

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The vast majority of issues that are connected to language and society are discussed within the field of sociolinguistics. For instance, it investigates the ways in which the use of language might change depending on aspects such as one's age, gender, socioeconomic status, and ethnicity. In addition to this, it investigates the ways in which language regulations and attitudes influence how individuals use language, as well as how language can be utilized as a weapon for effecting social transformation. Wardhaugh (2006) stated that the field of sociolinguistics studies how people of diverse social backgrounds and in different settings use language differently. Sociolinguistics emphasizes the importance of studying language as a social phenomenon. Language can be used in a variety of settings, such as news media, social media, advertising, and political debates and discussions. It states that language cannot be understood separately from the social context in which it is used. It also emphasizes the importance of studying language variation, including dialects and language contact situations such as code switching.

Code switching has become a common term for the alternate use of two or more languages, varieties of language, or even speech styles (Hymes, 1974:103). According to Hoffman (1991), code switching is the process of alternating between two or more languages or language varieties in a single

conversation or interaction. He defines code switching as a social phenomenon that occurs when individuals who are bilingual or multilingual switch between their languages or dialects in order to accommodate their interlocutors, express their identity or achieve a communicative goal. A person who is fluent in both English and another language is referred bilingual. Compatible according to (Romaine, 1995:12) "the alternating use of two or more languages should be simply called bilingualism". Hoffman argues that code switching is not a random or arbitrary process, but rather a strategic use of language that reflects the social and cultural context in which it occurs. He identifies several reasons for code switching, including social identity, social context, communication efficiency, and aesthetic reasons. In recent years, code switching has become pervasive in classrooms, workplaces, social media platforms, and frequent conversations, among other contexts. considering its potential impact on language acquisition, identity formation, social integration, and communication effectiveness, it has attracted attention. Consequently, a thorough analysis of code switching can cast light on the complexities of language use and its function in current society.

Code switching has traditionally been associated with spoken language, the emergence of social media platforms has provided new avenues for exploring code switching practices in written communication. Nowadays communication through social media includes the use of various linguistic features such as emojis, abbreviations, acronyms, and even memes. These features are used to convey emotions, express humor, or create a sense of community and belonging within social media platforms. Additionally, social media has enabled nonverbal

communication, such as using emojis to convey facial expressions or GIFs to convey movements or actions. The use of social media has also brought about new linguistic practices such as hashtags and tagging, which are used to organize content and connect users to each other such as Instagram. According to (techtargget.com) Instagram is a free social networking platform that revolves around the dissemination of visual content, encompassing photographs and videos. Similar to the majority of social media applications, Instagram provides the functionality to follow other people whom you find interesting. This feature generates a dynamic stream of content on the user's homepage, displaying the most recent postings from all individuals that the user is following. Users have the ability to engage with posts by expressing their liking, providing comments, and disseminating them to others. This platform, many individuals use it to express their emotions. Instagram, is a popular photo and video sharing platform, has become a significant platform for self-expression and social interaction. Instagram users frequently employ captions to provide context, express emotions, and engage with their audience. Given the diverse user base and the global reach of Instagram, it is likely that code switching is prevalent in the captions users share.

Someone's linguistic proficiency is apparent based on her social context. Angela Tanoesoedibjo commonly utilizes a variety of languages in the Instagram captions she delivers. Code switching is a linguistic phenomenon characterized by the act of transitioning between different languages or language varieties, both in spoken and written forms. In the captions of uploaded photographs and

videos, Angela Tanoesoedibjo's Instagram account frequently switches between Indonesian and English. Angela Tanoesoedibjo, an Indonesian politician, was born in Canada and raised in Jakarta and she is proficient in English. This study investigates or concentrate on a variety of topics, all of which are determined by extant phenomena. This study investigates the type of code switching and function of expression employed by Angela Tanoesoedibjo in the captions of her Instagram posts. This research focuses specifically on Instagram captions for posts from the years 2022 to 2023. This is because code switching is more prevalent during this time period. To enhance the depth of analysis, focusing on the code switching and function of expression present in Instagram captions during the specified time frame is necessary. Analyzing the Instagram account of Indonesian politician Angela Tanoesoedibjo can be beneficial for the examination of code switching. How Angela Tanoesoedibjo employs code switching to achieve her objectives regarding political communication or personal activities on this platform can be determined through an analysis of her Instagram account.

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1.2 Problem of the Study

In accordance with the study mentioned above, the problem can be formulated as follows:

1. What types of code switching are found in the expressions of by Angela Tanoesoedibjo on her Instagram captions?

2. What is the function of sentence that use code switching in Angela Tanoesoedibjo on her Instagram captions?

1.3 Objectives of the Study

Regarding to the problems mentioned above, the objectives of this study are explained as follows:

1. To identify and categorize the types of code switching found on Instagram captions by Angela Tanoesoedibjo.
2. To analyze the function of expression found in Angela Tanoesoedibjo Instagram captions.

