CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language used in various social settings can provide valuable observations regarding how language operates within society. It can offer important insights into the ways people within communities interact socially and how they employ language to convey and mold their social personas. As explained by Finegan (1994: 3), individuals do not always adhere to the standard language to ensure mutual comprehension. At times, people employ linguistic variations to showcase their identity. Nonetheless, virtually every person has the ability to communicate proficiently in multiple languages, as long as effective communication is maintained.

In today's world, it's a widespread practice for people to deliberately change languages while communicating. In the field of linguistics, this occurrence is referred to as "code-switching". Code-switching manifests itself in a variety of communication modes, including spoken and written interactions, telephone conversations, face-to-face dialogues, virtual exchanges, and more. As per Hymes (1986), the act of code-switching, involving the adjustment of language between two or more, language variations, or even speech patterns, has become a commonly employed method of communication in our globalized society.

Poplack (1980) proposed a categorization for code-switching, dividing it into three distinct forms: tag switching, inter-sentential switching, and intra-sentential switching. These classifications help to distinguish the various ways individual transition between languages or language varieties in their speech. Tag switching, as described by Poplack (1980), involves bilingual speakers integrating short expressions or tags from one language into another language at the end of their sentences, with both the tag and the main sentence being in different languages. Inter-sentential switching, also noted by Poplack (1980), is the practice of inserting a complete foreign-language sentence between two sentences in the base language, occurring outside the sentence boundary. Intra-sentential switching, as explained by Poplack (1980), refers to the phenomenon where a speaker incorporates foreign-language words, phrases, or clauses into a sentence in their native language.

Code-switching is a phenomenon commonly observed across various age groups, including children, teenagers, and adults. One notable example of code-switching can be found in the case of Nessie Judge, an Indonesian YouTuber of mixed Pakistani and Dutch heritage. Nasreen Anisputri Judge, her full name, is a multi-talented individual, excelling as a model, singer, and influential content creator within Indonesia. Nasreen Anisputri Judge, her full name, is a multi-talented individual, excelling as a model, singer, and influential content creator within Indonesia. This specific study focuses on how code switching is employed in Instagram captions when transitioning between the Indonesian and English languages. The research draws its data from the Instagram captions of Nessie Judge.

As it is widely recognized, Nessie serves as both a YouTuber and an influencer, regularly incorporating code switching into her Instagram captions to spark curiosity and encourage viewers to engage with her latest video content on her YouTube channel. Additionally, her positive personality and the positive influence she exerts on numerous individuals make her content videos highly appealing to viewers.

1.2 Problems of the Study

Based on the aforementioned background, for this study, two research problems or issues can be framed. The formulation of these problems is as follows:

1. What are the types of code switching found in Nessie Judge's Instagram captions?
2. What are the reasons of code switching found in Nessie Judge's Instagram captions?

1.3 Objectives of the Study

Based on the identified problems, the objectives of this study can be formulated as follows.

1. To identify the types of code switching found in Nessie Judge's Instagram captions.

2. To classify and analyze the reasons of code switching found in Nessie Judge's Instagram captions.

1.4 Limitation of the Study

To ensure a specific discussion, this study is limited to analyzing the types and reasons behind code switching employed by Nessie Judge in her Instagram captions. On her Instagram profile, there are over 400 posts containing a mix of videos and photos. For this study, only a limited number of captions posted between 2019 and November 25, 2023, were chosen. The study utilizes the theory advanced by Appel and Muysken (1987: 118) addresses the initial issue related to the various categories of code switching. Additionally, the theory outlined by Hoffman (1991: 115) is employed to examine the second problem pertaining to the reasons for code switching.

