Types And Reasons of Using Code Switching In Instagram

Sigit Haryanto[1], Alif Mahendra[2]

[1][2] 2Faculty of Teacher Training and Eductaion, Universitas Muhammadiyah Surakarta, Indonesia

[a] Corresponding author: sh288@ums.ac.id
[b] mahendralif98@gmail.com

Abstract. Instagram is one of social media that used by the online community. They are bilingual or multilingual. They use code switching for sending the messages. The purpose of this study is to describe the types and the reasons of using code switching on Instagram. This type of research is qualitative research. Data collection used documentation. Data sources were from Instagram users followed by researchers. Data analysis used Hoffman's theory. The results showed that first, there were three types of code switching, namely: inter-sentential, intra-sentential, Emblematic switching. The most dominant type of code switching used by Instagram users is inter-sentential code switching. Second, the researchers found the reasons for the code switching, namely Revealing a certain topic, Interjection (Inserting a Fill Sentence or Linking Sentences), Repetition was used for clarification and reporting the identity of the evidence group, Confirming (Conveying Solidarity). The reason for the most dominant use of code switching by Instagram users is to reveal certain topics. From this it is known that Instagram community belongs to bilingual or multilingual society.

Keywords: sociolinguistics, code switching, Instagram

INTRODUCTION

Language is one of the important things for humans to communicate each other. Language makes human relations closer day by day (Brown: 1987). In a society, humans cannot communicate without using language. Language as a means of communication can be studied in Linguistics. By studying Linguistics, especially sociolinguistics, the ideas inside the social discourse can be understood easily.

Hickerson (1980) argues that sociolinguistics is a linguistic development learning which takes language variation as focus and sees the variety of language it self in its social context. Sociolinguistics concentrates on the correlation between social factors and variatons in linguistic variations. Fishman (1972:4) said that sociolinguistics is learning about the characteristics of language use with characteristics of the language user itself. Sociolinguitics basically does not focus on the structure of a language but focus on how the language used in social cultural context. One of the concentrations of sociolinguistics is code switching.

 Kamarudin (1989) stated that code switching is using two or more languages used by communicators in speaking. Replacement codes usually occur in bilingual social settings. Bilingualism as a linguistics community of which two languages 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.

 Code switching may exist in many media, such as Instagram. Instagram is now phenomena that exist in the community, especially young people, as the largest social media user. Instagram is a medium or way to express yourself in cyberspace. Instagram is a photo sharing application that allows users to take photos, apply digital filters, and share them on various social networks. 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.

Social media is a term that describes various technologies used to connect people to collaborate, to exchange information, and to 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. Social media designed by Kevin Systrom and Mike Krieger are very easy to access via smartphones or gadgets based on Android and iOS. 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) (Cat:2020). The skyrocketing use of this platform is also inseperable from the work from home (WFH) policy that the company has implemented for their employees to work at home. According to Instagram observations, online concert activities, fund raising, 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 to write captions for photos/videos that they upload to instagram, as well as in their comments.

The examples of code switching that researcher found on instagram is as follows:

> *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 type of code switching that occurs between two 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 is:

> *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 use *"Feeling fresh, Happy dan wangi "*indicates intra-sentential code switching. She uses English then switches Indonesian in one sentence.

So, based on the barckground of the study presented above, the author is interested in analyzing about the types and the reasons of using the code switching on instagram based on phenomena in 2020, especially in captions photos or videos and also comments on founded in March - September 2020 period.

METHOD

The researcher used descriptive qualitative research. The object of this research was code switching found on instagram followed by the researcher.The data were sentences contained code switchings.

The data were collected from images and videos, and opinions on Instagram from March - September 2020 posted by 454 Instagram users. The researcher explored some the accounts that have been followed to retrieve information in the form of descriptions of images and videos (or those spoken by captions), and opinions that have code switching elements. From this information gathering process, the researcher found 40 similar users @andrew. white_, @boywilliam17, @claurakiehl, @cathysharon, @updatemarsha, @prillylatuconsina96, @wulanguritno, @oliviajensen, and @therealdisastr, which in their accounts many implement code switchings in writing captions and in opinion. The researcher limited the information collected by only taking data that had a code-switching factor in English - Indonesian and in Indonesian - English. After the researcher got 65 information, he directly moved to the information into the data collection folder to the PC media so that the data used can be easily and immediately accessed when needed in analysing.

The technique data analysis used in this research was content analysis. After obtaining data from instagram, the researcher analyzed the data by using Hoffman (1991: 112) theory for the types and the reasons used Hoffman theory (1991: 116).

FINDINGS AND DISCUSSION

Types of Code Switching

Based on the result of data analysis, the researcher found three types of code switching from 65 data of code switching that exist in Instagram researcher following. They are namely; inter-sentential, intra-sentential, emblematic switching. The data are showed the Table 1.

