CHAPTER I
INTRODUCTION

1.1 Background of The Study

Language as essentially a meaningful spoken language explains why written words represent spoken sounds. Language, first and foremost, is a tool for forming thoughts and feelings, desires, and actions, as well as influencing and being influenced. Second, language clearly reveals the good and bad aspects of personality, family, and nation, as well as human character, according to Tierney, (2002). Language, according to Collinson, (1924), is a primarily human and non-instinctive system of symbols that is purposefully designed to communicate thoughts, emotions, and intentions. Indonesians are fluent in a variety of languages, including their mother tongue, local languages, and foreign languages. As a result, when one person talks with another person from a different city or country, he or she will adapt and adopt the language that the listener understands based on the listener's situation and demands. Sociolinguistics is the study of the relationship between language and society, language use in social structures, and language users' lives Spolsky, (1998: 3) Bilingualism is a common phenomenon nowadays. The majority of Indonesians are now bilingual or multilingual. A situation where a speaker speaks or understands two or more languages is referred to as bilingual. Bilingualism and multilingualism are common in many parts of the world which often occurs in schools, colleges, markets, and other places. Bilingualism is defined as the ability of speakers to communicate in two languages, Peterson (2010).

1

Their speech becomes code-mixing when they communicate in a bilingual or multilingual context. In a multilingual society, code mixing is a linguistic phenomenon. According to Muysken (2000), code switching and code mixing are synonymous. Code mixing is defined by Sridhar & Sridhar, (1980: 3) as the transition from using linguistic units (words, phrases, clauses, etc.) from one language to using another language unit in a sentence." Code mixing, as defined by Suwandi as cited by Lismayanti & Sari, (2016) is the informal use of two or more languages by people we know. According to Saputro, as cited by Nalantha, (2021), code mixing occurs when speakers or writers use two or more codes or languages in their discourse.

Code mixing is widespread in daily life. When interacting, Indonesians typically employ code mixing when learning a new language or vocabulary. This tendency can be found everywhere, such as the social media platform Instagram. "Instagram social media is a group of applications that use the internet base and web 2.0 technology to enable the exchange and creation of user-generated content," write Kaplan & Haenlein, (2014) Instagram users in 2021 in Indonesia reached are 91.01 million users. Instagram is in high demand among people of diverse ages, backgrounds, and interests. In addition to its popularity for entertainment purposes, Instagram is also utilized by businesspeople to promote their products. The primary elements are photos and videos, which can reach a large audience due to the site's accessibility. Scarlett Whitening is one of the local companies who utilize Instagram to promote their

products using Indonesiann and English language or mix them in its posts and reels.

As an example:

*Gunakan **lotion** agar kulit tetap sehat dan terhidrasi dengan baik.*

<div align="right">Scarlett Whitening's Instagram Post</div>

From example above with the bold writing *Scarlett Whitening* used code-mixing in their Instagram post. Because lotion is an English word that has been mixed with Indonesian. Code-mixing is an interesting topic of study because nowadays people often mix their language when interacting on social media and in real life because they are able to speak more than one language. Code-mixing is usually used when we learn new vocabulary and want to show it to other people, because when communicating there are meanings of words that are not suitable to be used and there are some words from other language become more suitable and meaningful to be used. So, people prefer to mix one language to other languages that are commonly and easier to understand.

1.2 Problems of the Study

Based on the above context, the topics addressed in this study are as follows:

1. What are the types of code-mixing found in the *Scarlett Whitening's* Instagram posts and reels?

2. Why is code-mixing used in *Scarlett Whitening's* Instagram post and reels?

1.3 Objectives of the Study

Related to the problems of the study above, the objectives of this study are:

1. To examine the forms of code-mixing observed in the Instagram posts and reels of *Scarlet Whitening*.

2. To analyze the reasons of using code-mixing in *Scarlett Whitening's* Instagram posts and reels.

1.4 Limitation of the Study

This study only examines the various types of code mixing and the reasons for using code-mixing in *Scarlett Whitening* in Instagram posts and reels. In this study, Muysken (2000) and Hoffman (1991) code-mixing theories were served as the theoretical foundation.

1.5 Significance of the Study

This study is expecting to be useful for the University or for every student for its framework. There are two significances of the study in this study, there are theoretical and practical significant.

1.5.1   Theoretical Significance

This study is expected to have a significant impact on future researcher grasp of sociolinguistic theory, particularly code-mixing.

1.5.2   Practical Significance

The following parties will benefit from the study:

1. This research is designed to facilitate the understanding of code-mixing for readers, more specifically to understand the types of code mixing, and the reasons for using code mixing on commercial product Instagram posts and reels, especially *Scarlett Whitening* company.

2. Practically this research also has purpose to assist lecturers in providing a simple overview of code-mixing in sociolinguistics courses.

3. This research were able to be valuable and can provide insight for future sociolinguistics researchers examining similar or related themes, particularly code-mixing, as well as expand information regarding code mixing in everyday life.