1.5 Significances of the Study

This study strives to offer substantial contributions to the educational process, with two primary implications:
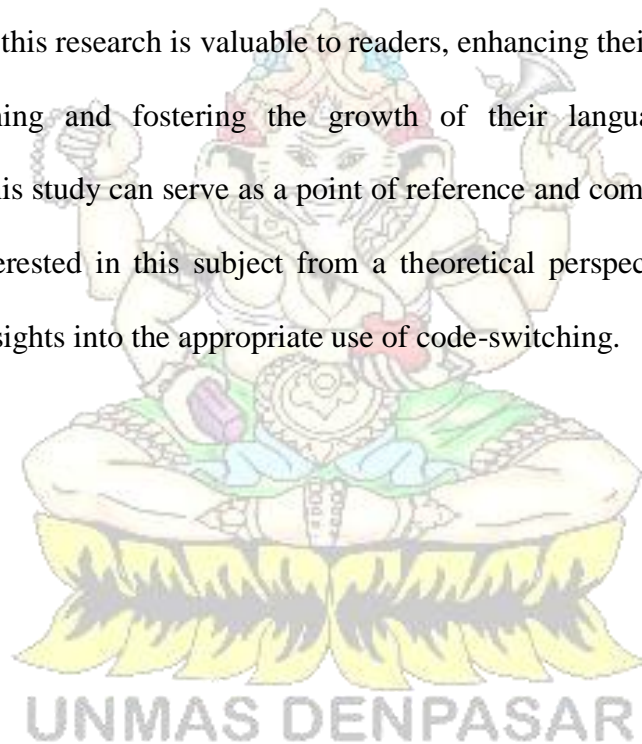
1.5.1 Theoretical Significance

The outcomes of this study are hoped to offer a comprehensive and in-depth understanding of code switching, with a primary emphasis on its various types and underlying reasons. Furthermore, the study aims to contribute to the advancement

of theoretical concepts in sociolinguistics, specifically pertaining to code switching. As a result, readers will have the opportunity to expand their knowledge and gain deeper insights into the phenomenon of code switching.

1.5.2 Practical Significance

This study is poised to have a significant impact on its readers, particularly those with an interest in conducting research in sociolinguistics. The author anticipates that this research is valuable to readers, enhancing their comprehension of code-switching and fostering the growth of their language proficiency. Furthermore, this study can serve as a point of reference and comparison for other researchers interested in this subject from a theoretical perspective. It provides readers with insights into the appropriate use of code-switching.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

2.1 Review of Related Literature

One form of language contact that is often found in society, especially bilingual or multilingual in many places in the world, is called code switching. Code switching is usually used as part of the style of communication by bilingual or multilingual people. In conducting this study, the writers used six previous research that were related to this study to become a review in writing this study, which includes three theses and 3 articles.

The first study is a thesis, written by Risweni (2021) entitled "An Analysis of Indonesian-English Code Switching in the Novel *Negeri Para Bedebah* by Tere Liye". Risweni (2021) used Romaine's (1989) theory in her research to identify the categories of code switching and Hoffman's (1991) theory was employed to examine the reason behind code switching. The most commonly found is intra-sentential switching, occupying a percentage of 84,92%.

This current study with Risweni's study has similarities, the similarities is to figure out the types and the reason behind code switching. The difference of the two studies is in the data source used, the difference is that this study uses Instagram captions by Nessie Judge as its data source, while the data source for previous studies uses English word, sentences and phrases in the novel "*Negeri para*

Bedebah" as her data. Moreover, the contrast between this study and prior study is also apparent in the choice of theoretical framework for categorizing code switching. This study utilized the theory introduced by Appel and Muysken (1987), whereas earlier studies relied on Romaine's (1989) theory to classify code switching types.

The second review was taken from a thesis conducted from Wiguna (2022). That previous study entitled "An Analysis of Code Switching Found on Niki Zefanya's Speech in Najwa Shihab's YouTube Channel". Wiguna (2022) focused on determining the types and function of code switching that were found in one of Najwa Shihab's YouTube channel *"Ngobrol bareng Niki: yang dirindukan dari Indonesia"*. To analyze the code switching types found on the data source, in that study, the theory introduced by Poplack (1980) and the theory by Appel and Muysken ((1987) were both utilized to analyze the functions that were found on the data source. There were 21 data found in this study, inter-sentential was the most dominant type that were found in this study with 10 data and that was taken (47,6%) in percentage.