Table 1. Types of Code Switching used in Intagram

No	Types of Code-Switching	Example	∑	Percentage (%)
1	Intra-sentential	A : "PSBB Jakarta diperpanjang? Pakai masker yak semua dan tetap ikuti protokol kesehatan **Health is #1!** Semua orang sehat bisa berharap akan banyak hal, namun org sakit hanya berharap akan kesembuhan dirinya." (caption photo @larissarochefort Spetember 12 2020)	26	40%
2	Inter-sentential	A : "Hi teman2, **just wanna remind you guys** untuk jangan terlalu santai menghadapi virus ini, tetap patuhi protokol kesehatan & sebisa mungkin stay dirumah aja" (caption photo @afgansyah.reza September 28 2020)	17	26%
3	Emblematic switching	A : **"Stay tuned!** With the challenging #newnormal, kami sedang mencari cara terbaik untuk #exploredanjagaindonesia" (caption video @hamishdw June 19 2020)	22	34%
	Total		65	100%

Humans have a freedom in constructing the form of the language. They are free in using monolanguage, bilanguage, or multilanguage in their daily communication. One important thing that should be noted is they have to construct in a good structure. By using a good structure, the messages will be comprehended easly by the opponents.

In general, people are bilingual or multilingual society. They have at least two languages or two codes. One is mother language and the other is natioal language. The writer is an example of multilingual person. He has three languages, namely: Javanese, Indonesian, and English. bilanguage or multilanguage is a condition that people are able to do code switching.

Code switching is social phenomena. It may happen in any media, such as in television, film, whatsapp, and Instagram. They are free to switch the code in their conversation. The freedom of choosing the code is also possessed by the Instagram users. They may use (1) taq switching (2) inter-sentential switching, (3) intra-sentential switching, (4) emblematic switching, or others.

Code switching is interesting topic to be discussed. Beside the writer, there are three others. First is Thesa (2017). She conducted it by taking the data from whatsapp users. The types of code switching that she found are intersentential switching, intrasentential switching and tag switching. The dominant code switching used by the UNS students is intrasentential code switching. The sencod is Laiman Akhii, Ngudining Rahayu, and Catur Wulandari (2018). They took the data from the student's conversation. From the analysis, they found two types of code switching used by the students. Thoses are internal code switching and external code switching. The results from the two researches are nearly the same as what the results from the writer. The writer found three types: (1) inter-sentential switching, (2) intra-sentential switching, (3) emblematic switching. The third is Al-Shehab (2018). He said that there are two types of code switching used by actors in Jordan and Nile drama TVs.Those are intra-sentential switching and intersentential switching. By this we know that inter sentential and intra sentential code switching are the types that often used by the participant of the conversation in social media.

Reasons That Affect of Instagram

Based on the result of data analysis, the researcher found five types from 65 data. They are Reveal a specific topic, Interjection, Repetition used for clarification, Report the evidence group identity and affirming. The data aer showed in the Table 2.

Table 2. The reasons of using Code Switching in Instagram

No	Reason that affect of code- switching	Example	∑	Percentage (%)
1	Reveal a Specific Topic	A : "Sejak #dirumahaja aku jadi mulai iseng belajar **photography**." (caption photo @claurakiehl April 4 2020)	26	40%
2	Interjection	A : "**Ootd** di rumah mertua. Wearing Asics Sean Wotherspoon shoes from @atmos_id" (caption photo @theraldisastr July 25 2020)	25	38%
3	Repetition Used for Clarrification	A : "This new normal situation changes so many things, and makes so much limitations. **Aku dan keluarga jadi lebih sadar untuk menjaga diri, salah satunya adalah dengan merubah kebiasaan belanja kebutuhan dapur kita**." (caption photo @andrew.white._ June 25 2020)	4	6%
4	Report the Evidence Group Identity	"Looking 12 at age of 20, but here it is! #WisudaLDR2020 challenge inspired by the lovely **mba** @najwashihab" (caption photo @claurakiehl June 6 2020)	5	8%
5	Affirming	A : "**Please buy THIS MASK to SUPPORT** Yayasan Solemen	5	8%

Indonesia" (caption photo @tamarableszynskiofficial June 28 2020)			
	Total	65	100%

Based on the theory proposed by Hoffman, there are seven reasons why people do code switching, those are (1) Revealing Certain Topics, (2) Quoting Others, (3) Affirming Something (Expressing Solidarity), (4) Interjection (Inserting Fillers or Conjunctions), (5) Repetition Used for Clarification, (6) Clarifying the Content of the Talk to Opponents, (7) Report the Evidence Group Identity.

