

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Sociolinguistics is the branch of linguistics that deals with the study of language and society. According to Hickerson (1980), Sociolinguistics is the subfield of linguistics that takes speech as a cognizance, viewing version, and social context. Based on the theory proposed by Spolsky (2010), Sociolinguistics analyzes approximately among language and society. It is defined as a person's attempt use multiple languages in a social context with a lot of information about how language works, social communities, and the way humans construct social identities through language. The phenomenon of using multiple languages in communication causes bilingualism and multilingualism. Bilingualism is using two different languages by an individual (Richard, 2022:51). According to Titone (1972), Bilingualism is the human capacity to speak a second language by following the language system rather than paraphrasing the first language. Multilingualism is crossing the bounds of a nation's languages, continents, and cultures (Meher, 2017). In bilingualism and multilingual societies, people are willing to switch their languages during conversations.

Individuals who use multiple languages in conversation will tend to switch the language used in the middle part of their communication. This phenomenon in sociolinguistics is known as code-switching. Meisel (1994:415), stated Code-switching is the expertise possessed by a person to choose a language that suits the interlocutor, the topic of discussion, also the context of the situation to change the

language in interacting according to sociolinguistic guidelines without violating grammatical boundaries. Based on the theory from (Hamers, 2000:259), types of code-switching such as Extra-sentential code-switching, Inter-sentential code-switching, and Intra-sentential code-switching.

In this era, code-switching has become a communication trend in society. This can be found in various media (mass media and electronic media) such as Newspapers, Novels, Magazines, Facebook, Twitter, YouTube, Movies, Podcasts, Vlogs, and others. It's also on social media Instagram.

Instagram is a social media that used to share photos for free and has been recognized by Facebook in 2012 (Rouse, 2017). This application is used to create and edit photos, promote products, make a short story about her/his activity, make short videos, send a message, and video call with other people. In this application users also can add captions, hashtags, emoticons, and locations on their posts that can be seen with the aid of people. Instagram is used by many people including national public figures such as actress and singer Tasya Kamila.

Based on VIVA (2019), Tasya Kamila's real name is Shafa Tasya Kamila is an Indonesian actress, model, and singer. She was born in Jakarta on 22 November 1992. Tasya Kamila started her career as an actress in a television program entitled *Takdir* which was produced by Multivision Plus in 1998. In 2000 Tasya Kamila also released her first album entitled *Libur Telah Tiba* with a song entitled *Libur Telah Tiba*. In addition to films and television, she is also active in using social media, such as Instagram. Almost every day she uploads photos or videos of her daily activities. Tasya Kamila has 4.9 million followers on her Instagram account

with 1.820 posts consisting of photos and videos. Tasya Kamila, who is famous for having good English, can be proven by successfully qualifying and receiving a scholarship at the world's best university, namely Columbia University. She has good pronunciation and is easy for people to understand what she means in the photos or videos that she uploaded. Therefore, it is common for Tasya Kamila to use code-switching in her conversations, especially when she makes captions for every post on her Instagram account.

Code-switching as a language phenomenon can be an interesting topic to discuss because almost a lot of people in Indonesia use code-switching to communicate with other people. English is the most used in code-switching, especially in social media. This is because English is an international language. In addition, Indonesia is a bilingual community that uses more than one language in communication, besides that English is the most widely spoken language used by Indonesian people which gives an impact on their communication in social media. Furthermore, *Tasya Kamila Instagram Caption* was chosen as the data source because Tasya Kamila as an Indonesian actress can speak Indonesian and English fluently with other people, and there is much code-switching in her Instagram caption.

## **1.2 Problems of the Study**

From the background of the study that has been described, the problems can be formulated as follows:

1. What types of code-switching are found in *Tasya Kamila Instagram Caption*?

2. What are the functions of code-switching found in *Tasya Kamila Instagram Caption*?

### **1.3 Objectives of the Study**

The objectives of this study are to answer the problems that have been formulated above, the objectives are as follows:

1. To find out the types of code-switching used in *Tasya Kamila Instagram Caption*.
2. To identify and analyse the functions of code-switching used in *Tasya Kamila Instagram Caption*.