This study with Wiguna's study has similarity, the similarity was in the problem of the study which is to figure out the code switching types. The study also has differences, the differences is that this study uses captions that were used by Nessie Judge in her Instagram as a data source, meanwhile the previous study used the one of Najwa Shihab's video in her YouTube channel "Ngobrol bareng Niki: yang dirindukan dari Indonesia". However, in this study, we identified the reasons behind code-switching used, meanwhile, the earlier study identified the function of

code-switching. Furthermore, a notable distinction between this research and earlier investigations was found in the application of theory. The theory employed in this study to identify the categories of code switching was formulated by Appel and Muysken in 1987, whereas earlier studies relied on the theory proposed by Poplack in 1980.

The third related literature was an article by Juniari (2021) entitled "Code Switching in *Jika Kita Tak Pernah Jadi Apa-apa* Novel". That study focused on determine the types and reasons of code switching that used in the novel written by Alvi Syahrin. In the analysis of the code switching types found in the data source, this study utilized the theory argued by Appel and Muysken in 1987. To analyze the reasons for code switching found in the data source, the study employed the theory argued by Hoffman (1991). Notably, the most prevalent code switching types identified in this prior study was "inter-sentential".

Both of the studies has similarities, the similarities lies in the research problem of the study, which aims to identify both the types also the reasons behind code switching. The study also has difference, the difference is that this study used captions that were used by Nessie Judge in her Instagram as a data source, meanwhile the earlier study used the one the novel written by Alvi Syahrin.

Another research about code switching was an article done by Wiraputri (2021). This previous study entitled "Code Switching Found in Cinta Lauras Video on Her Instagram". The study is centered on discerning the categories and motivations behind code switching present in Cinta Laura's Instagram videos. For

the analysis of the code switching types found in the data source, the study drew from the theory proposed by Poplack (1980), the theory articulated by Hoffman in 1991 was used to analyze the function that were found on the data source. Inter-sentential was the most dominant type in that study.

This study with Wiraputri's study has similarities, The similarities exist in the research problem of the study, which is to investigate both the types and the reasons for code switching. The study also has differences, the differences is that this study used captions that were used by Nessie Judge in her Instagram as a data source, meanwhile the earlier study used Cinta Laura's video. Furthermore, the disparity between this study and earlier research can also be attributed to the choice of the theories. This study employed the theory argued by Appel and Muysken (1987) to classify code switching types, whereas previous studies adopted the theory put forth by Poplack (1980).

Artiasih (2022) wrote an article entitled "Code Switching Found in Researchers' Whatsapp Group "*Sitadewiku*": How Does Code Switching Occur?" that study used Romaine's theory (1995) in her study to identify the various forms of code-switching and Appel and Muysken theory (2006) is used to recognize the function of code switching. There were three distinct form of code switching and intra-sentential switching is the most commonly found in this previous study.

This study with Artiasih study has similarities, the similarities is to identify the types of code-switching and understand the motivations behind its usage. This study also has differences, the difference is that this study uses Instagram captions

by Nessie Judge as its data source, while the data source for previous studies uses the researcher's WhatsApp group. Furthermore, another distinguishing factor between this research and earlier research found in the use of theory to identify the various forms of code switching." This research employed the theoretical framework presented by Appel and Muysken (1987), while prior studies relied on the theory introduced by Romaine (1995) to examine the code switching functions.

2.2 Concepts

In this chapter, concepts are general ideas based on real phenomenon. In the course of this research, ideas from various authorities were incorporated. This study integrated three specific concepts concerning code switching, captions, and Instagram.

2.2.1 Code Switching

Code switching is an important aspect of bilingualism. Based on Hoffman (1991: 110) The term "code-switching" encompasses the practice of alternately using two languages within the same conversation. Code-switching commonly takes place when a person who is fluent in multiple languages switches back and forth between them during a conversation with others. Meanwhile, according to Holmes (1992: 50) Code switching emerges when individuals engage in communication by transitioning from one language to another, incorporating

switches at the level of clauses, sentences, and individual words. In addition, According to Hymes as cited in Chaer (1995: 142), code switching is a widely used term among bilingual individuals who speak multiple languages. When the context becomes more casual or informal, people often transition from formal grammar to a more regular code. This indicates that code switching can manifest in the form of language shifts or changes in language varieties.

