

**INDONESIAN AND ENGLISH CODE-MIXING IN
INSTAGRAM CAPTION OF CELEBGRAM NANDA
ARSYNTA: A SOCIOLINGUISTICS PERSPECTIVE**



**Submitted as a Partial Fulfillment of the Requirements for Getting Bachelor Degree in
Department of English Education**

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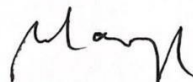
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**INDONESIAN AND ENGLISH CODE-MIXING IN INSTAGRAM
CAPTION OF CELEBGRAM NANDA ARSYNTA: A
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Abstrak

Penelitian ini berfokus pada campur kode di Instagram. Penelitian ini bertujuan: (1) mendeskripsikan jenis-jenis campur kode dalam Instagram celebgram Nanda Arsynta, dan (2) mendeskripsikan alasan penggunaan campur kode di Instagram celebgram Nanda Arsynta. Penelitian ini termasuk penelitian kualitatif dan untuk memperoleh data menggunakan metode dokumentasi. Data penelitian ini adalah ujaran-ujaran yang mengandung campur kode yang digunakan oleh Nanda Arsynta dan pengikutnya. Data diambil dari akun Instagram mulai April 2018 hingga July 2021. Teknik pengumpulan data menggunakan dokumentasi. Data tersebut kemudian dianalisis dengan mengacu pada teori Suwito (1983:78) tentang jenis-jenis campur kode dan teori Bhatta & Ritchie (2004) tentang alasan penggunaan campur kode. Hasil penelitian ini menunjukkan bahwa ada empat jenis campur kode yaitu campur kode dalam bentuk kata (38%), bentuk frase (32%), bentuk klausa (15%), dan bentuk hibrida (15%). Selain itu, ada empat alasan campur kode yang digunakan yaitu faktor peran dan hubungan partisipan (43%), faktor situasional (33%), faktor intrinsik pesan (19%), sikap bahasa, dominasi, dan keamanan (5 %). Penelitian inimenunjukkan bahwa campur kode digunakan sebagai salah satu aspek bahasa selebgram untuk berkomunikasi dan berinteraksi dengan pengikutnya.

Kata Kunci : sociolinguistik, campur kode, instagram

Abstract

This research focuses on code-mixing in Instagram. The research aims: (1) to describe the types of code-mixing in Instagram of celebgram Nanda Arsynta, and (2) to describe the reasons of using code-mixing in Instagram of celebgram Nanda Arsynta. This research belongs to qualitative research and to obtain data using the documentation method. The data of this research are utterances containing code-mixing used by Nanda Arsynta and his followers. The data are taken from Instagram accounts from April 2018 until July 2021. Data collection techniques used documentation. The data are then analyzed by referring to the theory of Suwito (1983:78) about the types of code-mixing and Bhatta & Ritchie theory (2004) about the reasons for code-mixing use. The results of this study show that there are four types of code- mixing i.e. code-mixing in word form (38%), phrase form (32%), clause form (15%), and hybrid form (15%). In addition, there are four reasons for code-mixing used i.e. The role and relationship factors of the participants (43%), situational factors (33%), message intrinsic factors (19%), language attitudes, dominance, and security (5%). This study indicates that code-mixing is used as one of the language aspects for celebgram to communicate and interact with her followers.

Keywords: sociolinguistics, code-mixing, instagram

1. INTRODUCTION

Humans in this world are social creatures who cannot live alone. To express feelings, humans produce language to express ideas to others. In human life, communication becomes a meaningful subject because it allows people to control the feelings of others. Therefore, humans need a system for speaking. One of these systems is language. O'Grady & Archibald (2017) stated a language is a communication tool that is in the heart of every human being and is often used when writing something, observing music, talking about something, etc. Talk about language, there is a science that is devoted to the language spoken in linguistics. Linguistics has several branches, one of which is sociolinguistics. In sociolinguistics, there is the phenomenon study of code-mixing which will be analyzed based on sociolinguistic theory. The sociolinguistic theory is the bond between citizens and language in everyday life.

Clearly, the code-mixing phenomenon is used around like in the Instagram caption. We can find these events in conversations between leadership and employees, for example the following:

Leadership: Tolong isi **logbook** setiap sehari 2 kali. (Please fill in the logbook 2 times a day)

Employees: Ya pak.

