

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Bilinguals and multilingual are normal in many parts of the world. A situation in which bilingual or multilingual people use two or more languages is called language contact. Language contact is the social linguistic phenomenon whereby speakers of different languages (or different dialects of the same language) interact with each other, leading to a transfer of linguistic features. Linguistic contact is an important factor in linguistic change (Gramley, 2004). When we talk about bilingual and multilingual, we might find a phenomenon called code-switching.

Code-switching is described as a skill of the bilingual speaker. Code-switching in linguistics refers to use more than one language in interaction on the conversation. Sometimes they do it with the same language background. According to Hymes (1974), code-switching defined as a frequent word for the alternate employment of two or more languages, dialects of a language, or even speech styles. In modern times like today, Indonesian people, especially young people in Indonesia, often use code-switching. In social media, Instagram is one of the most popular social media for the public. According to IT news.com (2022), the figures published on the Meta advertising tool show that Instagram owns 99.15 million users of Indonesia in the beginning of 2022. This figure shows that the reach of the ad Instagram of Indonesia equivalent to 35.7 percent of the total population at the

beginning of the year. Since its launch 12 years ago, Instagram has evolved very quickly from one era to another and offers many features, one of which is the Instagram story, which launched in 2016 and has grown rapidly. Nowadays, code-switching is mostly used by actress, influencers, presenters, writers, etc., to show their bilingualism. Code-switching can be happen in a bilingual or multi-bilingual society which occurs in their dailiy conversation.

This phenomenon is important and interesting to analyze by investigating the types of code switching used in social media and their functions. Society must believe that learning English does not have to be done through learning by teachers at schools or private teachers but also can be done through social media. We can learn new vocabulary and practice our knowledge about English there. One of the phenomenon in practice English that we can found a lot in social media is the use of code-switching in Instagram, where people flocked to post their best photos and write captions which were interesting enough to be discussed. One of the digital creator from Bali who usually uses code switching in his posts on Instagram is Purnnayasa.

This research focuses on how one of Instagram users apply code-switching in his Instagram captions. Specifically, this research focuses on Purnnayasa's Instagram caption, which has 34,1K followers. He is an digital creator who discusses aesthetic places like landscaped cafes or Balinese architectural structures, with some picture in his Instagram post.

1.2 Problems of the Study

Based on the background of the study, the problems of this study formulated as follows:

1. What types of code-switching are found in Purnnayasa's Instagram captions?
2. What are the functions of using code switching found in Purnnayasa's Instagram captions?

1.3 Objectives of the Study

This study goals in providing solutions for the problems mentioned above are;

1. To find out types of code-switching that are found in Purnnayasa's, Instagram captions.
2. To describe the function of code switching, which are found in Purnnayasa's Instagram Captions

1.4 Limitation of the Study

The study's research primarily examined the types and the function of code-switching in Purnnayasa's Instagram captions from 4th December 2021 until 30th March 2022 by using theory from Apple and Muysken (1987).

1.5 Significances of the Study

Based on the background of the study and the problems of this research, the significances of this study are as follow:

1.5.1 Theoretical Significance

This research is anticipated to be beneficial in developing the knowledge about linguistics for the students of the English study, especially in understanding the types of code-switching, the function of code-switching, and the reason of using code-switching. This study also can improve the ability and the knowledge of the reader about the usage of code-switching in social networking Instagram caption and the influence on language learning to create appropriate language utterances.

1.5.2 Practical Significance

This study will educate the audience, particularly the students, by focusing on the many sorts of code-switching and the reasons why users utilize it in their Instagram captions. It made the students easier to understand code-switching in social networking Instagram caption.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

2.1 Review of Related Literature

There are some researches related to this topic of study. In this case, two separate theses and/or three journal were studied to learn how the researchers analyzed the issue of code-switching. The first is thesis entitled "An Analysis of Code Switching Found in Deddy Cobuzier's Podcast on Spotify" by Dewi (2021) from Mahasaraswati Denpasar University. Second thesis is "An Analysis of Code Switching Used by Boy William on His Instagram Caption" by Putra (2020) from Mahasaraswati Denpasar University. The third is an article entitled "Analysis of Using Code Switching in Instagram" wrote by Kamariah and Ambalegin (2019). The fourth is an article entitled "An Analysis of Code-Mixing and Code-Switching Used by Indonesia Lawyers Club on TV One" by Silaban & Marupung (2020). The last is an article entitled "The Study of Code Switching in "Algoritme Rasa" Novel". Alus, M. H., Putra, I. W. N., & Maharani, P. D. (2021).