2.2.2 Caption

As per the Writing Center at the University of North Carolina, Chapel Hill a caption refers to text or written content typically positioned alongside images, photographs, illustrations, or other visual media. Its purpose is to offer context, supplementary details, explanations, or deeper meanings related to the visual content. Captions serve the function of aiding viewers in comprehending or interpreting images, videos, or other visual elements. They may consist of brief sentences, descriptions, narratives, quotations, hashtags, emojis, or a combination of various text components.

The utilization of captions may vary depending on the context and the platform in question. In general, captions find application across diverse contexts, encompassing social media platforms such as Instagram, Facebook, and Twitter, as well as in print or digital publications like books, magazines, and websites. Captions primarily aim to furnish supplementary information, enrich comprehension, or engage the audience's interest concerning the presented visual material.

2.2.3 Instagram

Instagram is a social media smartphone application that serves a similar purpose to Twitter, but with a key distinction of focusing on sharing information in the form of photos or visual content. It is a digital platform that enables users to connect and communicate while utilizing visual media. In 2012, Facebook officially acquired Instagram for $1 million in cash and stock Instagram was made available for Android devices and achieved an impressive milestone by garnering over one million downloads in less than 24 hours.

Instagram originates from the Burbn application which was created by Kevin Systrom with a colleague, Mike Krieger. Burbn is a check-in service using HTML5 language. The Burn application is the forerunner of Instagram. Currently, Instagram stands out as one of the widely used and highly popular social media platforms, in this application users can share lots of photos or screenshots. Apart from being a completely visual platform, Instagram's function is no longer just a place to share photos and videos. But now, the function of Instagram is also to increase the interaction of its users.

2.3 Theories

In the course of this research, two fundamental theories have been employed to address pre-existing research inquiries. The initial theory, as proposed by Appel and Muysken (1987: 118), has been applied to investigate the first research

problem, which concerns the various types of code switching. The second theory, outlined by Hoffman (1991: 115), has been utilized to examine the second problem, which pertains to the reasons behind code switching.

2.3.1 Types of Code Switching

Code switching can be categorized into three discrete types: tag switching, inter-sentential switching, and intra-sentential switching, as outlined by Appel and Muysken in (1987: 118). This theory provides a basis for understanding the various manifestations of code   switching. Below, we will provide an explanation for each type of code switching based on this theory.

2.3.1.1 Tag Switching

As per Appel and Muysken (1987: 118), Tag switching entails integrating language elements or tags from one language into predominantly different-language utterances or brackets in another language from other sentences. An example of tag switching can be seen at sentence below:

"*Oye* (listen), when I was a freshman, I had a term paper to do."

(Appel and Muysken, 1987:118)

2.3.1.2 Inter-sentential Switching

The switching that takes place between a clause or sentence frontier is called inter-sentential switching Appel and Muysken (1987: 118). The language switch

happens at the sentence frontier, as their name indicates. An example of inter-sentential switching can be seen at sentence below:

English-Spanish

"Sometimes I'll start a sentence in English *y termino in espanol."*

<div align="right">(Appel and Muysken, 1987: 118)</div>

2.3.1.3 Intra-sentential Switching

Appel and Muysken (1987: 118) stated that intra-sentential switching refers to the switching that mainly takes place in the center of a sentence with the same sentence or clause boundaries. The following sentence is an example of intra-sentential switching:

"I started acting real *CURIOS*A (strange), you know."

