

Identifying Code-Mixing by Influencers in Captions on Social Media: Instagram

Dewa Ayu Andhina Maretha Putri^{1✉}, Ni Nyoman Padmadewi², and Luh Putu Artini³

^{1,2,3}Universitas Pendidikan Ganesha

✉Jl. Udayana No.11, Banjar Tegal, Singaraja, Kabupaten Buleleng, Bali 81116 Indonesia

✉ayu.andhina@student.undiksha.ac.id

Article Info

Article History

Received:

Aug 2024

Accepted:

Oct 2024

Published:

Nov 2024

Keywords:

Social Media, Instagram, Code-mixing, Bilingual Influencers

ABSTRACT

People's ability to communicate with another person through a combination of verbal and non-verbal means is called language. This study recognizes the use of language in code-mixing in societies of social media. The objective of this study is to identify and analyze the types of code-mixing that are used by bilingual influencers. The researcher adopted a qualitative approach using an observation schedule and sheet. The result showed there is the domination of one type of code-mixing that is used in the Instagram captions of the participant. According to Suwito (1983), there are four kinds of forms of code-mixing. The four types of code-mixing are word insertion, phrase insertion, hybrid, and repetition. Phrase insertion became the most frequent type of codemixing that occurred in Instagram captions of those three influencers reaching 33.3%.

© 2024 Politeknik Negeri Bali

INTRODUCTION

People's ability to communicate with another person through a combination of verbal and non-verbal means is called language. According to Mulyadi (2009), the sound symbol system used by society for cooperation, interaction, and self-identification is an arbitrary sound symbol system. The interaction of one human being with another as a part of society. They communicate with each other to get information and goals through language. Language is an essential part of social life to express ideas, thoughts, and feelings in the human brain. Nowadays, English is not only spoken as the language of the English people but also as the language spoken by people in many countries. People are eager to learn foreign languages, especially English.

In Indonesia, the expectation in business and tourism aspect makes people in that country mostly bilingual. Code mixing is common in bilingual and multilingual societies. According to Chaer and Agusta (1995), bilingualism is a phenomenon that shows a speaker's ability to speak in two languages. Therefore, the ability to speak two languages leads people to have code-mixing in their conversation. It could be mixing some phrases or words from one language to sentences in the other language in bilingual societies. In addition, the use of English is very minimal English because it is not commonly used in society. According to Suwito (1985), Code mixing is the use of two or more languages by entering the pieces of one language into another while the pieces of a language which are inserts, do not have their function. Code mixing is changing language elements such as words and sentences into another language without changing the topic and meaning. Also, according to Siregar et al. (2018), Code mixing occurs when the speakers are bilingual so they can switch from one language to another in the process of speaking in one conversation.

According to Suwito (1983), there are four kinds of forms of code-mixing. Those four kinds of code-mixing such as Word Insertion, Phrase Insertion, Hybrid, and Repetition Insertion. In the word insertion, the process of code-mixing can be said as something that must be borrowed from foreign words into a certain structure. For example, Kamu benar-

benar ugly (You are really ugly). In this sentence, the speakers use the Indonesian language but mix it with a word of English which is the word “ugly” which has the meaning “jelek” in Indonesian. Phrase insertion is when the two languages are divided into two grammatical structures that might be lexically by the elements of each language. Dia ingin menjatuhkan kami, but didn't work. In addition, it also works on the Bahasa Indonesia sentence which is the same it is followed by an English sentence as a complement which means “she wants to make us fall, but didn't work”.

The hybrid mixing code is when the speakers mix their two languages in a hybrid or mix of words. For example, “Aku di-betrayed oleh Andika” (I'm betrayed by Andika). The word “di-betrayed” is a hybrid since the sentence consists of two languages that are combined, di- is a prefix in Indonesian, and betrayed is an English verb. The repetition of mixing-code when speakers use code-mixing in the form of repetition word. For example, in the sentence “You can read comment-comment dikolom komentar dibawah ya” (You can read comment - comment in the comment section below). In this case, the speaker put the word “comment-comment”, it is a repetition of the English language, and the meaning is those comments.

In some cases, most people in Indonesia tend to use English which is often mostly mixed with their native language in sentences for status writing on social media. Social media is the virtual world as a medium for users who can easily participate, share, and create content in the form of blogs, cities, or platforms. According to Anderson and Jiang (2018), teenagers describe social media as a tool for connecting and maintaining relations for learning more about the world. People use it for entertainment, advertising, and many other aspects. In using social media, the researcher realizes that people often use English in conversations. It quite makes sense because social media users are not only from one country but indeed from all over the world. The use of the English language in social media is commonly used insert in writing a caption. This is what encourages the researcher to know the code-mixing used by social media users, in this case, on one of the social media which is Instagram.