The thesis entitled "An Analysis of Code Switching found in Deddy Cobuzier's podcast on Spotify" by Dewi (2021) has goals to identify the various kinds of code-switching that are employed in Deddy Cobuzier's Podcast and to identify the functions of code-switching in Deddy Corbuzier's speech. To examine the data, the researcher employed a descriptive qualitative methodology. The researcher used Poplack's (1980) theory to classify the varieties of code-switching, and the theory was used to study the functions of code-switching. by Appel and

Muysken (1987:118-120) The result of the study showed that there were three types of code switching that accrued in Deddy Corbuzier Podcast on Spotify, there are tag switching, inter-sentential switching, and intra-sentential switching. Besides the types of code-switching, the researcher also found a possible reason for the use of code-switching,

There are some similarities found between the previous study and this study. Her study is code switching that was found in Deddy Corbuzier's Podcast in Spotify while this study analysed code switching found in Purnayasa's Instagram captions. For the method the previous study used qualitative method. Another similarity between this study and others is the study's focus on the forms of code-switching and purpose of the function of code-switching. The difference is the idea from Apple and Muysken (1987) utilized in this study to evaluate the different types of code-switching, whereas Dewi's study used the theory from Poplack (1980).

The second thesis that was conducted entitled "An Analysis of Code Switching Used by Boy William on his Instagram Caption" by Putra (2020). Finding out the different sorts One of the study's findings was the use of code-switching by Boy Wiliam on His Instagram caption. He employed the qualitative method. The findings of this study revealed three forms of code-switching in Boy William's Instagram caption: tag switching, inter-sentential switching, and intra-sentential switching. The researcher also found the reason why Instagram caption by Boy Wiliam's use code switching

The difference of Putra's study and this study is the theory that used to analyze the data. Putra (2020) used the theory from Poplack (1980) to analyze the different sorts of code-switching, however in this study examined the data using the theory from Apple and Muysken (1987). There is similarity between this study and Putra's study. Putra's study concerned on the different kinds of code-switching and their purposes, whereas the current study has similar focus and purposes.

The third is an article entitled "Analysis of Using Code Switching in Instagram" compiled by Kamariah and Ambalegin (2019). The objectives of the study are to identify types of code-switching decide to switch from code to another or mixing codes even within sometimes very short utterances. In this research. Each sentence from this study was put into the types of code-switching which were classified and analyzed by theory from Mubarak (2019), Holmes (2013) and counted them by using the theory by Wardugh (2015) in analyzing the data, the qualitative and quantitative methods were used to analyze the code-switching. The result of this study showed that most types of code-switching are used on Instagram. When the meaning of a language cannot be understood by interlocutors, a speaker will switch to another language.

The difference of this study and their study, this study focuses on forms of code switching and reasons for code switching while their study was just more focused on the types of code switching. They employed qualitative methods in their study to analyze the data, and this study accomplishes the same method Their study

applied Holmes' theory (2013), and (2007) used and Stock well to examine code-switching while this study only use the theory from Appel and Muysken (1987).

The fourth review is an article entitled “An Analysis of Code-Mixing and Code-Switching Used by Indonesia Lawyers Club on TV One” by Silaban & Marupung (2020) The author found that two kinds of code-mixing and two kind of code-switching occurred in Talk Show Program in Indonesia Lawyers Club on TV One. The result of this study showed that most types of code-switching and code mixing are used on Indonesia Lawyers Club on TV One. People sometimes prefer to talk about a particular topic in one language rather than in another. Sometimes, a speaker feels free and more comfortable to express his/her emotional feelings in a language that is not his/her everyday language.

The differences found between their study and this study, their study used the data from tv show program in Indonesia Lawyers Club on TV One, while in this study Purnayasa's utterances in his Instagram caption were used as the data source. The last their study used theory from Maschler in Wibowo (2017:21) for code-mixing and a mix code from Wardhaugh (2010) to assess the sorts of code flipping, however this study solely employs the theory of Appel and Muysken (1987) to do so. There are several parallels between their work and current study. The method that they used is qualitative approach to describe the data. Which is same with this study.