<div align="right">(Appel and Muysken, 1987: 118)</div>

2.3.2 Reason of Code Switching

Hoffman (1991: 115) proposed seven reasons why people utilized code switching. Those reasons can be seen below:

2.3.2.1 Talking about particular topic

According to Hoffman (1991: 115) the reasons people utilized code switching was talking about a particular topic. People on some occasions talk about specific topics in one language and then they switch with another language due to

a lack of the ability to explore certain topics in one language. In the other, the speaker also senses more at ease when conveying their emotional feelings in another language. An example can be seen at sentence below:

"*Vachercher Marc (go and fetch Mare) and bribe him avec unchocolatchaud* (with a hot chocolate) with cream on top"

(Hoffman, 1991: 111)

2.3.2.2 Quoting somebody else

According to Hoffman (1991: 116) bilingual speakers frequently engage in code switching when quoting popular expressions, proverbs, or sayings attributed to well-known individuals. This type of code switching resembles a set of quotation marks and typically involves incorporating only the specific words that the bilingual speaker attributes to the quoted person. In the context of Indonesian language use today, the well-known figures predominantly originate from English-speaking countries, reflecting the proficiency and fluency of Indonesian individuals in English. An instance of such quoting can be observed in the following utterance:

Spanish-Catalan code switching

"Y si dices "perdon" en castellon, se Vuelve la mujer y te dice:' and if you say "sorry" in Castilian Spanish, the lady turns to you says:"

(Hoffman, 1991: 112)

2.3.2.3 Being emphatic about something

The person often utilized code switching due to wanting to be emphatic about something. Therefore, they used a language that is not their first language and according to Hoffman (1991) she or he will switch from her or his second language to her or his first language, either intentionally or unintentionally. Moreover, when individuals find it more comfortable to express empathy in their second language rather than their first, they tend to switch from their first language to their second. An example of this can be seen in the following utterance:

Spanish-Catalan code switching:

"Hay cuatro sillas rotas y' ('there are four broken chairs and') *prou!* (that's enough!)"

(Hoffman, 1991: 111)

2.3.2.4 Interjection

The expressions which are inserted into a sentence to conveyed, strong emotion, surprise or to gain attention are called interjections. Interjection is short exclamation such as: Argh! Shit! Damn! Nonsense! Geez! Ugh! is a Hey! Well! Look! The speaker often used them, usually in speaking, even though it does not have grammatical value. According to Hoffman (1991), bilingual or multilingual individuals often employ language switching and language-mixing as a means of interjecting or connecting sentences, primarily driven by specific reasons. These instances of interjection serve as linguistic markers within the discourse. The following utterance provides examples of such interjections:

".... Oh! Ay! It was embarrassing! It was very nice, though, but I was embarrassed!"

(Hoffman, 1991: 112)

2.3.2.5 Repetition used for clarification

Hoffman (1991: 116) stated, bilingual or multilingual people often clarify their speech by using a code in the other language that has been mastered to say the same message in order to be understood by listeners. A message in one code or language is usually repeated within the other code or language literally. The repetition not only distributed to affirm what it is said, but also to emphasize the message that contained. An example can be seen at sentence below:

"*Tenia zapatos blancos*, *un poco,* they were off-white, you know."

(Hoffman, 1991: 112)

2.3.2.6 Intention of clarifying the speech content for interlocutor

Bilingual individuals frequently participate in the practice of elucidating the content of their speech when communicating with another bilingual person. Hoffman (1991) suggests that this clarification involves both code switching and code mixing. The bilingual speakers aim to ensure that their speech flows smoothly and is easily comprehensible to the listener. In order to achieve this, they opt for simpler terms that are more familiar to the interlocutor. It can be seen at utterance below:

Introduction to her young brother to new a friend of her
This is *Pascual* (Paskwal)

Friend: what is his name? (i.e.she didn't catsch it)

Christina: *'Paccual!* (paskwael)

Friend: 'oh…'

(Hoffman, 1980: 112)

2.3.2.7 Expressing group identify

According to Hoffman (1991) expressing group identity is also the reason why code switching is used. Educational people in their disciplinary groupings are obviously different from another group in the way they communicate. In the one community and the people that are out of the community they usually communicate differently. The example can be seen at utterance below:

"*Estonian in Sweden or Puer to Ricans in the USA*, and solidarity with such a group"

(Hoffman, 1991: 116)