### **1.4 Limitation of the Study**

The scope of this study focused on the types and functions of code-switching used in *Tasya Kamila Instagram Caption*. Particularly, this study focused on the English-Indonesian utterances used in *Tasya Kamila Instagram Caption*. The types of code-switching were analyzed using the theory from Poplack (1980:122-123) and the functions of code-switching were explained using the theory from Appel and Muysken (1987:118-120).

### **1.5 Significance of the study**

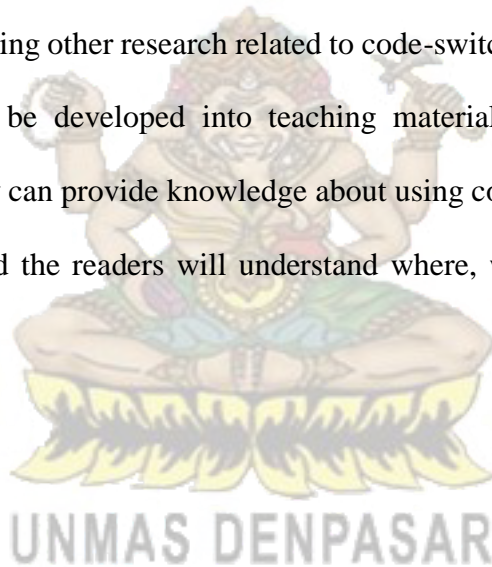
The significance of this research can be categorized into two parts, namely theoretical significance, and practical significance. They are explained below.

### **1.5.1 Theoretical Significance**

Theoretically, this study is expected to increase and develop a theoretical perspective on the study of code-switching. Furthermore, it can be used by the reader to deeper knowledge as well as a good understanding of the theory.

### **1.5.2 Practical Significance**

The practical significance of this study is employed to assist the reader in analyzing code-switching. It can be used as a reference for the next researchers who are interested in doing other research related to code-switching. Moreover, the data in this study can be developed into teaching material for code-switching. In addition, this study can provide knowledge about using code-switching that can be applied in life, and the readers will understand where, when, and how to use it properly.



## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES**

This section collects and reviews the literature which is in accordance with the theory and findings of previous research. There is some literature discussed in this section. In addition, also discuss the concepts, and theories.

#### **2.1 Review of Related Literature**

There are many studies related to this topic. In this case, there are two different theses and three articles that were reviewed in order to know how the researchers analyzed the topic of code-switching. The first is an article entitled “Types and Functions of Code Switching Found in Dedy Corbuzier’s Podcast on Spotify” written by Dewi, Suastini, and Jayantini (2021). The theory used in this article was proposed by Poplack (1980) as cited in Romaine (1989:122), to analyze the types of code-switching and the theory proposed by Appel and Muysken (1987), to classify the functions of code-switching. The result of this study showed there were 37 tag-switching, 53 inter-sentential switching, and 68 intra-sentential switching. In this analysis, the researcher also found six functions of code-switching; there were 41 referential function, 25 directive-function, 15 expressive-function, 8 phatic-function, 76 metalinguistic function, and 1 poetic function.

The similarities between their research and this study are both studies focused on the types and the functions of code-switching. The differences between their study and this study. First, they used Podcasts on Spotify as the data source. While in this study Instagram Caption was used as the data source. Second, their

study used a male artist named Dedy Corbuzier, while this study used a female artist named Tasya Kamila.

The second review is taken from an article entitled “Code-Switching Analysis in The Travel Blog, *The Nekat Traveler*” written by Ariyaningsih (2020). The theory used in this article is from Poplack (1989) to classify the types of code-switching and the theory proposed by Apple and Muysken (1987:118-120) to analyze the function of code-switching. The result of this study showed there was 1 tag-switching, and 15 Inter-sentential switching. In this analysis, the researcher also found the functions of code-switching: there are 3 metalinguistic functions, 1 expressive function, and 1 referential function.

The similarities between Ariyaningsih’s research and this study are both studies focused on the types of code-switching and the function of code-switching. The differences between Ariyaningsih’s study and this study. First, her study used a travel blog, *The Naked Traveler* as the data source. While in this study Instagram Caption was used as the data source. Second, her study used female and male artists named Maudy Ayunda and Hamish Daud, while this study used a female artist named Tasya Kamila.