The last review is an article entitled “The Study of Code Switching in *Algoritme Rasa Novel*” by Alus and at all (2021). The objectives of the study are to identify types of code-switching decide to switch even within sometimes very short utterances. This study focused on analyzed the types of code switching found in *Algoritme Rasa Novel*, when the meaning of the conversation isn't understandable to read the novel. Each sentence from this study was put into the types of code switching that were classified and analyzed refer to theory from Poplack in Romaine (1995). The data source of this study was taken from *Algoritme Rasa novel*. This novel was published in 2019 by PT. Elex, Media Komputindo, and it is containing 452 pages. The result of this study showed that most types of code-switching are used on novel. The author was found to switch from one language to another language. It happens when the meaning of the language can't be understandable by inculcators.

There are similarity of their study and this study the method that they used in previous is qualitative which is same with this study. The differences between their study and this study are discovered. First, in their study, utterances from the novel served as the data source, whereas in this study, Purnayasa's quotes from his Instagram caption served as the data source. The last, their study used the theory from Poplack in Romaine (1995) to analyze type of code switching, while this study only uses the theory from Appel and Muysken (1987) to analyze the types of code-switching.

2.2 Concepts

Concepts consist of some definitions related to the terms in this study, such as the meaning of code switching itself, Instagram and Instagram caption.

2.2.1 Code Switching

Code-switching can be defined as the use of more than one language, variety, or style by a speaker in an utterance or discourse or between different interlocutors or situations (Romaine 1992:110). Code switching is not an isolated phenomenon, but central to bilingual discourse as a number of studies have shown (Appel and Muysken 1987:117).

2.2.2 Instagram

According to Winarso (2015), Instagram can simply be defined as a mobile application based on iOS, Android, and Windows Phone where users can shoot, edit and post photos or videos to the main page of Instagram and other social networks. Instagram also has many features such as a camera that has good features, a tool editor that is a place for users to edit photos captured through the camera or their devices, tags and hashtags whose function is to tag friends or group photos in one label.

2.2.3 Instagram Caption

According to Hootsuite (2021), the best Instagram captions can add context to your post, show your brand's personality, entertain the audience, and/or

complete people to take action. The caption can be up to 2,200 characters in length and include up to 30 hashtags. Most captions grab attention and are easy to read and follow. And also, a caption that functions like a description where users can give a word about photos and videos uploaded.

2.3 Theories

The research conducted in this study is mainly based on the sociolinguistic study, and theory upon which the description and analysis of types of code switching in the book proposed by Appel and Muysken (1987) and theory from Poplack (1980) for the supporting theory. Code-switching has become a common term for alternate use of two or more language, or varieties of language, even speech style. There is a situation where speakers deliberately change a code being used, namely by switching from one to another.

2.3.1 Types of Code switching

The theory applied in this discussion is proposed by Appel and Muysken (1987:118) which states that code-switching can be identified into three types, as follows.

2.3.1.1 Tag Switching

According to Appel and Muysken (1987:117-118) exclamations, tags, during tag switching, specific points may be emphasized by using parenthesis written in a language other than the text's primary language. The instances listed

below were suggested. Kind of switching is sometimes called emblematic switching or tag switching or sentence filler in the other language.

- a. Oye (listen), when I was a freshman, I had a term a paper to do.
- b. Y luego decia (and then I said), look at the smoke coming out of my fingers, like that.
- c. Y luego decia yo, Mira (and I said, look) can't you see.

In the examples of code switching above, the capital words are in Spanish and the rest are in English. The examples show kinds of switching at a clause or sentence boundary, where each clause or sentence is in one language or other. Switching is not an isolated phenomenon, but a central part of bilingual discourse, as several studies have shown.

2.3.1.2 Intra – sentential Code Switching

Intra – sentential switches occur in the middle of a sentence. This type of intimate switching is often called code-mixing (Appel and Muysken 1987:118).

The examples of intra sentential code switching is as below:

- a. I started acting real *curious* (strange), you know. (Fallis in Appel and Muysken 1987:117).
- b. And then *me dijo* (he said to me), stop acting silly. (Fallis in Appel and Muysken 1987:117).

The examples show switching found in the middle of the sentence, namely from English to Spanish and back to English.

2.3.1.3 Inter-Sentential Code Switching

Inter-sentential switching occurs between sentences, as their name indicates. The language switch is done at sentence boundaries. This is seen most often between fluent bilingual speakers. Sometimes it is also known as “Extra – sentential switching” which occurs outside the sentence or clause level, at the boundaries of the sentence or clause. Below are the example of inter sentential code switching yjat got from Grosjean (1982), and Romanie (1989).