Moreover, the influencers who are bilingual, tend to use code-mixing in their society. The possibility of Instagram influencers highly uses code-mixing for the impact on their followers. According to Statista (2022), Instagram is the most used social media which ranks fourth out of eighteen platforms in the world. In addition, according to Ting et al. (2015), Instagram is a mobile-based application that allows users to take photos or pictures, apply different manipulation tools to change the look of the image and share it directly with friends on various social networking sites. Su (2018), informs that monthly there are 700 million Instagram users in the world.

Instagram aims to make people easier saving a moment by sharing some pictures with some features. According to Fauziyah and Nurjannah (2019), in social media, people not only share their photos, but some photos are given with text called caption as the information about the situation, and it can be their feelings or emotions. If the user needs to explain what happened in the picture, Instagram provides a caption section and comment section to support the picture. It is believed that can grow interested from many points of view of societies. Therefore, this research aims to find out what types of code-mixing that often seen in communication on social media. In addition, this research was conducted to explore the reasons why users have to use code-mixing in their Instagram posts.

METHODS

This study used the descriptive qualitative method. According to Sugiyono (2010), descriptive qualitative research is an activity to collect data that is delivered in the form of words rather than numbers. Moreover, Gay (2006) said that descriptive qualitative research is an analysis and interpretation of data that uses comprehensive narrative and visual data to gain insights into a certain phenomenon. Furthermore, descriptive qualitative research could focus on gaining a deep understanding of a certain phenomenon that people view in an environment, a process, or even a belief. In this case, the writer collected, analyzed, and interpreted the data and then described it into narrative information.

According to Sugiyono (2008), the research subjects were the people used as samples in a study. It could be said that the subject used in the research could taken according to the need of the research itself. It investigated the types of codemixing and reasons underlying the occurrence of code-mixing on the Instagram accounts of Participant Number 1,

Participant Number 2, and Participant Number 3 on their Instagram captions. They were chosen to be the subject of the study because they are multilingual influencers who are fluent in three languages such as Bahasa Indonesia, Korean, and English.

The technique of data collection used in this research is to find the data through an observation schedule with an observation sheet. The data were collected from seven recent posts of each Instagram account captions. Data were collected through observations and note-taking from the captions on the Instagram accounts of three participants updates were screen-captured and recorded into tables.

The data were then categorized into types of code-mixing according to Suwito (1983). The classified data were then elaborated into a comprehensive display, from which a conclusion was drawn. The data was shown in the percentage of the data to know the dominant types of code-mixing found in photo captions of influencers. According to Wijaya (2014), the formula to count the number of the percentage of the data is the number of total frequencies divided by the total types of category times by one hundred per cent. The process of data collection was to ensure that all the necessary data were collected well and that the conclusion drawn represented the data accurately.

RESULTS AND DISCUSSION

After carrying out an observation of all Instagram captions of all participants, the data shown in the findings indicates that participants 1, 2, and 3 used code-mixing when they were writing a captioned photo on social media.

Types of Code Mixing

From some code-mixing used by the participants on social media Instagram, the researcher found code-mixing in four types.

No	Type of Code-mixing	Frequencies
1	Word insertion	6
2	Phrase insertion	7
3	Hybrid insertion	1
4	Repetition insertion	3

Table 1: Types of code-mixing

Based on the data observation using the observation sheet the researcher found six captions that used code-mixing in the form of words. Seven captions that used code-mixing in the form of phrase insertion. In addition, there is one caption that used code-mixing in the form of hybrid insertion, and there are three code-mixing in the form of a repetition insertion.

The first type of code-mixing used by students is word insertion. This type is inserting words in one language into a sentence in another language. In this case, the researcher found there are six captions using word insertion which is commonly used by the participant because the word insertion is very easy to use. Also, it is easy to understand by the followers. Example of word insertion based on the findings from the caption of Participant number 1. “Cushion yang aku lagi obsessed banget...”. From this caption, the participant used words in both languages Bahasa Indonesia and English which added two words in English which cushion and obsessed in the caption.

