67.65%. Campur kode dalam bentuk penyisipan frase, menunjukkan keahlian bahasa menjadi jenis dan alasan yang paling dominan dalam penggunaan campur kode yang digunakan oleh Ahmad El jalaludin Rumi di Instagram captions.

Kata kunci: sociolinguistik, campur kode, Instagram captions, Ahmad El Jalaludin Rumi

1. INTRODUCTION

Humans as individuals are not able to live alone. Living his life will always be with and depends on other humans. Humans need each other and must socialize with other humans. This is because humans cannot fulfill their own needs in fulfilling their daily needs. They will join with other humans to form groups in order to fulfill the needs and goals of life. In this case humans as social creatures also need language to communicate with each other. Language is a communication tool that all of humans have in their hearts and it is often used when writing something, listening music, talking about something, etc. (O'Grady and Archibald, 2017: 1). Meanwhile, according to Srijono (2017 : 2) language is a system used by humans to deliver certain meanings through sound. So, language is a system used by humans to deliver a meaning in writing, talking, etc.

The research about code mixing has been investigated by several researchers, but this research is different. This research focuses on identifying the types of code mixing and the reason of using code mixing used by Ahmad El Jalaludin Rumi, one of the most famous public figures in Indonesia and second son from the couple Ahmad Dhani and Maia Estianty.

Previously, the first research conducted by Bali, Sharma, and Choudhury (2014) entitled *Code Hybrid between Hindi and English used in Facebook*. The data for this study are 40 posts and more than 50 comments posted on Facebook by several Bollywood artists including Shahruck Khan, Narendra Modi and Amitabh

Bachchan from October 22 to 28, 2013. The purpose of this study is to investigate the number of matrices of Hindi in English, determine the code mixing mode of Hindi in English, and analyze the types of code mixing in Facebook. The result of this study is the matrix of code mixing used by Hindi has the same amount of data. The similarity between the previous study and this research is the focus which is code mixing. The difference is in the data source. If the previous study used on Facebook of several Bollywood artists as the data source, in this study uses Instagram caption by Ahmad El Jalaludin Rumi.

The second study conducted by Oladosu (2011) entitled *The Code Mixing Used in Nigerian songs*. The purpose of this research is to find out the reasons why some Nigerian artists (musicians) use code mixing in song lyrics, and analyze the factors that motivate Nigerian songs to use code mixing. The data of this study taken by the lyrics of 10 Nigerian songs selected at random. The result of this study is some artists (musicians) use code mixing in their lyrics because they can entertain the audience and become more communicative. The similarity between previous study and this research is the focus of code mixing. The difference is in the subject of the data. If the previous research used Nigerian songs as a subject, this study uses Instagram caption by Ahmad El Jalaludin Rumi.

The third study conducted by Syafrizal and Sari (2017) entitled *Code Mixing Used by Students of Sultan Ageng Tirtayasa University in Twitter*. The purpose of this study is to find out the factors that influence the use of code mixing by students of Sultan Ageng Tirtayasa University for eight semesters, and to analyze the type of code mixing used by students. The similarity between previous study and this research is the focus of code mixing. The difference lies in the data source. If the previous research used Twitter as the data source, then this research will use Instagram captions by Ahmad El Jalaludin Rumi.

The fourth study conducted by Handayani (2019) entitled *Indonesian-English Code Mixing Written by an Indonesian Beauty Vlogger, Tasya Farasya, in her Instagram Captions*. This study focuses on mixing code from Indonesian to English which is done by Tasya Farasya as one of the beauty vloggers in Indonesia. The main

data in this study is a description of the story written by Tasya Farasya from August to September 2018. The writer decided to use 7 information's uploads that specifically discuss the marketing and review of cosmetic products. The similarity between previous research and this research is the focus of code mixing in Instagram. The difference is the previous study use Instagram account of Tassya Farassya as the data source, then this research will use Instagram account of Ahmad El Jalaludin Rumi as the data.

The fifth study was conducted by Sukrisna (2019) about *Code Mixing Found in Atta Halilintar's video YouTube channel*. The aims of this study was to analyse the types and levels of code mixing which found in Atta Halilintar's video YouTube channel. The data from this study was taken by utterances in Atta Halilintar's YouTube video that transcribed by the writer. The result was showed that there were 34 data of types and levels of code mixing found in the study. The highest type of code mixing was Intra-Sentential and the dominant level was word level. The similarity between the previous research and this research is the focus which is code mixing. The difference is in the data source. If the previous use YouTube, then this research is Instagram.

This research aims to enrich various researches about code mixing that have been previously carried out by previous researchers using sociolinguistics theory.