1.4 Limitation of the Study

This study establishes scope and boundaries for a specific study problem. This study will concentrate on the type of code switching analysis found in Angela Tanoesoedibjo's Instagram captions. The scope of this study is to identify the types and functions of the whole expression used in Angela Tanoesoedibjo's Instagram caption. Poplack's theories in Romaine (1995) and Leech (1974) are used to conduct the analysis in the study of the type and function of code switching in Angela Tanoesoedibjo Instagram Caption.

1.5. Significance of the Study

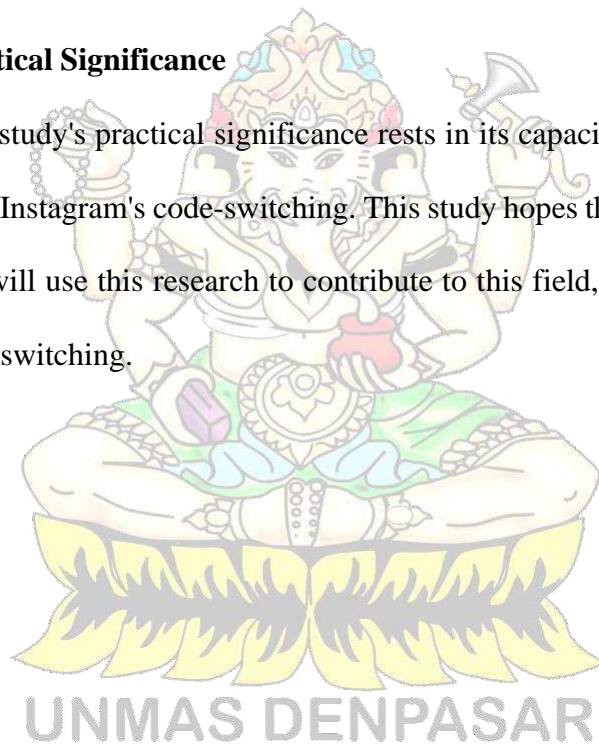
The research's significance are categorized into two distinct significances, such as; theoretical significance and practical significance. Those significances are described as follows:

1.5.1 Theoretical Significance

Theoretically, this research is expected to contribute to the theoretical perspective of code switching analysis through the Instagram captions of Angela Tanoesoedibjo, particularly the linguistic analysis contained within the selected data.

1.5.2 Practical Significance

This study's practical significance rests in its capacity to assist readers in analyzing Instagram's code-switching. This study hopes that sociolinguistics enthusiasts will use this research to contribute to this field, particularly in the area of code switching.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

2.1 Review of Related Literature

There are many previous studies that discussed code switching, therefore it is very important to make reviews of those previous works. Through comparison and review of the relevant literature, one can gain insight into how another study addresses the research problem and which theory is applied. Some include the following:

The first review is from Lestari's (2022) article entitled "Types of Code-Switching in Nofitah Official's Instagram Caption". That study employs Appel and Muysken's (1987) classification of code switching types and Hoffman's (1991) theory to describe the reasons on Instagram. Observation and note-taking were used to collect data as part of a qualitative, descriptive research approach. Tag switching, intra-sentential switching, and inter-sentential switching are demonstrated by the results. Inter-sentential switching predominates in Nofitah's language. The study discovered 140 data types of code switching on Nofitah's official Instagram account, with intra-sentential code switching accounting for 52.14 %. Inter-sentential switching was observed at a rate of 40%, followed by tag switching at a rate of 7.86%. The research found 11 data for tag switching, but only nine were utilized as sample data. The similarity of the previous study is the same as determining and analyzing the types of code switching using Instagram caption and the

difference between the previous study is the theory used. In the previous study used theory by Appel and Muysken (1987) to categorize the types of code switching and Hoffman (1991) to explain the reasons of code switching. While, in this study use Poplack in Romain (1995) to analyze the type of code switching and Leech (1974) to analyze the language function.

The second review is from Az'zahra (2022) thesis entitled “An Analysis Of Code Switching Found In Sinna Sherina Munaf’s Instagram Caption.” That study uses a descriptive qualitative method. The research employs several methods, including documents, notes, and the theory of code switching proposed by Tom McArthur in 1998, and the function proposed by Elizabeth Marasigan (1983). That research analyzed 19 code-switching captions, dividing them into 50 unit data for analysis. They identified 39 intersentential switching, 8 intra-sentential switching, 1 tag switching, and 2 intra-word switching types. The functions performed included quotations, addressee specifications, interjection, message qualifications, 21 personalization and objectivizations, and 7 facility of expressions. The common function used was personalization and objectivization, as Sherina switched the code to reflect her personal opinions, feelings, or knowledge. The similarity of the previous study is use Instagram caption as a data source. In the previous study used theory by Tom McArthur (1998) to classify the types of code switching and Elizabeth Marasigan (1983) to analyse the function. While, in this study uses Poplack in Romain (1995) to analyze the type of code switching and Leech (1974) to analyze the language function.