The third review is taken from an article entitled “Code-switching Used by Chef Juna On Deddy Corbuzier Podcast” written by Muliana and Mubarak (2022). The theory used in this article is from Poplack (1980) to analyze the types of code-switching. The result of the study shows there are 1 tag-switching, 5 inter-sentential switching, and 3 intra-sentential switching. The similarities between their study and this study are both of the studies focused on the types of code-switching. The



differences between their research and this study are first, they only focused on the types of code-switching, while this study not only focused on the types of code-switching but focused on the functions of code-switching. Second, their study used Deddy Corbuzier Podcast as the data source, while in this study Instagram Caption was used as the data source. Third, their study used a male artist named Chef Juna, while this study used a female artist named Tasya Kamila.

The fourth review is taken from a thesis entitled “Code-Switching in Nofitah Official’s Instagram” written by Lestari (2022). The theory used in this thesis is from Appel and Muysken (1987:118) to analyze the types of code-switching and the theory from Hoffman (1991:115) to analyze the reason for code-switching. The result of this study showed there were 8 tag-switching, 36 inter-sentential switching, and 73 intra-sentential switching. In this analysis, the researcher also found the reason for code-switching: there were 33 talking about a particular topic, 13 being emphatic about something, 8 interjections, 10 repetition used for clarification, 73 intention of clarifying, and the speech content for the interlocutor.

The similarities between Lestari’s research and this study. First, both studies focus on the types of code-switching. Second, both of them use Instagram as the data source. Third, both of the studies used female artists named Nofitah and Tasya Kamila. The differences found between Lestari’s study and this study. First Lestari’s studies focus on the reason for code-switching. While this study focused on the functions of code-switching.

The last review was taken from a thesis entitled “The Analysis of Indonesian-English Code Switching Found in The Conversation of Najwa Shihab



and Agnes Mo on Catatan Najwa YouTube Channel” written by Cahyani (2021). The theory used in this thesis from Poplack (1980), to analyze the types of code-switching and to analyze the functions of code-switching used theory from Gumperz (1982:75). The result of this study showed there were 3 tag-switching, 20 inter-sentential switching, and 12 intra-sentential switching. In this analysis, the researcher also found three functions of code-switching; there were 7 quotation function, 27 reiteration function, 25 message qualification function, and 3 personalization versus objectification function.

The similarities between Cahyani’s research and this study. First, both studies analyze the types of code-switching and the functions of code-switching. Second, both of them used female artists such as Agnes Mo and Tasya Kamila. The differences found between Cahyani’s study and this study. First, Cahyani used Catatan Najwa YouTube Channel as the data source. While in this study Instagram Caption was used as the data source.

## **2.2 Concepts**

The concepts provide an explanation of the term referred to in this title, relevant to the problem in this study. The concepts are described below.

### **2.2.1 Code-Switching**

Based on Victoria and Rodman (1998), Code-switching is named in linguistics as using multiple languages or dialects in conversation. According to Hoffman (1991:110), Code-switching involves using two language variations, alternately in the same speech or conversation. According to As Gal (1988:247),

Code-switching is a method of conversation to create interpersonal relationships with rights and obligations without any boundaries between groups. From the concepts, it can be concluded code-switching that happens when someone uses variations of language in a conversation to create interpersonal relationships regardless of the other groups.

### **2.2.2 Instagram**

According to Riyadi (2019), Instagram is a social media application based on smartphones, iOS for iPhone, Blackberry mobile, Windows Phones, and PC. Instagram is an application that is used by many people to share photos and promote products. (M. Nisrina, 2015:137). Instagram has many features such as a camera with various effects, sending a message or video call with other people in direct message features, the editor of a tool to edit photos captured through the camera of their device, tag or hashtags whose function to tag a friend or group in one label, and functions of a caption like description users can give a word about a photo or video that uploaded. From the concepts, it can be concluded that Instagram is used by many people to promote products, send messages, video calls, and edit photos or videos with various features that are available in the Instagram application.

