

THE REALIZATION OF CODE MIXING AND CODE SWITCHING OF INDONESIAN CELEBRITIES' CAPTION ON INSTAGRAM

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ABSTRACT

Code mixing and code switching are sociolinguistics phenomenon that occur in a communication process and become trend of language style for Indonesian. Therefore, this research focuses on the realization of code mixing and code switching that emerges on Indonesia celebrities' caption on Instagram. This research aims to find out analysis of code mixing and code switching realized by Indonesian celebrities on Instagram. Specifically, this research investigated kinds of code mixing and code switching, and the dominant kinds of code mixing and code switching realized by Indonesian celebrities on Instagram. To analyze the data, the researchers transcribed celebrities' caption on Instagram that contain code mixing and code switching. This research was descriptive qualitative method and collecting the data by utilizing documentation method. This research employed content analysis that focused on analyzing the kinds of code mixing and code switching. The result after analyzing the data, there were 18 code switching and 13 code mixing. The Indonesian celebrities dominantly used external code switching and insertion code mixing on their caption in Instagram.

Keywords: Code mixing, code switching, kinds of code mixing, kinds of code switching

I. INTRODUCTION

Language is the tool of communication that has the essential part in communication. Language can be used to communicate to each other because it is one of the most important aspect in life. As a tool of communication, language has sounds, gesture, or marks that have the meaning. Therefore, it can be said that the human cannot be separated of language because language as a system to communicate

between human to other human (Hutajulu and Herman, 2019).

Language is also considered to be the most essential communication instrument to convey information because remarkably, a language meaning feature is not only related to the words selections, but also how it is conveyed (Rezeki and Sagala, 2019). Therefore, the speakers need to change the language to be more understood when they cannot convey their message by using one language (Sagala, 2019).

The people who have an ability to use more than one language is called Bilingual (Jendra, 2010). Bilingualism is the practice of alternately using two languages, namely the habit of using bilingual or more alternately both in individually and as a group (Weinreich in Zenab, 2016). In other words, bilingualism refers to the ability of using two languages from the speakers to the listeners. Nowadays, many people speak more than one language in daily life because they want to try increasing their knowledge through bilingualism.

Bilingualism cannot be separated from code mixing and code switching. Code mixing is defined as using two languages such a third, new code emerges, in which elements from the two languages are incorporated into a structural definable pattern (Maschler in Wibowo (2017). In addition, Pardede (2006) stated that Code mixing is transfer of linguistics element from one language into another, in other words, only partially transferred that those elements mix for communication purpose.

The main characteristic of code mixing is informal situation. Code mixing happened in informal situation because the absence of such words in the native language so that the speaker needs to use the word from other languages. Beside, other reason why the speaker uses code mixing is that they want to show up their ability in using other languages. In other words, people use other languages in code mixing to show that there are modern people.

Musyken (2000) divided code mixing into three kinds namely insertion, alternation, and congruent lexicalization. Insertion means code mixing occurs only in pieces of one language that are smaller than a clause and a sentence, such as words or phrases. Alternation means that code mixing occurs between structures from the other language and type of element alternated, such as clauses and sentences, followed by

the grammatical units, such as subjects, verbs, or objects. Congruent lexicalization refers to the situation where two languages share grammatical structures that can be filled lexically with elements from either language. The forms of code mixing can be words or phrases whose meanings are generally known by people in its first language.

Jendra (2010) defined code switching as a situation where speakers change a code being used from one language to another. Blom and Gumperz in Webster (2008) stated code switching occurs when speakers switched from one language to another language and probably did not switch back or only switched back after a long stretch of language.

Kinds of code switching also can be categorized based on the grammatical classification. There are two kinds of code-switching according to Suwito in Ramadhan (2015). First is internal code switching. It occurs in the same regional or local language. For example, it may happen in one variety of a language to another variety. It changes the language system with inserting second language consciously. In other words, it is a code switching that occurs among the use of local languages in one national language, among local dialects in one local language or among some varieties and styles in one dialect such as Indonesia into Java or vice versa. Second is external code switching means code switching that occurs between the uses of a native language and foreign language such as Indonesia into English or vice versa.

The problem of this research is the analysis of code mixing and code switching realized by Indonesian celebrities on Instagram. The purpose of this research is to describe kinds of code mixing and code switching used and to describe the dominant kinds of code mixing and code switching used by Indonesian celebrities on Instagram.