This topic is important to research because the people prefer to consume online media such as Instagram. The development of Instagram makes people interested in accessing it. Not only to getting information, but also to getting entertainment through many kinds of content on Instagram. People can follow everyone including actors, actresses, or public figures on Instagram. So, with the research, the writer found code mixing in Instagram captions used by Ahamad El Jalaludin Rumi.

2. METHODS

In this research, the writer uses a qualitative approach. This approach related to the data which are words, sentences, or pictures. Therefore, it does not include about calculating and numeric analysis. According to (Creswell, 1994), qualitative research

is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. In other word, qualitative research is research which related with human behavior that produced the data in the form of written or spoken. The object of this study is code-mixing used by Ahmad El Jalaludin Rumi In Instagram captions.

In this research, the data was obtained from Instagram captions of Ahmad Jalaludin Rumi. The writer looked for the types and the reasons of code mixing that appears in Instagram captions used by Ahmad Jalaludin Rumi. There is an Instagram captions which the writer analyzed to know the types of code mixing. The writer uses a descriptive text as the data. After that the Researcher describes the data, and then explained it.

In this study, the writer uses documentation method to collect the data, (1) Finding the Instagram User, (2) Watching the pictures one by one together the caption using code mixing, (3) After finding the code mixing, capturing that page, then save the page, (4) The captures were documented.

3. FINDING AND DISCUSSION

3.1 Finding

In finding, the writer can show the finding of types of code mixing and reasons of using code mixing that presented in the tables of percentage below:

No.	Type of Code Mixing	Example	Σ	%
1.	Code Mixing in the Form of Word Insertion	<i>3-0. Werner latihan finishing gak sih di Latihan?</i>	9	26,48%
2.	Code Mixing in the Form of Phrase Insertion	Happy wedding <i>@hitocaesar</i> <i>@felicyangelista_ yang dua tengah sedang berbahagia, sisanya</i>	14	41,17%

		<i>jomblo.. dah gitu aja</i>		
3.	Code Mixing in the Form of Clause Insertion	<i>Heh, iku panganankucok!!</i> *Your reaction when you saw someone took your food*	11	32,35%
Amount			34	100%

Table 1. Finding the types of Code Mising

No.	Reason of Using Code Mixing	Example	Σ	%
1	Quoting someone	"Ijazah itu tanda anda pernah sekolah, bukan tanda anda pernah berpikir" . Quote <i>favorit dari pemikir favorit, Bung Rocky Gerung. No Rocky, No Party.</i>	1	2,94%
2	Marking & emphasizing group identity or solidarity	Morning run <i>GBK!</i> Stay Healthy and Stay Safe <i>manteman</i>	1	2,94%
3	Raising status	I learned from the best! <i>Saat om Fadli nunjukin koleksi barang bersejarah miliknya di Fadli Zon Library.</i>	9	26,47%

4	Showing language expertise	Copy, Paste.. <i>selamat ulang tahun Bunda @maiaestiantyreal</i> you know how much I love you hehehe wishing nothing but the best! Muaah miss you <i>Bunda</i>	23	67,65%
Amount			34	100%

Table 2. Finding the Reason of Using Code Mising

3.2 Discussion

3.2.1 Type of Code Mixing

The finding of types of code mixing is supported by the theory of Vinansis (2011: 21) cited by Suwito (1983), which states that there are 6 types of code mixing: 1) Code Mixing in the Form of Word Insertion, 2) Code Mixing in the Form of Phrase Insertion, 3) Code Mixing in the Form of Hybrid, 4) Code Mixing in the Form of Repetition Word, 5) code Mixing in the Form of Idioms, 6) Code Mixing in the Form of Clause Insertion.

According to the table 1, there are found three types of code mixing that are 9 data (26,48%) of Code Mixing in the Form of Word Insertion, 14 data (41,17%) of Code Mixing in the Form of Phrase Insertion, 11 data (32,35%) of Code Mixing in the Form of Clause Insertion. It is showed that the most dominant type of code-mixing used by Ahmad El Jalaludin Rumi in Instagram caption is Code Mixing in the Form of Phrase Insertion with 41,17% percentage. This means El prefer use phrase insertion than others insertion. In the data, the writer didn't find Code Mixing in the Form Hybrid, Repetition Word, and Idiom, so it is being the lowest percentage of code mixing type with 0 data (0%). It means El didn't ever

use Code Mixing in the Form Hybrid, Repetition Word, and Idiom in Instagram caption.

The finding of type of code mixing is also in line with several previous studies. The first is Bali, Sharma, and Choudhury (2014) analysed Code Hybrid between Hindi and English used in Facebook. The second is Oladosu (2011) analysed The Code Mixing Used in Nigerian songs. The third is Syafrizal and Sari (2017) analysed Code Mixing Used by Students of Sultan Ageng Tirtayasa University in Twitter. The fourth is Handayani (2019) analysed Indonesian-English Code Mixing Written by an Indonesian Beauty Vlogger, Tasya Farasya, in her Instagram Captions. And the last is Sukrisna (2019) analysed Code Mixing Found in Atta Halilintar's Video YouTube Channel.