(yes sir)

The language example above is a code-mixing phenomenon because in one sentence there is a mixture of two languages, namely Indonesian and English. Besides that, people who use this code-mixing have mastered two or more languages which are called bilingualism.

This research is important because the data obtained can be used as a source of information for understanding language. This study seeks to find out code transfer information/ text usage on Instagram and to find out the type of language code-mixing contained in the text, besides that the researcher will identify and describe the code-mixing used by the Instagram captions. Here

the researcher focuses on mixing the code contained in the Instagram caption utterances in English. The results of this research will be of benefit to many circles, academics and the general public. And directly it is hoped that this research will be useful in determining the success in fostering and developing language.

Code mixing has been researched by some researchers; among others are the first research was conducted by Meigasuri & Soethama (2020) with the titled “Indonesian-English Code-Mixing in Novel Touche by Windhy Puspitadewi”. This study aims to determine the types of types and categorize the appropriate word classes and explain the factors of using mixed language. The second research conducted by Achmad (2019) entitled “What types of codes are mixed in indonesia?: an investigation of code mixing in a magazine.”The purpose of this research is for the code-mixing type situations used in magazines. The third research conducted by Wartinah & Wattimury (2018) entitled “Code Switching and Code Mixing in English Language Study Speech Community: A Sociolinguistica Approach”. The aim of this study was to find out the reasons for both code-switching and code-mixing in a community speaking English studies.

Research on code-mixing has been done a lot, but the three studies above have not examined the types and reasons for code mixing. This research position is to develop from previous research, besides that my research is also different on the source of the data taken, the author takes data from the Instagram caption of Nanda Arsynta's account. So my research is different from theirs.

Based on this research, it can be seen that code-mixing is very interesting to study because of high curiosity to learn more about code-mixing that often occurs in everyday life, as a fulfillment of self-development and other people, expanding code mixing material that will be useful. Later to develop further research. So the researchers suggest that there are further researchers who can

examine code-mixing from a different point of view or who have never been studied. Researchers suggest using other theories and concepts such as the video standup comedy, Twitter, Facebook, and so on.

Clearly, the theory underlying this research is that the researcher wants to test the type of code-mixing based on Suwito (1983:78) and the reasons of using code-mixing in Instagram of celebgram Nanda Arsynta based on the theory of Bhatia & Ritchie (2004).

2. METHOD

In this study the researcher uses qualitative descriptive reserach. According to Nasution (1988:23), qualitative research is the right practice in social knowledge skills that exist in human observation in relationships and connecting this society in language and terminology. The design of the research used document analysis. Reserach object is the type and reason of code-mixing. The data is utterances containing code-mixing used in caption instagram. The data sources taken from caption under pictures and videos celebgram in instagram. The data collection techniques in this study there are reading instagram caption, choosing utterances that used code-mixing, transcribing the utterances of Nanada Arsynta in Instagram account and determine and write the types and the reasons of code-mixing based on theory. To analyze the data, the researcher used the theory of Suwito (1983:78) and the theory of Bhatta & Ritchie (2004).

3. FINDING AND DISCUSSION

Based on the analysis finally, the researcher can present of the findings and discussion:

Table 1. Type of Code-Mixing

No	Type of Code- Mixing	Example	Σ	%
1	Code-Mixing in The Word Form	Makeup	8	38%
		Outfit		
		Concept		
		Refreshing		
		Happy		

		Congratulations		
		Matching		
		Live		
2	Code-Mixing in The Phrases Form	Hi beauties	7	33%
		Best seller		
		Happy Birthday		
		Double date		
		Another short getaway!		
		Touch up		
		My dream diamond ring		
3	Code-Mixing in the Clause Form	Thank you	3	15%
		New double date vlog is up on My Youtube channel!!		
		Recreate old makeup		
4.	Code-mixing in the Hybrid form	se-Waterbom	3	14%
		Diupload		
		Channelku		
Total			21	100%

The finding of type code-mixing is supported by Suwito (1983:78) which states that there are 6 types of code mixing: (1) Code- mixing in the word form, (2) Code-mixing in the phrases form (3) Code- mixing in the hybrid form, (4) Code-mixing in the repetition form, (5) Code-mixing in the idiom form, (6) Code-mixing in the clause form. Based on table 1. It's clear that, the researcher found 4 types of code- mixing, namely: code-mixing in the word form there are 8 data (38%), code-mixing in the phrases form there are 7 data (33%), code-mixing in the clause form there are 3 data (15%), code-mixing in the hybrid form there are 3 data (14%). It's showed that the most dominant type of code-mixing used by Nanda Arsynta's Instagram account are code-mixing in the word form with (38%) percentage. Nanda Arsynta often uses code-mixing in the word form because they always use language with more popular terms (the easiest) and the simplest choice of words among teenagers on the grounds that they (the audience) do not understand the equivalents such as: words, phrases,

and clauses in English that are used.