The previous study has been done by Rezeki (2018) about Contextual Code Switching in the English Department Proposal Seminar. This study discussed about the phenomenon of grammatical code switching in the English Department proposal seminar at STKIP Budidaya Binjai. It was found that grammatical code switching occurs in the English Department proposal seminar process.

Code mixing and code switching are widely observed phenomena in multilingual and multicultural communities. Therefore, the researcher were exited to do a research about these sociolinguistics phenomena.

II. METHOD

This research applied descriptive qualitative method which means a research based on data collected in the form of words, pictures, and not numbers (Moleong, 2005). This research described the realization of code mixing and code switching of Indonesian celebrities' caption on Instagram.

The subject of this study was Indonesian celebrities who active on Instagram. The researchers chose five Indonesian celebrities namely Bunga Citra Lestari (BCL), Maudy Ayunda (MA), Rossa (RS), Luna Maya (LM) and Boy William (BW). These Indonesian celebrities are famous and considered as people's idols especially on Instagram. The object of this research is the discourse of the celebrities on their Instagram captions. The data was collected by transcribing their discourse that contain code mixing and code switching on Instagram, and the data was analyzed based on code mixing and code switching theory.

III. RESULT AND DISCUSSION

a. Data Analysis

Based on the data of five Indonesian celebrities' caption on Instagram, it was found that their caption realized kinds of code mixing and code switching. The kinds of code mixing and code switching data could be presented as below:

Data 1

| No. | Speaker | Text |
|-----|---------|--|
| 1. | BCL | <i>Isolation day 6. Today I want to share a little bit about how I feel. Ternyata ga hanya menimbulkan gejala-gejala yang bersifat fisik, Covid juga membuat mentalku down. Walaupun aku disini menjalani isolasi tidak sendiri, tapi bersama dengan 4 orang sahabat yang juga sama-sama terinfeksi, sometimes, I still feel low</i> |

In data 1, BCL used code mixing and code switching in her caption. There are two external code switching such as *Isolation day 6, Today I want to share a little bit about how I feel*. She switched the language from English into Indonesia. *Covid and down* are insertion code mixing, *sometimes, I feel low* is alternation code mixing .

Data 2

| No. | Speaker | Text |
|-----|---------|---|
| 1. | BCL | <i>Happy Father's Day. Terimakasih telah memberikan banyak sekali tawa dan kebahagiaan untuk Noah. Terimakasih telah mengajarkan Noah untuk mencintai dirinya, memafkan dirinya sendiri bila salah dan belajar dari kesalahan itu. Thank you for teaching him how to be a</i> |

man. You will forever be Noah's hero.

some good things for you. Gak sabar buat share lagu-lagu baru dari aku. Bulan depan deh ya

In data 2, BCL used three external code switching in her caption. *Happy father's Day, Thank you for teaching him how to be a man and You will forever be Noah's hero.*

Data 3

| No. | Speaker | Text |
|-----|---------|--|
| 1. | MA | Kangen banget mau <i>travelling</i> ke berbagai tempat lagi. <i>Plans have been made but the pandemic definitely poses a challenge</i> |

In data 3, MA used code mixing and code switching in her caption. *Travelling* is insertion code mixing. *Plans have been made but the pandemic definitely poses a challenge* is external code switching.

Data 4

| No. | Speaker | Text |
|-----|---------|--|
| 1. | MA | <i>Second graduation ceremony. This time clad in blue.</i> Aku juga ingin mengucapkan terimakasih untuk teman-teman semua atas <i>support</i> dan ucapan-ucapan baiknya. <i>Your love is felt and appreciated! I certainly will not take these blessings and privilege lightly</i> |

In data 4, MA used code switching and code mixing in her caption. *Second graduation ceremony* and *This time clad in blue* are external code switching. *support* is insertion code mixing and *Your love is felt and appreciated! I certainly will not take these blessings and privilege lightly* are external code switching.

Data 5

| No. | Speaker | Text |
|-----|---------|---------------------------------|
| 1. | RS | <i>I've been busy preparing</i> |

In data 5, RS used code switching and code mixing in her caption. *I've been busy preparing some good things for you* is external code switching and *share* is insertion code mixing.