However, only five reasons that are not found in the research conducted by the writer. The five are (1) Revealing Certain Topics, (2) Interjection (Inserting Fillers or Conjunctions), (3) Repetition Used for Clarification, (4) Report the Evidence Group Identity, (5) Affirming Something (Expressing Solidarity). The most dominant reason is reveal specific topic (40%).

The following researchers that discussed on the reasons why the participants of the conversation do code switching. First is Ani Yulianti (2011). She found that there are ten reasons. Those are excluding or include someone in a conversation, qualify messages, meet lexical needs for lexical elements, continue the last language used, quote someone, assign audiences, change the role of the speaker, attract and emphasize group identity, define communication and confidentiality, distraction. The second is Angraini (2016). She used facebook as a source of the data. After analysing the data, she found that there are seven reasons why the participants of conversation used code switching. The seven are the same as what Hoffman theory. Based on that, we know that in social media the participants or the users do code switching with many reasons.

CONCLUSION

Based on the previous discussion, the researcher makes conclusion as follows: The types of code switching that used in Instagram are (1) Inter-sentential switching (40%), (2) Intra-sentential switching (26%), (3) Emblematic switching (34%). The reasons that affect that used in Instagram are (1) Reveal a specific topic (40%), (2) Interjection (38%), (3) Repetition used for clarrification (6%), (4) Report the Evidence Group Identity (8%), (5) Affirming Something (Expressing Solidarity) (8%). From this, it is recognized that Instagram users are the same as other users of social media, such as facebook, whatsapp. The similarity is in using code switching for communicating their ideas. Next, they are all bilingual or multilingual communities.

REFERENCES

1. Al-Shehab, M., & Al-Okour, A. A.-R. (2018). Types and Functions of English Code Switching Employed in Arab Soap Operas at Jordanian and Nile Drama TVs. *International Journal of Applied Linguistics and English Literature*, *7*(7), 239. https://doi.org/10.7575/aiac.ijalel.v.7n.7p.239
2. Anggraeni, Melisa. 2016. The Reasons of Using Code Switching for English Education Students in Facebook at Universitas Kristen Satya Wacana Salatiga, Indonesia. *Thesis*. English Language Education Program Faculty of Language and Art Universitas Kristen Satya Wacana Salatiga.
3. Brown, H.D. 1987. *Principles of Language Learning and Teaching*. Englewood Cliffs,NJ: Prentice Hall.
4. Hickerson, N. 1980. *Linguistik Anthropology*. New York: Holt, Rinehart and WinstonInc.
5. Hoffman, C. 1991. *An Introduction to Bilingualism*. New York: Longman.
6. Jakelienė, E. (2018). Code-switching on Facebook in Denmark and Lithuania. *Taikomoji Kalbotyra*, *10*, 1–25. https://doi.org/10.15388/tk.2018.17441
7. Kamaruddin. 1989. *Kedwibahasaan dan Pendidikan Dwibahasa (pengantar)*. Jakarta:Depdikbud
8. Lumenta, N. J. 2015. (2015). Campur Kode Dari Pembawa Acara Musik Indonesia Dalam Program Acara MTV (Music Television). *Jurnal Elektronik F*, *4*(1), 1–14. https://ejournal.unsrat.ac.id/index.php/jefs/article/view/9848
9. Laiman Akhii, Ngudining Rahayu, dan Catur Wulandari. 2018. Campur Kode Dan Alih Kode Dalam

Percakapan Di Lingkup Perpustakaan Universitas Bengkulu. *Jurnal Ilmiah Korpus,* Volume II, Nomor I, April 2018.

10. Novianti, W., Language, E., & Program, L. (2013). the Use of Code Switching in Twitter (a Case Study in English Education Department). *Passage*, *1*(2), 1–10.

11. Nur, N. A. (2016). A Descriptive Analysis Of English Indonesian Code Switching Spoken By The Teacher In The First Grade Of Mtsn Model Makassar. *Eternal (English, Teaching, Learning and Research Journal)*, *2*(1), 82–95. https://doi.org/10.24252/eternal.v21.2016.a6

12. Thesa, Khodiyo. 2017. Penggunaan Alih Kode Dalam Percakapan Pada Jaringan Whatsapp Oleh Mahasiswa Knb Yang Berkuliah Di Universitas Sebelas Maret. *Prasasti: Journal of Linguistics*. Vol. 2, No 1, 2017.

13. Trudgil, Peter, *Sociolinguistics: An Introduction to Linguistics and*

14. Wardhaugh, R. 2006. *AnIntroduction to Sociolinguistics* (5th Edition ed.). Oxford :Blackwell Publishing.

15. Yusuf, Y. Q., Fata, I. A., & Chyntia. (2020). Types of Indonesian-English code-switching employed in a novel. *Kasetsart Journal of Social Sciences*, *41*(1), 208–213. https://doi.org/10.1016/j.kjss.2018.02.004