The finding of type code-mixing is supported by previous research. The first research is conducted by Kasyulita (2017) this research finds 160 in timelines and 35 in comment based on using code-mixing from of word, phrases, hybrids, idioms, and reduplication. The second research is conducted by Handayani (2019) This research finds 83 cases of code-mixing from intra-sentential, intra-lexical and involvement in a change of pronunciation. Compared to Kasyulita (2017) and Handayani (2019), the difference lies in the theory used to analyze the data, while the similarity is seen in the findings which also contain code-mixing. In addition, this study found other utterances of code-mixing, namely code-mixing in the repetition form.

Table 2. Reason of Using Code-Mixing

No	Reason of Code-Mixing	Example	Σ	%
1.	Situational Factor	Makeup	7	33%
		Outfit		
		Another short getaway!		
		Congratulations		
		Matching		
		Upload		
		Live		
2	Participant roles and Relationship	My dream diamond ring	9	43%
		Happy Birthday		
		Happy		
		Double date		
		Refreshing		
		se-Waterbom		
		Touch up		
		Recreate old makeup		
		Channelku		
3	Message-intrinsic Factor	Hi beauties	4	19%
		Best seller		

		Concept		
		New double date vlog is up on My Youtube channel!!		
4	Language attitude, dominance and security	Thank you	1	5%
Total			21	100%

The finding of reasons of using code-mixing is supported by the theory of Bhatta and Ritchie (2004), in which there are 4 reasons for using code-mixing namely: Participant roles and relationship, Situational factor, Message-intrinsic factor and Language attitude, domination, and security.

From table 2, there are four reasons: situational factors there are 7 data (33%), participant roles and relationships there are 9 data (43%), message-intrinsic factor 4 data (19%), and the last is language attitude, domination, and security there are 1 data (5%). It can be seen that the reason that dominates the use of code-mixing used by Nanda Arsynta in Instagram caption is participant roles and relationships with (43%) percentage. Nanda Arsynta often uses code-mixing reasons for the Participant roles and relationship rather than some other reasons. That's because Nanda wants the audience to know all the words that are discussed about everything related to the photos she uploads.

The finding of reasons code-mixing is supported by previous research. The first research conducted by Handayani (2019) who analysed code-mixing on beauty vlogger tasya farasya, in her instagram captions. To answer the formulation of the problem, the researcher uses the theory of Hoffman (1991). This research finds 74 cases of code-mixing, there are cases of being emphatic about something, cases of repetition used for clarification, and cases of expressing group identify and solidarity. Besides that, the difference from my research lies in the theory to analyze the data, this research is based on Hoffman's theory, while the similarities are in the data source, namely from instagram.

4. CLOSING

There are 4 types of code-mixing in the research, the researcher found four types of code-mixing used in Nanda Arsynta's Instagram caption, namely: code-mixing in the word form there are 8 data (38%), code-mixing in the phrases form there are 7 data (33%), code-mixing in the clause form there are 3 data (15%), code-mixing in the hybrid form there are 3 data (14%). It's showed that the most dominant type of code-mixing in the word form with (38%) percentage. From the type of code-mixing above, which dominates is word form such as noun, verb, adjective, pronoun, preposition.

The researcher found there are four reason: situational factors there are 7 data (33%), participant roles and relationships there are 9 data (43%), message-intrinsic factor 4 data (19%), and the last is language attitude, domination, and security there are 1 data (5%). It can be seen that the reason dominates the use of code-mixing is participant roles and relationships with (43%) percentage. Nanda Arsynta often uses code- mixing reasons for the Participant roles and relationship rather than some other reasons. That's because Nanda wants the audience to know all the words that are discussed about everything related to the photos she uploads.

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