

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Human is a social creature who cannot live alone. As stated by Holmes (2013), to communicate with others, human needs language to express their feeling (expressive), to command and persuade others (directive), and get information (referential). In this case, language becomes a communication tool in society. According to Genetti (2014) the scientific study of language is called linguistics. Then linguistics is divided into two major branches, micro-linguistics and macro-linguistics. Micro-linguistics studies the internal side of the language or the language itself, while macro-linguistics more concern with the relation to language and outside factors of the language. There are many fields of macro-linguistics, they are: psycholinguistics, neurolinguistics, computational linguistics, sociolinguistics and others. Sociolinguistics more concerns about the relation between language and society in order to get more understanding about the structure of language and how language function in communication (Wardhaugh & Fuller, 2015).

In this globalization era and with the support of internet development, human communication is unlimited. People can communicate with other people from different regions from anywhere in anytime. This phenomenon triggers the increased of language spreading and connection, especially English (Poggensee, 2016). This makes English become an international language. In Indonesia itself, many people can speak more than one or even two languages, for instances local language, Indonesian, and foreign language (Lubis, Surya & Muka, 2017). People

from middle class also start to learn English and that makes English as the most spoken foreign language in Indonesia. The ability to speak more than one language is one factor that turns the society into bilingual or multilingual society. Bilingualism is a condition where two languages are in contact which makes two codes can be used in the same interaction (Hamers & Blanc, 2004),

In bilingual or multilingual society, people who can speak more than one language often switch between the languages they use and this phenomenon is called code switching. Poplack (1980) defined code switching is “the alternation of two languages within a single discourse, sentence, or constituent.” Code switching is a situation when someone switches between two languages in one utterance. Code switching does not only occur in oral communication, but also in written. This is showed by the communication process done by many people in social media. The fast development of the internet caused the used of social media is also increasing, in order to relay their thought, people often switch their language while write through social media. There are many types of social media used these days, like Facebook, Twitter, and Instagram.

Instagram is one of the top three most used social media in Indonesia that many people choose to help their communication process (Nurhayati-Wolff, 2021). But nowadays, Instagram does not only used for communicating with friends, relative, or families but also used as a media to learn and sharing information about many topics. People can discuss in the comment section and share their experience related to certain things, like parenting and child caring. The increased of awareness about the effect of parenting style to child’s growth and development trigger many

emergences of Instagram accounts that posted about parenting and child caring tips. That is the reason why many parents use Instagram as a platform to get information about parenting and their child growth and development and interact with other parents in the comment section. In this interaction they often switch their language between Indonesian and English. Here is an example a parent comment in an Instagram account:

“Amazing! *Sampe* speechless *liat tingkah polah anak-anak dari yang gemesin sampe yang bikin emak tepok jidat....*”

From that comment we can see the use of code switching in Instagram are often happened. In a comment the user switched between Indonesian and English language. In the beginning the user wrote in English “Amazing!!” then switched to Indonesian “*Sampe* speechless *liat tingkah polah anak-anak dari yang gemesin sampe yang bikin emak tepok jidat....*” in the middle of the sentence the user switched again to English, “speechless” then finish the rest of the comment in Indonesian. Based on that phenomenon the writer interested in conducting a study with the topic of code switching from the parents’ comments for parental topic on Instagram.

1.2 Problems of the Study

In this study, there are two things that were discussed. Those things are formulated in to two study problems. The study problems that will be discussed in this study are:

1. What are the types of code switching that is made by parents on *Parentalk.ID* Instagram account?

2. What are the speech functions of code switching made by parents on *Parentalk.ID* Instagram account?

1.3 Objectives of the Study

Based on the problems of the study above, there are several things that the writer aims to find out in this study, they are:

1. To identify the types of code switching that is made by parents on *Parentalk.ID* Instagram account
2. To analyze the speech function of code switching made by parents on *Parentalk.ID* Instagram account

1.4 Limitation of the Study

In the line with the problems of the study, the focus of this study is on the types and speech functions of code switching that occurs in the comment section of *Parentalk.ID* Instagram account from feeds that posted from May- October 2021. The decision is taken by considering many parents share information and experience about parenting and child caring in Instagram comment and commonly use code switching in their comments. The theory used in this study are Romaine (1995) to analyze the types of code switching and Appel & Muysken (1987) to analyze the speech functions of code switching.

1.5 Significance of the Study

The writer hopes that this study may be useful as a reference and give benefit for other writer who wants to investigate the similar topic, especially about code switching in social media. This study also can show that code switching could occur

in many aspects in human communication not only in verbal occurrence but also in written, such like in social media. Hopefully, the findings of this study may contribute to the better understanding about code switching for the readers.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter presents review of related literature, concepts, and theories of this study. Review of related literature provides similarities and differences between this study and previous studies which consist of two theses and one article from journal named *Berumpun*. Various terms used in this study will be defined in concepts. Moreover, some theories used in conducting this study will be explained more detail in theories.