### **2.3 Theories**

The theories in this study are categorized into two parts such as the types of code-switching and the functions of code-switching. In this study, the theory from Poplack (1980:122-123) was applied to classify the types of code-switching

and the functions of code-switching were analyzed using the theory from Appel and Muysken (1987:118-120).

### 2.3.1 Types of Code Switching

Chad (2006), stated that code-switching occurs due to the use of different languages in a conversation or speech. Based on the theory from Poplack (1980:122-123), he divided code-switching into three types; tag switching, inter-sentential switching, and intra-sentential switching. The three types of code-switching as described below.

#### 2.3.1.1 Tag Switching

Tag switching is the addition of using tags or exclamations from one language to another at different locations in an utterance entirely in other languages such as alright, you know, I mean, right? These types of code-switching are very simple without involving good skills in both languages, due to the risk of violating the grammar rules. For example, from (Finnish/English code-switching):

- a. *“Mutte en ma vitting, **no way!**”*
- b. *“But I’m not bothered, **no way!**”*

(Romaine, 1989:122)

#### 2.3.1.2 Inter-Sentential Switching

Inter-sentential switching is a transition from one language to another language, where each clause or sentence is in one language or another language. The language switching in this section requires fluency in both languages as most

of the speech used must be in sync with the rules of both languages. For examples from Puerto Rican Spanish/English:

- a. *“Sometimes I’ll start a sentence in English y termino in espanol”*
- b. *“Sometimes I’ll start a sentence in English and finish it in Spanish”*

(Romaine, 1989:112)

### 2.3.1.3 Intra-Sentential switching

Intra-sentential switching is switched a language made by the speaker in one sentence. Speakers usually change the code using sentences, phrases, words, or clauses. The complexity of this type of code-switching is a violation of the syntactical rules and the requirements of proper grammar. The example of intra-sentential switching is taken from Tok Pisin/English:

- a. *“What’s so funny? Come be good. Otherwise, **yu bai go long kot.**”*
- b. *“What’s so funny? Come be good. Otherwise, **you will go to court.**”*

(Romaine, 1989:113).

### 2.3.2 The Functions of Code-Switching

The functions are always related to things that other people do. This also happens with code-switching. Here are six functions of code-switching proposed by Appel and Muysken (1987:118-120).

#### 2.3.2.1 Referential Function

Based on Appel and Muysken (1987:118), code-switching is related to low knowledge and understanding of one language or the low language facilities available in certain subjects. In addition, there are several words from one language that are semantically involved according to the concept. Therefore, all transitions

related to the topic are considered to serve the referential function of language. For example, the news broadcasts on radio or television that are dedicated to immigrants. This broadcast usually uses the language of the immigrants but some words from the majority language will be introduced to a special concept for the immigrants.

### **2.3.2.2 Directive Function**

Switch language functions that involve the listener directly to distinguish others who are involved in the conversational part. On the contrary, involving someone who uses their language more in interacting. All language changes that occur are considered directive functions in language use. For example, by Appel and Muysken (1987:119) when many parents use foreign languages in communicating so that their children are not understood. But when they often use the language, they will know that their children understand the topic being discussed.

### **2.3.2.3 Expressive Function**

According to Appel and Muysken (1987:119), Code-switching places emphasis on a mixed identity through the use of two languages with the same discourse. For example, in Spanish-English code-switching in the Puerto Rican community. The Puerto Rican community in New York is fluent in using more than one language. A conversation that uses multiple code-switching is a way of talking by itself and talking about individuals but doesn't have a discourse function.

#### 2.3.2.4 Phatic Function

Code-switching shows changes in tone that occur in a conversation which is a phatic function. When a comedian does a stand-up that tells all jokes in standard variations, but carries the essence in the type of vernacular speech or often called colloquialism. For example, urban dialects (Appel and Muysken, 1987:119).

#### 2.3.2.5 Metalinguistic Function

Code-switching is used to convey the commentary directly or indirectly using the language involved in the conversation. Like when the speaker switches different languages to give an impression to others by showing their linguistic skills. Other examples in the public sphere are performers, circus directors, and market salespersons (Appel and Muysken, 1987:120).