The second type of code-mixing used by the participants is phrase insertion. Phrase insertion is a condition when speakers use code-mixing in their conversation by adding some phrases. In this research, the researcher found 7 code-mixing in the form of phrase insertion. For example, the finding shows that participant number 2 used this type of code-mixing. “My honest review: karena kulit aku berjerawat dan kalau jerawat udah kempes, bekasnya suka mengganggu banget karena menghitam dan susah ilang”. Also, the researcher found that participant number 3 used the most phrase insertion in the caption. “Merry Christmas kepada semua bolo-bolo yang merayakan!!”. At this point, we can see that those participants used a phrase in English “Merry Christmas” and continued the sentence with Bahasa Indonesia.

The third type of code-mixing used by students is hybrid insertion. In this type, speakers tend to mix their conversations in hybrids or words mixed in two languages. In this case, the participant used English but incorporated hybrid or mixed Indonesian spelling. The researcher found only one code-mixing in the form of hybrid insertion used by the participants. The example of hybrid insertion based on the findings is: "halo gais!! Siapa kemarin ikutan live akaaaqzzu bareng". The word "gais" used the English word which is the word "guys".

The last code-mixing type used by the students is repetition. In this type, the speakers repeated words in their conversation. In this case, the participants used English in their conversation and repeated it twice or more. In the finding, the researcher found there are 3 repetition words in the caption from each participant. Which is in Participant 1 caption "Yang pada request ngejar-ngjar aku kemarin di tag dan DM", in this case, participant 1 used a repetition word in Indonesia "ngejar-ngejar". In contrast, Participants 2 and 3 used English words for repetition which are in the caption, "Yippi it's winter season! Snow snow snow (tetap pakai baju cetar walaupun dingin)", and "suka banget vibe-vibe Jakarta yang seperti ini". In that caption, we can see those participants used the words "snow snow snow" and "vibe-vibe" which is the repetition of the word.

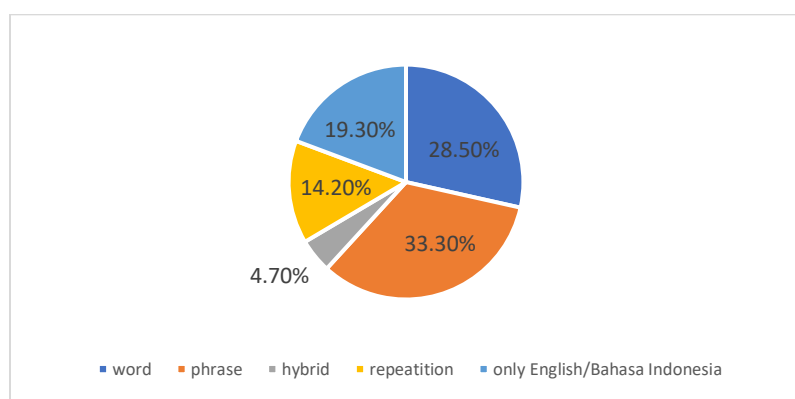


Chart 1: Pie Chart of Type of code-mixing

In finding the process of the dominant type of code-mixing, the researcher used the formula that has been drawn in the methodology. Based on picture 1, the researcher found that there are 17 code-mixing used by the participants in Instagram captions on social media. There are 6 code-mixing in the form of words (28.5%); 7 code-mixing in the form of phrase insertion (33.3%); 1 code-mixing in hybrid insertion form (4.7%); and there is only 3 code-mixing in the form of a repetition or repetition insertion (14,2%).

The dominant type of code-mixing used by the participants is phrase insertion. Based on picture 1, it can be seen that the dominant code-mixing type is the mixing of code in the form of phrase insertion which reaches (33.3%). Phrase insertion could be dominant because those phrases are commonly used in society for example on the caption there are "project officer", "Merry Christmas" and so on. The second dominant type is word insertion because it is easy to use and understandable in social media. Here only need to insert one word or form in English in a conversation.

The use of Code-Mixing in Social Media

The use of Code-mixing has increased on social media. Bilingual people tend to use more than one language in one sentence while doing communication. According to the research from Septiani and Manaksia (2021), there are 88 data contain elements of code mixing uploaded by a social media account. English is often used to signify someone's educational background and social status within a community. Moreover, code-mixing between languages without changing the topic is frequently observed in bilingual communities to interact informally. According to Salaemae (2017), it is the primary cause of people who use code-mixing at least occasionally addicted to the use of a few English words in their sentences in order to be considered up to date. In addition, recently in this 21st Century, it become a trend that stimulates people to use it.