The third review is from Putra (2021) article entitled “An Analysis Of Code Switching Used By Cinta Laura In “Cinta Laura Kiehl” Youtube Channel Videos.” That research focuses on code switching used by Cinta Laura in “Cinta Laura Kiehl” YouTube channel videos. That research is categorized as Qualitative Research. The data were collected from the utterances of Cinta Laura Kiehl, which were analyzed using Poplack's (1980) theory to identify the types of code-switching and Appel and Muysken's (1987) theory to analyze the functions of code-switching. Based on the results of the analysis, three types and six functions of code-switching are found in Cinta Laura Kiehl's YouTube channel videos. The three types of code-switching are: (1) Tag Switching, (2) Inter-sentential Switching, and (3) Intra-sentential Switching. The six functions of code-switching are: (1) Referential Function, (2) Directive Function, (3) Expressive Function, (4) Phatic Function, (5) Metalinguistic Function, and (6) Poetic Function. The similarity of the previous study is the same as determining and analyzing the use theory by Poplack (1980). The difference between the previous study is analysis function use theory by Apple and Muysken (1987) meanwhile, in this study analyze the type of code switching use theory by Poplack in Romaine (1995) and analyze the language function use theory by Leech (1974).

The fourth review is from Juniari (2021) article entitled “Code Switching in *Jika Kita Tak Pernah Jadi Apa-Apa* Novel.” That study focused to analyze the types and reasons of code switching on *Jika Kita Tak Pernah Jadi Apa-Apa* novel. That research used a descriptive qualitative method to

identify the data. In collecting the data, observation research was used in that research. That research classifying the types of code switching found in the novel was analyzed by the theory proposed by Appel and Muysken (1987). Furthermore, analyze the reasons by the theory proposed by Hoffman (1991). As the result, type of code switching in that research, inter-sentential switching is the most often used and the most dominant reason is talking about a particular topic. The similarity of the previous study is the same as determining and analyzing the types of code switching. While the difference between the previous study is, that study analysed the type of code switching by using Appel and Muysken's (1987) theory and reasons use theory by (Hoffman, 1991).

The last review is from Nauli (2023) thesis entitled "An Analysis Of Code Switching Used By Maudy Ayunda". That study examines the code switching employed by Maudy Ayunda in her YouTube video. To determine the results of the data analysis, descriptive qualitative methods were used. The data are collected from Maudy Ayunda's analyses of code switching utterances and analyzed using the theory by Hoffman (1991) to determine the types and function of code switching. The data contained two forms of code switching, according to the research: intra-sentential switching (31 data) and inter-sentential switching (11 data). There were 42 data consisting of seven code switching functions: Talking about a particular topic (14), Quoting somebody else (1), Being emphatic about something (4), Interjection (3), Repetition used for clarification (1), Intention of clarifying the speech content for interlocutor (14), Expressing group identity (5). The similarity of the previous study is the

same as determining and analyzing the types of code switching. The difference between the previous study is the use of theory by Hoffman (1991) to analyze the type and function of code switching. Further, the data source used from the YouTube platform.

2.2 Concepts

The concept is intimately associated with a few materials essential to the topic. With this notion, the aspect to be analyzed is correlated. This study utilized the concepts of code switching and Instagram captions.

2.2.1 Code Switching

The process of switching from one language to another, either verbally or nonverbally (through writing), is referred to as code switching. This phenomenon can take place in any context and situation. Poplack (1979) defined “code-switching as the alternation of two languages within a single discourse, sentence, or constituent”. According to Milroy and Muysken (1995), code switching can accomplish various communicative purposes, including communicating social identity, navigating power relationships, and increasing connectivity. The study of code switching can provide insight into the phenomenon of bilingualism and language contact, in addition to broader linguistic and societal issues.

2.2.2 Instagram

Instagram is a social media platform for sharing photos and videos. Users should post on Instagram to receive more likes, attention, and engagement. All Instagram users can add emojis or symbols to post text and hashtags. Posting high-quality images is not sufficient to create Instagram posts that attract a large audience. In addition, captions should be easily comprehended and attract the attention of the intended audience. Captions on Instagram are the text that appears beneath a user's post to describe the post. Instagram captions are subtitles that provide context for the picture or video that the user shares (techtargget.com).