2.1 Review of Related Literature

There are many writers who have conducted the study on code switching as the topic. The writer takes two theses and one article as references in conducting this study. This first study is a thesis conducted by Ardi (2019), the study entitles, “Code Switching Used at Asyhari Learning Center Jambi”. In this study, the writer investigated the types, reasons, and functions of code switching used by teachers in the learning center when gave the learning material to the students. The writer used Jendra’s theory to analyze the type of code switching, Hoffman’s theory (1991) to analyze the reason of code switching and Mattson and Burenhult’s theory to analyze the function of code switching made by teacher in Asyhari Learning Center. In this previous study the writer used descriptive analysis method to analyzed the data by showing the description of the research situation in narration. According to this study, the most code-switching type used by teachers in Asyhari Learning Center

was inter-sentential switching followed by intra sentential and tag switching. The writer also found out that the reason why the teacher used code switching in the learning process because of talking about a particular topic, quoting somebody else, interjection, and repetition used for clarification. The other focus of this study was the function of code switching used by teacher in Asyhari Learning Center, the writer found that the function of code-switching use by the teacher mostly as affective function.

In this previous study conducted by Ardi, has some differences with the recent study, they are, the data sources and theory that are used. In Ardi's study, he analyzed the teachers' utterance in Asyhari Learning Center while this recent study will analyze the comments made by parents in Instagram. In addition, the previous study used theories proposed by Jendra (2012), Hoffman (1991), and Mattson & Burenhult (1999), the recent study used Romaine and Appel & Muysken theory (1987). Moreover, the focus of the study is also different. The previous study focused on the types, reason, and speech functions of code switching, while the recent study only focuses on the types and speech functions of code switching.

The next literature taken by the writer as reference was an article published in Berumpun Journal entitled "Code Switching and Code Mixing in English language Studies' Speech Community: A Sociolinguistics Approach" conducted by Wartinah & Wattimury (2018). In this study the writer used Kow's theory (2003) to find out the reason of code switching and code mixing made by the English Learning Students in Sanata Dharma University. In this study the writers used qualitative and quantitative method in order to get numerical measurement and

enrich with research explanation. The result of the study showed the dominant reason why the students did code switching and code mixing was to make a point. The other reason for Kow's theory was also found from ELS students, that a word was missing in one of the two languages, some activities were only experienced in one of the languages, some concepts are easier to express in one language, a misunderstanding needs to be cleared up, one would like to create a certain communication effect, one would like to continue speaking the last language used by the trigger effect, one would like to express group solidarity and one would like to exclude another person from the dialogue. The writer also found out the other reasons beside from Kow's theory, they were, sentence filler, talking about particular topic, creating humor, habitual expression and quoting somebody else.

The last previous study which taken by the writer conducted by Wartinah & Wattimury has some differences with the recent study. Firstly, the topic of the study is different, the previous study, analyzed code mixing and code switching, while the recent study only will focus on code switching. The data sources are also different, the previous study used the utterance of ELS students in Sanata Dharma University while the recent study used Instagram comments. Moreover, the problem of the study and the theory that are used to solved them are different. The previous study used Kow's theory to analyzed the reasons of code switching and code mixing, while the recent study used Romaine and Appel & Muysken theory (1987) to analyzed the types and speech function of code switching.

“Code switching Used by Kimmy Jayanti in ‘iLook’ Program on NET TV” by Rahmaniah (2016) investigated the types and reasons of code switching used by

Kimmy Jayanti as the host of a fashion TV program. She used Romaine (1995) and Hoffman's theory (1991) to analyze the type and reasons of the code switching used by the iLook host, Kimmy Jayanti. For the data collection she recorded seven episodes of iLook and transcribed the recording, then selected and classified the data according to the research question. To analyzed the data, the writer followed some steps, firstly, she identified the utterances made by Kimmy Jayanti then classified them based on the types and reasons of code switching, lastly, the writer identified the most dominant types of code switching that occurred and drawn a conclusion based on the analysis. The result of her study showed that the most code-switching type used by Kimmy Jayanti on iLook program was intra-sentential switching and followed by inter-sentential and tag switching. The most reason Kimmy Jayanti did code switching to her utterance was talking about a particular topic.

This previous study has similar field with this recent study which is analyzing code switching phenomenon but there are also some differences. First, Rahmaniah's study used a TV program named 'iLook' for data source while this study will use Instagram comments. In addition, the previous study analyzed the types and reason of code switching, while the recent study analyzed the types and speech functions of code switching. The theories that are used also different, the recent study used theories proposed by Romaine (1995) and Appel & Muysken (1987), but the previous study used Romaine (1995) and Hoffman (1991) theories.