CHAPTER II
REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

This chapter discussed the relevant studies and significant concepts and theories that used to support and cite this research. This chapter were divided into three sections: a review of the relevant literature, concepts, and theory.

2.1 Review of related literature

Due to the fact that this is not the first study to investigate code mixing, the researcher compared it to three similar studies. Considering the current inquiry, five previously conducted studies on the subject have been chosen for examination.

Raksang (2019), as the first study, a student at State Islamic of Palopo, writes "The Analysis of Code-mixing in Social Media" for her thesis. Produced by the English Department Students at IAIN Palopo. This study aims to identify the different types of code-mixing and evaluate the reasons why students develop code-mixing on social media. Descriptive qualitative method is applied in this study also used interview to know the reasons why the students produced code mixing. Muysken's (2000) theory for code-mixing types and Bhatia and Ritchie's theory for code-mixing reasons are utilized in this thesis. The results of this study showed that, students engage in two types of code-mixing; they are insertion and substitution. Students engaged in code-mixing for a variety of reasons, including participant roles and relationships, situational factors, message-intrinsic factors, and language attitudes, dominance, and security. According to Bhatia and Ritchie (2002), other

motivations include improving their English, exhibiting group identification, keeping it easy and comfortable, displaying trends, and displaying personal habits.

Sukrisna (2019), a student at Raden Intan State Islamic University, Lampung's Tarbiyah and Teacher Training Faculty, wrote a thesis entitled "An Analysis of Using Code-mixing On Atta Halilintar's Video YouTube Channel." In his study, he focuses on the types of code-mixing outlined by Hoffman's (1991) theory and the levels of code-mixing identified by Suwito (1988) theory. He chose thirty-three records for study of code-mixing types and thirty-three records for investigation of code-mixing levels. Based on these statistics, he estimated that intra-sentential code-mixing is the most common type of code-mixing and that the word level is the most common level of code-mixing, followed by phrase level (25%), clause level (12.5%), baster level (6.25%), idiom level (6.25%), and repetition word level (0%).

Sari (2022), a student from Mahasaraswati Denpasar University wrote an article entitled "Indonesian-English Code Mixing Found in Wardah Beauty Youtube Channel." Her study aims to identify the types and reasons of code mixing found in Wardah Beauty YouTube channel. In her study is applied Hoffman (1991) theory to analyze the data. In achieving the objectives, the descriptive qualitative method is used to analyze the data. In collecting the data, this study uses observation and note-taking techniques. The dominant type found in this study is intra-sentential code mixing, and the lowest occurrence was obtained by involving a change of pronunciation. The result from this previous study found two types of code mixing namely, intra-sentential and intra-lexical code-mixing.

Irawan et al., (2021), Mahasaraswati Denpasar University's student wrote an article entitled "The Reason of Code-Switching in Pamungkas's Speech During Podcast Interview/Talks." The study aimed to analyze the reasons and classify the most and least type of the code switching by Pamungkas as the interviewees in four podcast episodes on Spotify. Quantitative and qualitative method is applied in this study. The data were analyzed according to theory proposed by Hoffman (1991) about seven reasons of code switching. The result in this study showed 78 data had been and expressing group identity was dominated the data, there were 28 (35,89%) data.

Sari (2022), who wrote the article entitled "Code Mixing Found in *Antalogi Rasa Novel* by Ika Natassa." The purpose of this study was to determine the forms of code-switching employed by late-adolescents on Facebook by using Poplack theory. And the other objective was to determine why Facebook users employ such code-switching techniques by using Hoffman (1991) theory. The data were collected by the observation method by reading each chapter of the book. After discussing the results of an examination of the code-mixing employed by the protagonist of the novel *Antologi Rasa*, it can be stated that code-mixing is commonly utilized as a communicative method in society. in her research (15) data were obtained and each type got (5) data.

The similarities from all related studies are first, the topic being studied is code mixing and 3 theses used the same theory to analyze the reasons for code-mixing that its Hoffman (1991) theory. Next, the problems of the study most of them were focused to analyze the types and reasons of code-mixing. And last is the

method used, most of them using qualitative method to analyze the data and only one thesis using qualitative and quantitative method to analyzed the data. Meanwhile, the differences from all related studies are first, the data sources being used. Then, the theories used to analyze their problems of the study.

In comparison to all related studies, the equation of this study is the topic being studied is code-mixing and the problem of the study is focused to analyze the types and reasons of code-mixing. Then, the method used is qualitative method to analyze the data. And the theories used in this study is Hoffman (1991)theory for reasons of code-mixing. Meanwhile, the differences this study and all the related study are the data source comes from. Despite having the highest number of users in Indonesia, the use of social media as a source of data for code-mixing, particularly Instagram posts and reels, is still uncommon. Many Instagram posts and reels shows the phenomenon of code-mixing. Therefore, Instagram posts and reels are used as data sources in this study.

Concepts

The concepts of this study are focusing on elaborate in this study. Some terms that mostly used in this study:

2.2.1   Code-Mixing

According to Muysken (2000), code-mixing is a term used to refer to all cases where lexical items and grammatical features from two languages appear in one sentence Appel & Muysken (2006), code-mixing is an *intra - sentential* switches occur in the middle of a sentence.