2.3 Theories

Code switching is a phenomenon in which a speaker transfers languages within a sentence or between sentences in conversation, as per Poplack in Romaine (1995). Poplack distinguishes three forms of code switching: intra-sentential switching, inter-sentential switching, and tag-switching. According to Leech's (1974) theory, the five primary language functions can be used to elucidate the relationship between code switching and language function. Initially, code switching is frequently used in the informational function to provide more precise or accurate information, as one language may have more specific words or phrases for a concept. Secondly, in the expressive function, speakers can switch languages to convey emotions or attitudes that are more authentic or powerful in a

specific language. Third, code switching may be employed in the directive function to provide instructions or requests more forcefully or politely. Fourth, code switching in the phatic function, code switching can open or close a conversation by using more familiar expressions in a particular language to maintain social relations. Lastly, in the aesthetic function, speakers may employ code switching to enhance the appeal or aesthetic aspect of communication. Therefore, code switching is an instrument that is employed to optimize the effectiveness of communication by adjusting the language function to the speaker's objective.

2.3.1 Types of Code Switching

According to Poplack's classification as cited in Romaine (1995), code switching can be categorized into three distinct types: tag switching, intra-sentential switching, and inter-sentential switching.

2.3.1.1 Tag switching

According to Poplack in Romain (1995:122), “Tag switching involves the insertion of tag in one language into an utterance which otherwise entirely in other languages”. Due to tags don't have to follow many rules of syntax, they can be easily added in different places in a single sentence without breaking any rules. For example, “*Mutta en mava vittinyt*, no way!” (Poplack, 1987).

2.3.1.2 Intra-sentential switching

“Alternation of languages that occur within a sentence or a clause boundary” (Poplack in Romaine, 1995:122). It is possible the speaker engages in the language phenomena known as code switching, in which they switch between several linguistic forms such as sentences, words, phrases, or clauses. For example, “What’s so funny? Come be good. Otherwise, *yu bai go long kot.*” (Poplack, 1980).

2.3.1.3 Inter-sentential switching

“Inter-sentential switching is the switch of language between clause or sentence boundary” (Poplack in Romaine, 1995:122). In addition, Switching from one language to another inside a single sentence is an example of inter-sentential switching. In this type of switching, one sentence will be said in one language, while the following sentence will occur in a different language. For example, “Sometimes I’ll start a sentence in English *y termino in espanol*” (Poplack, 1980).

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2.3.2 The Function

Leech (1974:49) stated, the function can be categorized into five distinct types, which include informational, expressive, directive, aesthetic, and phatic.

2.3.2.1 Informational

According to Leech (1974), the function of this role is to spread information and to provide commentary on the situation of globally. It is frequently used in the context of intellectual or scientific discourse. Informational functions are to impart knowledge concerning a particular subject. They can be found in publications such as newspapers, discourse, conversations, textbooks, reference materials, captions in social media, and a variety of other ways. Things that are classified as informative can be recognized by the fact that they use evidence such as facts, figures, and data to back up the information that is delivered. For example, “Cold weather, isn't it” Poplack in Romaine (1995:62).

2.3.2.2 Expressive

Expressive function allows for the expression of emotions, attitudes, and feelings (Leech, 1974). An expressive function can be used to show how the writer or speaker feels or what they think about something, or it can be used to make the reader or listener feel something. This is important because it lets people share their thoughts and feelings with others. Being able to name things around you, talk about actions and events, put words together in sentences, use correct grammar, retell a story, answer questions, and write short stories are all examples of expressive language skills. Language that is expressive can be spoken, written, gestured, or used in a speech. For example, “I feel like a cup of coffee” Poplack in Romaine (1995:48)

2.3.2.3 Directive

A command, a request, or a set of instructions are all examples of the directive function of language. Directive language may be used to deliver instructions, make requests, or offer advice. It can be expressed in various ways, including declarative sentences, interrogative queries, and imperative sentences. According to (Leech, 1974) directive function aims to influence the behavior or attitudes of others. For example, “‘could you speak more slowly?’” Leech (1981:334).

2.3.2.4 Aesthetic

According to Leech (1974) aesthetic function of language refers to the use of words to create beauty and emotions in written works, such as fiction and poetry. It is a philosophy of art that studies what makes something pleasant. Aesthetic language can be used to express beauty in nature, art, or other aspects, and to make readers feel something. It is a crucial aspect of design, encompassing scale, form, color, movement, pattern, and visuals. Writers use aesthetic ideas in literature to support or teach readers about important artistic expressions. For example, “When I was one and twenty rather than, “when I was twenty one”” Leech (1981: 41).

2.3.2.5 Phatic

The phatic function of language functions the purpose of establishing and sustaining relationships with others (Leech, 1974). People use it in small

talk and casual discussion. Phatic language can be verbal or nonverbal and is used to start a discussion, greet someone, or be polite. It's meant to connect speakers, not communicate information. Phatic language is used in ordinary speech, such as social pleasantries that express a willingness to follow local politeness norms. Phatic function helps build and sustain social relationships and signals social position and authority. For example, “How was your family?” Poplack in Romaine (1995:62)