Data 6

| No. | Speaker | Text |
|-----|---------|---|
| 1. | RS | Diundang <i>dinner</i> sama Syahrini dan Reino di <i>re-opening</i> resto minggu lalu |

In data 6, RS used insertion code mixing such as *dinner* and *re-opening*.

Data 7

| No. | Speaker | Text |
|-----|---------|---|
| 1. | LM | Bakal kangen banget. Semuanya hebat dan luar biasa. <i>Proud of each and every one of you. Thank you</i> semuanya |

In data 7, LM used external code switching such as *Proud of each and every one of you* and insertion code mixing such as *thank you*.

Data 8

| No. | Speaker | Text |
|-----|---------|--|
| 1. | LM | <i>Hello from our family. Minal aidin walfaidzin.</i> Mohon maaf lahir batin |

In data 8, LM used external code switching. first is English code switching such as *Hello from our family* and the second is Arabic code switching such as *Minal aidin walfaidzin*.

Data 9

| No. | Speaker | Text |
|-----|---------|--|
| 1. | BW | <i>The day is almost there.</i> Banyak hal yang harus gue siapin buat <i>married</i> |

nanti, salah satunya adalah *glowing skin*. Glowtening Serum ini nih yang ngebantu buat bikin kulit gue ga kusam, keliatan lebih sehat dan *glowing* pastinya, apalagi buat hari H nanti

In data 9, BW used code switching and code mixing in his caption. *The day is almost there* is external code switching, *married, glowing skin* and *glowing* are insertion code mixing.

Data 10

| No. | Speaker | Text |
|-----|---------|--|
| 1. | BW | <i>I met a clown, a lonely clown. Setiap malem jalan kaki sendirian di jalanan, awalnya gue mikir dia minta-minta. Gue samperin dia dan langsung menghindar mau ngumpet. Gue ajak ngomong dia buang muka. I offered him money, dia nolak. Gue bingung apa yang dia mau. Setelah sekian lama duduk disampingnya trying to make him comfortable to talk to me. Akhirnya dia terbuka tentang kehidupannya dan juga kenapa dia berujung menjadi badut yang selalu nutupin mukanya. I got his number and became a friend.</i> |

In data 10, BW used code switching and code mixing in his caption. External code switching such as *I met a clown, a lonely clown, I offered him money* and *I got his number and became a friend*. While, alternation code mixing used by BW in his caption such as *trying to make him comfortable to talk to me*.

From the data analysis, the researchers found that there were 18 external code switching, 11 insertion code mixing and 2 alternation code mixing used by five Indonesian celebrities on their Instagram posting. The data could be presented in table 3.1.

Table 3.1 Data Analysis of Code Switching and Code Mixing

| No. | Code Switching | Code Mixing |
|-----|---|------------------------------------|
| 1. | Isolation day 6. | <i>Covid</i> |
| 2. | <i>Today I want to share a little bit about how I feel.</i> | <i>Down</i> |
| 3. | <i>Happy Father's Day</i> | <i>sometimes, I still feel low</i> |
| 4. | <i>Thank you for teaching him how to be a man</i> | <i>Travelling</i> |
| 5. | <i>You will forever be Noah's hero</i> | <i>support</i> |
| 6. | <i>Plans have been made but the pandemic definitely poses a challenge</i> | <i>share</i> |
| 7. | <i>Second graduation ceremony</i> | <i>dinner</i> |
| 8. | <i>This time clad in blue</i> | <i>re-opening</i> |
| 9. | <i>Your love is felt and appreciated</i> | <i>Thank you</i> |
| 10. | <i>I certainly will not take these blessings and privilege lightly</i> | <i>married</i> |

11. *I've been busy preparing some good things for you* glowing skin

12. *Proud of each and every one of you* glowing

13. *Hello from our family.* trying to make him comfortable to talk to me.

14. *Minal aidin walfaidzin*

15. *The day is almost there.*

16. *I met a clown, a lonely clown.*

17. *I offered him money*

18. *I got his number and became a friend*

IV. CONCLUSION

The Indonesian celebrities realized code mixing and code switching on their Instagram captions. Kinds of code switching used by them is external code switching such as English and Arabic. While kinds of code mixing used by them are insertion and alternation code mixing. The Indonesian celebrities on Instagram dominantly used external code switching and insertion code mixing.

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