2.2 Concepts

This sub-chapter presenting concepts that are used in this study. Concepts are an abstract or general ideas or meaning in one study which are related to the topic of the study. The concepts are presented as the following.

2.2.1 Sociolinguistics

Sociolinguistics is a study about the relationship of language and society. According to Holmes (2013, p. 2) sociolinguistics describes the reason why people speak differently in different social context, and classify language's social function and how it conveys its function in society. Through language, the way language work can be seen, as well as the social relationship in the society. Moreover, by identifying a language, the way people convey and build aspect of their social identity also could be explained. While Wardhaugh & Fuller (2015) stated that sociolinguistics is a study about how social norms and language are intertwined. This study will help to define and understand the social groups and how they speak.

2.2.2 Bilingualism

In this era, bilingual individuals already outcome monolinguals. Bloomfield (1935) defined bilingualism as 'native-like control of two languages', different with Macnamara (1967) stated that bilingualism is an ability that someone had minimum of one out of four language skills, listening comprehension, speaking, reading, and writing. Bilingualism occurs because languages contact, with the support of

globalization, social mobility, spread of education and culture contact with individual, this phenomenon keeps increasing (Hamers & Blanc, 2000).

2.2.3 Code Switching

Code switching is a phenomenon that involves the use of two languages or linguistic variety in the same utterance or conversation. Some people believe code switching is a creative form of bilinguals but on the other hand, it also considered as evidence of incapability to use two languages properly (Hoffman, 1991). Furthermore, Bokamba (1989) defined code switching as, “the mixing words, phrases and sentences from two distinct grammatical (sub) systems over sentence boundaries in the same speech event” (as cited in Hutami, 2017). It can be said code switching is the result of bilingual community.

2.2.4 Speech Function

Speech function is a term that its context expresses differently according to the politeness. Stated by Holmes (2013), in choosing an appropriate linguistic form when communicating with family, friends, or strangers requires an awareness of the politeness behavior such like solidarity (social distance) and social status (or power). There are 3 main functions of speech they are: expressive function, directive function and referential function.

2.2.5 Parent(s)

According to online Cambridge Dictionary, parent is ‘a mother or father of a person or an animal, or someone who takes care of the child in the similar way that a parent does. Parents have crucial function for their children. function as agents of socialization of their children. It means parents help their children to learn the

characteristics of their groups' norms, values, attitude, and behavior (Hammond, Cheney, & Pearsey, 2014)

2.2.6 Instagram

Instagram is an application that let the users to take pictures and videos, use different editing tool to fix the image and share it in different social media (Hochman & Schwartz, 2012). According to Abbott et al (2013) Instagram was launched in 2010 but in 2013, Instagram had 100 million users, and approximately four billion photos were uploaded and displayed (as cited in Ting, Run, & Ming. 2015). Instagram users are called "follower" the can interact by giving "like" or "comment" on someone account and that will appear in their "update" page (Hu, Manikonda, & Kambamphati. 2014)

2.3 Theories

There are two theories used in this study, the theories were taken from the theory of the types of code switching proposed by Romaine (1995) entitled *Bilingualism* as the main theory to solve the problem of the study and also the theory proposed by Appel & Muysken (1987) entitled *Language Contact and Bilingualism*. The theoretical framework in this study divided into two parts such as, the types of code switching and the speech functions of code switching.

2.3.1 Types of Code Switching

Romaine (1995) defined there are 3 types of code switching, they are: tag-switching, inter-sentential switching, and intra-sentential switching. Below is the definition of those types of code switching.

2.3.1.1 Tag-Switching

Tag switching involves an addition of a tag from one language into an utterance which is otherwise entirely in other language e.g. *you know, I mean*, etc. Tags easily inserted in a speech at a point of monologue without break syntactic rule. For example, Tagalog to English tag-switching.

The proceedings went smoothly, *ba?*

The proceeding went smoothly, **didn't they?**

(Bautista as cited in Romaine, 1995)

2.3.1.2 Inter-sentential Switching

According to Romaine in 1995, inter-sentential code switching ‘involves a switch at a clause or sentence boundary, where each clause or sentence is in one language or another.’ This type of code-switching involving movement from one to other language between sentences. Inter-sentential code switching also includes the situation when a switch occurs from a whole or more than one sentence produce entirely in one language. The following shows inter-sentential code switching from one language to another language.