- a. *No me fije hasta queya no me dijo*, oh I didn’t think he’d be there (Grosjean, 1982).
Meaning: I didn’t notice until he told me.
- b. Sometimes I’ll start a sentence in English *y termino in espanol* (Romanie, 1989).
Meaning: and finish it in Spanish.

2.3.2 Function of Code Switching

This study is also used theory proposed by Appel and Muysken (1987) about function of code switching. They divided the code-switching functional model into six functions, such as:

2.3.2.1 Referential Function

Code switching can serve the referential function because it often involves lack of knowledge of one language or lack facility in that language on a certain subject. Certain subject may be more appropriately discussed in one language, and the introduction of such a subject can lead to a switch. In addition, a specific word from one of the languages involve maybe semantically more appropriate for a given concept. This type of switching is the one that bilingual speakers are most

conscious of. One examples of this radio or television news, broadcast for immigrant groups. Usually the immigrant languages is used, but at many points words from the majority language are introduced into the broadcast to refer to concepts specific to society of the country of migration. The same pattern is found discourse about technical subject in many languages of the Third World. Scotton (1979) gives an example from a university student in Kenya, who switches between Kikuyu and English:

Atiriri *angle* niati *has* ina *degree eighty*, nayo *this one* ina mirongo itatu. Kuguori, *if the total sum of a triagle* ni *one eighty* ri *it means the reaming angle ina* ndigiri mirong mugwanya (in Appel and Muysken 1987 : 119)

Even the people who do know Kikuyu, it is easy to guess what the student is talking about.

2.3.2.2 Directive Function

According to Appel and Muysken (1987:119). This directive function involves the hearer directly. This being directive at the hearer, it can take many from one is excluding certain persons more by using her or his language. A person may join the participants in an interaction. All participant-related switching can be thought of as serving the directive function of language use. The examples are simple to recall. When they don't want their kids to comprehend what they are saying, many parents attempt to speak in a foreign language. If they do this too frequently, they discover that the kids have picked up the second language as well or they invent their own language to keep the parents out.

2.3.2.3 Expressive Function

According to Appel and Muysken (1987:119). The speakers emphasized a mixed identity using two languages. It shows in the same discourse. An example is Spanish – English code switching in the Puerto Rican Community. For a fluent bilingual Puerto Rican in New York, a conversation full of code-switching is a mode of speech by itself, and individual switches no longer have a discourse function. This function may not be present in all code-switching communities, however a point to which we return below.

2.3.2.4 Phatic Function

According to Appel and Muysken (1987:119). Often switching serves to indicate a change in tone of the conversation, and hence a phatic function. Here the fact that the speaker has for getting the date of the party is mentioned as an aside comment but in the other language this type of switch has been documented extensively in a paper on switching (Sebba and Wootton, 1984) in the entitled *London Jamaican and London English*. They give several examples in which Jamaican discourse is interrupted by an English meta- comment. Here are the examples of phatic functions:

- a. Man... Leonie have party...when...don't remember when it was but she
did tell all of them no fi(t) se notin...*kazz shi no waan tu moch Catford gyal di de...an jackie av wan tu...neva se notin.*
- b. I mean it does take time ge??in' to n-..find the right person
(Appel and Muysken, 1987:119)

Regarding to the function of code switching, the code switching on that example data serves phatic function. The use of code switching in the first example indicate a change in tone of the conversation and the main function is to highlight the information that has been conveyed. From the second example, the speaker has forgotten the date of the party is mentioned as a side comment, but in other language.

2.3.2.5 Metalinguistic Function

According to Appel and Muysken (1987:120). Metalinguistic function of code switching comes into play when it is used to comment directly on the language involved. One example of this function is when the speaker switch between different codes to impress the other participant with a show of linguistic skills.

2.3.2.6 Poetic Function

Poetic function emphasizes the use of bilingual language involving switching jokes and poems. Some bilingual writers and poets reflect on this in their works to paying homage to the twentieth-century poet who has been the most accomplished code switcher, here is a quotation from Ezra Pound's Canto XIII (Appel and Muysken, 1987:120):

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

Pound works with complex internal rhymes occurs language: Chinese gods, river, emperors, and mountains are method with elements from Homeric Greek and France, Italian, or Provencal verse. The result is at one an erudite evocation of all human civilizations and panoply of sounds.