Kachru (1982) defines the term code mixing refers to the employment of one or more languages for the continuous transfer of linguistic units from one language to another, and the development of a new restricted or not so restricted code of linguistic interaction through such a language mixture. Code-mixing is when someone communicate in more than one language at a time.

2.2.2 Instagram Post and Reels

Instagram is a form of social media Kaplan & Haenlein (2014). Instagram is a free mobile application that allows users to share aesthetically distinctive photographs and videos. Instagram's only aim is to enable users to post photographs and videos with their followers, in contrast to Facebook and Twitter, which employ text and images. According to Wikipedia, an Instagram post is a photo or video that a user uploads to the platform. Meanwhile reels have similar function to that of the Chinese video-sharing service TikTok, with a focus on allowing users to record short videos set to pre-existing sound clips from other posts. This feature allowed users to create up to 15 (later 30) second videos. Reels also works with Instagram's existing filters and editing tools.

2.2.3 *Scarlett Whitening*

Scarlett Whitening is a local skincare brand that is extensively talked by individuals who utilize skincare products. This skin care product, whose major function is to brighten the skin, is made from natural components, is halal-certified, and is BPOM-approved. Additionally, this brand introduced body and hair care products and was created in 2017 as a result of a partnership between the company's

founder and owner and a skincare and body care manufacturer. In Indonesia, this skin care product fad has captivated the interest of the public. Consequently, it is not surprising that beauty product are the most sought-after and best-selling things on the market. It has been found that this company's revenues reached Rp2.6 billion in May 2021.

2.3 Theories

In this study utilized Muysken (2000)code-mixing theory to investigate the forms of code-mixing and Hoffman (1991) for the reasons of code-mixing for its implementation.

2.3.1 The Types of Code-Mixing

Muysken (2000: 3) categorized code-mixing into three categories. There are insertion, alternation, and congruent lexicalization.

a. Insertion

Muysken (2000: 3) stated that insertion is one of the code-mixing types which insert one word into a sentence. In general, insertion happens when the speaker cannot memorize the word in their native language and they replace the missing word with a word from another language**.**

Example: *Nou **ini** laatste avond.*
'Now this is the last evening.' (Moluccan Malay/Dutch; Huwae 1992 as cited in Muysken, 2000).

b. Alternation

Muysken (2000: 95) defines alternation is a type of code mixing that happens when the speaker mixed their languages by the clause or phrase into a form of a sentence.

Example: *Bueno, por qué te hicieron **beat up** ese?*
'Well, why did they make you beat up that [person]? (Spanish-English; Pfaff 1979: 250 as cited in Muysken, 2000)

c.   Congruent Lexicalization

Muysken, (2000: 122) defines congruent lexicalization is a type of code mixing in which the speaker is influenced by their dialect. Congruent lexicalization occurs when two languages share a grammatical structure that can be filled lexically with elements from either language.

2.3.2   The Reason of Code-Mixing

Every action that people do, they always do it for a reason, as well as when bilinguals mix languages when communicating. According to Hoffman (1991), there are seven reasons why individuals engage in code-mixing:

a. Talking About Particular Topic

People sometimes prefer to discuss certain topics in one language or another. Sometimes speakers feel freer and more comfortable expressing their emotions, happiness, or even anger in a language other than their mother tongue.

b. Quoting Somebody Else

According to Hoffman (1991), people sometimes like to quote a famous phrase or tell a story about some famous person. A speaker changes the code to quote a well-known statement, or adage, from a well-known individual. The change involves only the words that the speaker asserts the quoted individual stated.

c. Being Emphatic about Something (Express Solidarity)

According to Hoffman (1991), when someone who is talking using a language that is not his native language suddenly wants to be emphatic about something, he either intentionally or unintentionally, will switch from his second language to his first language. On the other hand, he may mix from his second to his first language because it is more convenient for him to be emphatic in his second language rather than his first.

d. Interjection (Inserting Sentence Fillers or Sentence Connectors)

In terms of reasoning, Hoffman (1991) indicates that interjection is words or expressions, which are inserted into a sentence to convey surprise, strong emotion, or to gain attention. They have no grammatical value, but they are frequently used by speakers, usually more in speaking than in writing. Language switching and mixing among bilingual or multilingual people can occasionally indicate an interjection or sentence connector.

e. Repetition Used for Clarification

According to (Hoffman, 1991), when a bilingual wants to clarify his speech so that it is better understood by his listeners, he may employ both languages he is fluent in to repeat the same phrase.

f. Intention of Clarifying the Speech Content for the Interlocutor

According to (Hoffman, 1991), when communicating with another bilingual, there is frequent code switching and code mixing. This involves ensuring the content of his speech flows naturally and is easily understood by his audience.

g. Expressing Group Identity

Code switching and code-mixing can also reveal group identity. Academics'
communication patterns in their disciplinary group are clearly distinct from
those of other groups Hoffman, (1991).