#### 2.3.2.6 Poetic Function

Code-switching uses bilingualism by involving puns, jokes, and others. It aims to pay homage to the poets of the twentieth century. Using rhyme complex throughout the language of Chinese gods, rivers, emperors, and mountains with elements from Greek and French, Italian, or Provencal Homeric poetry (Appel and Muysken, 1987:120). This is a quote from Ezra Pound's Canto XIII:

*Yu-chan* to pay *sycamores*  
of this wood are lutes made  
Ringing stones from *Seychoui river*  
and grass that is called *Tsing-mo*  
*Chun* to the spirit *Chang Ti*, of heaven  
moving the sun and stars  
*que vos vers experiment vos intentions*  
*et que la musique conform*



## **CHAPTER III**

### **RESEARCH METHOD**

The research method is the process of collecting data for analysis in order to reveal new information or create a good understanding of the topic. There are four parts of the research method in this study such as data source, data collection, data analysis, and finding presentation.

#### **3.1 Data Source**

The data source is the source where the information is gathered. The data source of this study is the Instagram Caption of Tasya Kamila. Until the present time, the number of photos or videos uploaded on the Instagram account @tasyakamila is more than 1.820 posts with 4.9 million followers. There are 83 photos that are used as the data source consisting of Tasya Kamila promoting the products, her activities, birthday celebration, and her holiday. There are 2 videos are used as the data source such as when Tasya Kamila and her little family strolling around the campus of Colombia University and when her son named Arrasya act like an adult when playing with a girl who is younger than him. *Tasya Kamila Instagram Caption* is chosen as the data source because the post has a lot of code-switching in the captions consisting of various sentences. Some captions consist of only one sentence and some are more than one sentence. Tasya Kamila is one of the best Indonesian artists who can speak Indonesian and English fluently. In addition, she is good at academics. She was successfully accepted at the Faculty of Economics and Business, Indonesia University. She managed to pass 3.5 years with a cum-

laude predicate. In 2016 she managed to get an LPDP scholarship to continue her master's education at Columbia University with a major in public administration and graduated with cum laude predicate in 2018. It influences her utterance by using code-switching in her activities, either in speaking or in expressing her feelings through captions on her social media.

### 3.2 Data Collection

In collecting the data, the observation method was used because the data source was taken from the captions on *Tasya Kamila Instagram* account. Observation is a method that concerns the selection, observation, listening, reading, touching, and recording of the behavior and characteristics of objects, or phenomena of living things (Elmusharaf, 2018). The techniques used to collect the data were as follows:

1. First, observing the caption on *Tasya Kamila Instagram Account* can provide adequate data.
2. Second, reading the caption carefully.
3. Third, capturing the photos or videos in *Tasya Kamila Instagram Account* that the caption consists of code-switching were screenshots.
4. Fourth, taking note of the caption containing code-switching.
5. The last, classifying the data of code-switching that was found in *Tasya Kamila Instagram Caption* based on the types of code-switching and the functions of code-switching.

### 3.3 Data Analysis

In this study, the descriptive qualitative method was used in analyzing the data. According to Creswell (2012), the qualitative method is research as a method to seek and fully understand the meaning of individuals or groups involved in human social problems. The data is described according to code-switching theories proposed by Poplack (1980) and the theory proposed by Appel and Muysken (1987:118-120). In analyzing the data, there are several steps that were applied as follows: First, analyzing the data of code-switching that we found in *Tasya Kamila Instagram Caption* based on the types of code-switching by Poplack (1980). Second, identifying the data of code-switching found in *Tasya Kamila Instagram Caption* based on the function of code-switching used theory from Appel and Muysken (1987:118-120). The last, conclusions were explained descriptively based on the results of the data analysis.

### 3.4 Finding Presentation

The finding of the analysis served by formal and informal methods. Based on the theory from Sudaryanto (1993:145), there are two types of presenting the analysis, such as the formal method when presenting data using symbols, diagrams, pictures, and tables. In the informal method of presenting analysis data using words and sentences. The formal method is used by the researcher to present the results of the analysis by including the “amount of the data and percentage” using the table form to provide brief information to readers so that it is easier to understand because it is arranged systematically. Informal methods were used to explain the meaning

of utterances by Tasya Kamila based on each type and the functions of code-switching.