From the observation, the researcher found that the Instagram caption of each participant was mostly used for entertainment purposes. The function of the caption on each Instagram account is not only for sharing or entertaining their followers. However, it is also for the advertisement. Understandably, they used code-mixing to make the caption

as entertaining as could be to all followers. After all, because the target of the caption is Indonesian followers, they tend to use mostly Bahasa Indonesia rather than English. It can be concluded that the types of code-mixing used in social media made by those three bilingual influencers are word insertion, phrase insertion, hybrid insertion, and repetition/repetition insertion. Also, the type that is used for code-mixing is phrase insertion.

CONCLUSION

The objective of this research is to identify the types of code-mixing that are used by bilingual influencers. According to Suwito (1983), there are four kinds of forms of code-mixing. The four types of code-mixing are word insertion, phrase insertion, hybrid, and repetition. This study used the descriptive qualitative method.

The findings of this study indicated that Instagram captions of three bilingual influencers. The researcher found that there are 17 code-mixing used by the participants in Instagram captions on social media. There are 6 code-mixing in the form of words (28.5%); 7 code-mixing in the form of phrase insertion (33.3%); 1 code-mixing in hybrid insertion form (4.7%); and there is only 3 code-mixing in the form of a repetition insertion (14,2%). Phrase insertion became the most frequent type of codemixing that occurred in Instagram captions of those three influencers reaching 33.3%. The next dominant type is word insertion because it is easy to use and understandable in social media. Because it needs to insert one word or form in English in a conversation. These two types of code-mixing are effortless so it is easily used by society.

These three influencers mostly equally used both English and Indonesian in the captions. They preferred to insert English words to attract the attention of their followers. It can be seen by the function of the caption which is mostly used for advertisement or endorsement. As a result, the influencers are supposed to provide information in the form of captions that are included in English or Bahasa Indonesia. Therefore, the information could be understandable for Indonesian or international viewers. In sum, the ability of someone who can speak two languages leads people to have code-mixing in their conversation, especially in daily uses of social media. It could be mixing some phrases or words from one language to sentences in the other language in bilingual societies.

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to all those who have supported and contributed to this research. In addition, the institutions, family, and friends who have contributed in different ways hence this research is processed until it becomes a complete writing. The reviewer of this research has given the researcher precious help, guidance, and advice patiently during the completion and development of the study. Besides, the researcher also wishes her gratitude to the participant during the process of the data collection. Without their help, this study could not have well accomplished on time. Lastly, the researcher hopes this research could have important implications for other researchers to increase their understanding, especially in the study of bilingual interaction.

REFERENCES

- Anderson, M., & Jiang, J. (2018). Teens, social media & technology. *Pew Research Center*. <https://www.pewresearch.org/internet/2018/05/31/teens-social-media-technology-2018>
- Chaer, A., & Agusta, L. (1995). *Sociolinguistic: Suatu pengantar*. Jakarta: PT. Rineka Cipta.
- Fauziyah, H. R., & Nurjannah, N. (2019). An analysis of interpersonal meanings realization of Instagram caption. *Academic Journal Perspective: Language, Education and Literature*, 7(2), 91-100. Swadaya Gunung Jati University.
- Gay, L. R., Mills, G. E., & Airasian, P. (2006). *Educational research: Competencies for analysis and applications*. Columbus: Merrill Greenwood.
- Septiani, D., & Manasikana, A. (2021). Campur kode pada akun Instagram @demakhariini (Kajian sosiolingusitik). *Basastra: Jurnal Kajian Bahasa dan Sastra Indonesia*, 9(3), 226-243.
- Siregar, et al. (2018). Code-mixing and code-switching in Wylvera W.'s novel *Geranium Blossom: Saat Jarak Menguji Cinta*: Their types and reasons. *AICLL: The 1st Annual International Conference on Language and Literature*, 461-472. Medan: Universitas Islam Sumatera Utara.
- Statista. (2022). Most popular social networks worldwide as of January 2022, ranked by number of monthly active users. *Statista*. <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
- Sugiyono. (2008). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: ALFABETA.
- Sugiyono. (2010). *Metode penelitian pendidikan: Pendekatan kuantitatif, kualitatif, dan R&D*. Bandung: ALFABETA.

- Suwito. (1985). *Awal pengantar sosiolinguistik, teori dan problema*. Surakarta: Heary Offset.
- Ting, et al. (2015). Beliefs about the use of Instagram: An exploratory study. *International Journal of Business and Innovation*, 2(2). Samarahan City: Universiti Malaysia Sarawak.
- Wijaya, D. (2014). Citation style of Indonesian and international writers found in journal articles of TEFLIN and Asian EFL introductions: A comparative study (Unpublished thesis). Universitas Bengkulu.