3.2.2 Reason of Using Code Mixing

The Grosjean (1982) theory cited by Jendra (2010: 74) supports the discovery of the reasons for using code mixing. The theory points out that there are 5 reasons for using code mixing: 1) Quoting someone, 2) Marking and Emphasizing Group Identity or Solidarity, 3) Including and Excluding Someone From A Conversation, 4) Rising status, 5) Showing language expertise.

Based on the table 2, there are found four reasons of using code mixing that are 1 data (2,94%) of Quoting Someone, 1 data (2,94%) of Marking and Emphasizing Group Identity or Solidarity, 9 data (26,47%) of Raising Status, and 23 data (67,65%) of Showing Language Expertise. It is showed that the most dominant reason of using code mixing used by Ahmad El Jalaludin Rumi in Instagram caption is Showing Language Expertise with 67,65% percentage. It means that El often use code-mixing for showing language expertise rather than for any other reason. In the data, the writer didn't find Including and Excluding Someone From A Conversation reason, so it is being the lowest percentage of the reason of

using code-mixing with 0 data (0%). This means that El never include or exclude someone from a conversation in Instagram caption.

The finding of reason of using code mixing is also in line with several previous studies. The first is Bali, Sharma, and Choudhury (2014) analysed Code Hybrid between Hindi and English used in Facebook. The second is Oladosu (2011) analysed The Code Mixing Used in Nigerian songs. The third is Syafrizal and Sari (2017) analysed Code Mixing Used by Students of Sultan Ageng Tirtayasa University in Twitter. The fourth is Handayani (2019) analysed Indonesian-English Code Mixing Written by an Indonesian Beauty Vlogger, Tasya Farasya, in her Instagram Captions. And the last is Sukrisna (2019) analysed Code Mixing Found in Atta Halilintar's Video YouTube Channel.

4. CLOSING

Based on the finding in Instagram captions used by Ahmad El Jalaludin Rumi, the writer concludes the results of study as follows: 1) Type of Code Mixing, based on the finding that is shown in table 1, the writer found three types of code mixing. They are Code Mixing in the Form of Word Insertion that is 9 data or 26,48%, Code Mixing in the Form of Phrase Insertion that is 14 data or 41,17%, and Code Mixing in the Form of Clause Insertion that is 11 data or 32,35%. So, it can be concluded that the dominant type of code mixing is Code Mixing in the Form of Phrase Insertion. 2) Reason of Using Code Mixing, based on the finding that is shown in table 2, the writer found four reason of using code mixing. They are Quoting Someone that is 1 data or 2,94%, Marking and Emphasizing Group Identity or Solidarity that is 1 data or 2,94%, Raising Status that is 9 data or 26,47%, and Showing Language Expertise that is 23 data or 67,65%. So, it can be concluded that the dominant reason of using code mixing is Showing Language Expertise.

REFERENCES

Bali, K., Sharma, J., & Choudhury, M. (2014). *"I am borrowing ya mixing?" An Analysis of English-Hindi Code Mixing in Facebook*. Association for

- Computational Linguistics, Proceeding, 116–126.
- Creswell, J. W. (2009). *Research Design Third Edition*. California: Sage Publications.
- Grosjean, F. (1982). *Life with Two Languages, an Introduction to Bilingualism*, London: Harvard University Press.
- Hoffman, A. (1995) . *Practical Magic*. New York: Routledge.
- Holmes, J. (2013). *An Introduction to Sociolinguistics Fourth Edition*. New York: Routledge.
- Jendra, M. I. I. (2010). *Sociolinguistics: The Study of Societies' Languages*. Yogyakarta: Graha Ilmu.
- O'Grady, W., & Archibald, J. (2017). *Contemporary Linguistics Seventh Edition*. New York: Bedford/St. Martin's.
- Oladosu, M. A. (2011). *Code Mixing As A Sociolinguistic Medium in Some Selected Songs in Nigerian Music Industry*. Research Paper. Ilorin: University of Ilorin.
- Sukrisna, A. (2019). *An Analysis of Using Code Mixing on Atta Halilintar's Video YouTube Channel*. Research Paper. Lampung: Raden Intan State Islamic University.
- Suwito. (1985). *Sosiolinguistik: Pengantar Awal*. Surakarta: Henary Offse
- Syafrizal, & Sari, A. R. (2017). *Code Mixing In Students' Twitter Status At Sultan Ageng Tirtayasa University In Banten, Indonesia*. European Journal of Foreign Language Teaching, 2(1).