“Sometimes I’ll start a sentence in English *y terminó in español.*”

(Poplack as cited in Romaine, 1995)

It shows inter-sentential code switching from English to Spanish. In the beginning the whole sentence starts in English, ‘Sometimes I’ll start a sentence in English.’ then continues with another sentence in Spanish ‘*y terminó in español*’

2.3.1.3 Intra-sentential Switching

Intra-sentential code switching occurs within a sentence or clause boundary. Sometimes it also includes mixing within phrase or word boundaries. This type of code switching may be avoided because it has high syntactic risk. Here is an example of intra-sentential code switching.

“What’s so funny? Come, be good. Otherwise, *yu bai go long kot*.”

(Weinreich as cited in Romaine, 1995)

This sentence starts in English clause, ‘Otherwise’ then continues with a phrase in Tok Pisin ‘*yu bai go long kot*’. This sentence categorized as intra-sentential code switching because the sentence switch from Tok Pisin to English within a sentence.

2.3.2 Function of Code Switching

Appel & Muysken (1987) defined the speech functions of code switching as referential function, directive function, expressive function, phatic function, metalinguistic function, and poetic function. Below is the definition of those functions mentioned.

2.3.2.1 The Referential Function

The referential function occurs because of the lack of facility or knowledge in a language. Sometimes, bilingual or multilingual individual who speaks more than one language finds some words are cannot be translated or do not have equivalent words in a language. Therefore, they choose to code switch their language to a language that has right or suitable words. In Indonesia, many people

do not know some Indonesian terms of some English word especially if it is related to technology. For example, when typing people usually say 'edit' instead of "menyunting" or 'save' instead of 'menyimpan'. Since technology mostly produced in America or abroad, many technology terms are in English. That is many referential function related to technology terms. Moreover, there are also some technology terms that are not translated into certain language.

The referential function also refers to code switching when there is no suitable or equivalent word in certain language. For instance, the English term of 'teether' does not have suitable term in Indonesian. 'Teether' here is a device for teething infants and usually made from silicon or rubber. However, there is no suitable or equivalent terms in Indonesian to translate 'teether', so people usually code switch to English and use the word 'teether' instead.

2.3.2.2 The Directive Function

The directive function intention is to include or exclude someone from a conversation. The directive function to exclude someone generally occurs when two or more people talk about information that they wish that other people do not know. The directive function also can occur to make someone participating or join a conversation, for example:

*Radio Masdha menjadi salah satu radio yang akan memutar single Illona bertajuk "Apa Daya" dan Illona bakal talkshow di Radio Masdha bulan November nanti. Laguny enak banget sobat muda so **stay tune** terus di Radio Masdha.*

(Radio Masdha administrator as cited in Virginio, 2018)

The monologue above shows the intention of the administrator to persuade the listeners to always listen the Radio Masdha. The administrator asked the listeners to join the conversation in their comment columns using directive function.

2.3.2.3 The Expressive Function

The expressive function intended to emphasize self-identity, emotion or feeling. It shows that the person who do code switching wants to express what emotion or feeling they experienced. The emotion or feeling that is talked about can be anything, like happiness, sadness, anger etc. for example:

Ruly si hemat bicara ini mungkin akan selalu jadi misteri yang ingin kupecahkan tapi Panji is the guy who feeds my ego pretty well right now

(*Analogi Rasa* as cited in Hutami, 2016)

2.3.2.4 The Phatic Function

The phatic function is intended to show a difference in tone and highlight part of conversation which are important. As its function to highlight or emphasize on something important, people usually use this function only in some words which are important. As stated by Appel & Muysken (1987), this speech function of code switching usually used by stand-up comedians, when firstly they tell the whole joke in standard language, then they switch their language to tell the climax of the joke.

2.3.2.5 The Metalinguistic Function

The metalinguistic function occurs when someone intention is commenting on another language. Some people say this function used when someone wants to boast their linguistic skill. Scotton (1979) stated, “one example of this function is when a person switches between different code to give the other participants an

impression with a show off linguistic skills” (as cited in Appel & Muysken, 1987, p. 120). Below is an example of metalinguistic function of code switching.

“Jadilah berguna untuk semua orang. Jadilah manusia yang bermanfaat bagi diri sendiri bahkan orang lain. Bulatkan tekad dan lakukan dengan penuh semangat! So, let’s be hero! Hanya di 95 FM radio Masdha Jogja”

(Radio Masdha administrator as cited in Virginio, 2018)

The function of the word ‘so’ made by the administrator was for amused the listeners with his/her linguistics skill. By using this function the administrator hopes the will be entertained by the administrator’s linguistics skill.

2.3.2.6 The Poetic Function

The poetic function is often used by the bilinguals to tell jokes, song, stories and poetic quotation for entertainment or amusement purpose. Usually, people switch language when they tell stories or jokes. It could change the atmosphere or even the meaning when someone does not tell a story or joke in its origin language. That is why someone does code switching in order to deliver the right feeling or message of stories, songs, or jokes.