

CHAPTER I

INTRODUCTION

1.1 Background of the Study

An important branch that studies how language and society interact with each other is Sociolinguistics. Sociolinguistics, according to Holmes (2013), studies how people use language in social situations and how they use language to shape their identities and social relationships. It goes beyond linguistic structure by highlighting the social functions of language in everyday interactions. Wardhaugh (2006) emphasizes that sociolinguistics is concerned with how people from different social backgrounds and in different contexts use language differently. The use of language in various social contexts offers valuable insight into the function of language in society, including how individuals interact within communities and how they express and shape their social identities through language. Wardhaugh (2006) also adds that language is dynamic rather than static, which leads to a tendency for people to communicate in more than one language, known as bilingualism or multilingualism. Bilingualism refers to the ability to use two languages effectively, while multilingualism refers to the ability to use more than two languages at varying levels of proficiency (Li Wei, 2001). In the modern world, intentional use of two or more languages for communication has increased; this is referred to as code-switching in linguistics.

According to Hoffmann (1991), linguistic behavior that involves switching between two or more languages or dialects in a single communication is called code switching. Similarly, Appel and Muysken (2005) define code-switching as a

common phenomenon in bilingual discourse, in which bilingual speakers switch between two languages, either between sentences or within a single sentence. In line with this, Bhatia Tej K. and Ritchie (2004) emphasize that the process of replacing words, phrases, or sentences from one language to another while maintaining the same communication context is called code-switching. Code-switching often occurs when speakers are proficient in more than one language and use them alternately in certain contexts while maintaining the intended meaning and emphasizing the communicative purpose (Pradina, 2021). This phenomenon is part of the practice of bilingualism or multilingualism, which has become increasingly common in the era of globalization, particularly in communication through social media, public spaces, and even formal domains such as politics and diplomacy. Moreover, code-switching serves as a communication strategy aimed at reaching a broader audience or emphasizing certain meanings (Holmes, 2013). In recent years, code-switching has become widespread in classrooms, workplaces, everyday conversations, and other social settings. This happens because individuals use language in different ways, and sometimes switching to another language is necessary to deliver a message more effectively and ensure it is understood. In addition, code-switching is frequently observed in digital communication, particularly on social media platforms such as Facebook, Line, WhatsApp, Instagram, Twitter, and others (Bilillah & Arkan, 2022). As cited in Daulay et al. (2024), Fei and Weekly emphasize that as these platforms continue to grow in popularity, social media has evolved into a space for diverse language practices, including the application of code-switching.

Initially, most study on code-switching focused on spoken communication, particularly in casual conversations between bilingual or multilingual speakers. However, with the advancement of digital technology and the widespread use of social media, studies on code-switching have expanded to include its practice in written digital communication. Digital communication on social media incorporates various linguistic elements, such as emojis, abbreviations, acronyms, and memes, which function as tools to convey emotions, share humor, and foster a sense of community. The growing use of social media has also contributed to the emergence of new digital language patterns, including the use of hashtags and tagging, which serve to organize content and expand user connectivity, particularly on platforms like Instagram. As a visually driven social media platform, Instagram enables users to capture, enhance, and share images or videos. According to data presented by Nasution and Tambunan (2022), Instagram had over two billion monthly active users in 2022, making it one of the largest platforms globally. In addition, Instagram has become a communication medium for public figures, including politicians and diplomats, to engage with a broad audience. Through visual and narrative features such as photo and video posts accompanied by captions, they can construct public personas, communicate policy messages, and showcase personal aspects that bring them closer to the public. This interaction is not only one-way, but also allows for two-way communication through features such as comments, replies, and direct messages, thereby strengthening the relationship between public figures and their followers. One of the Indonesian government officials and politicians Sandiaga Salahuddin

Uno who is commonly known as Sandiaga Uno actively uses Instagram and frequently engages in code-switching in his captions. This strategy is part of his communication style aimed at reaching a linguistically diverse audience and enhancing the relatability and appeal of the messages he conveys.

Sandiaga Uno has been actively engaged in promoting sustainable tourism development, empowering creative industry stakeholders, supporting MSMEs, and advancing Indonesia's tourism sector during his tenure as the Minister of Tourism and Creative Economy from 2020 to 2024. Beyond his official responsibilities, Sandiaga consistently utilizes social media platforms, particularly Instagram as a means to communicate directly with the public. Through his posts, he frequently shares information related to government programs, field visits, public engagements, as well as personal moments with his family and daily activities. In many of his captions, Sandiaga Uno often blends Indonesian and English. This bilingual communication style reflects his efforts to reach both domestic and international audiences while building the image of a modern, approachable, and transparent public official. The use of code-switching in his captions demonstrates a deliberate communication strategy, intended to emphasize particular messages, broaden audience reach, and strengthen his connection with followers in a dynamic and informal manner.

The analysis of Sandiaga Uno's Instagram posts provides important information about the deliberate use of code-switching by a political figure in digital communication. Considering that contemporary society is increasingly multilingual, the use of code-switching has become a common and natural

practice in everyday communication. This study is therefore particularly significant, as it illustrates how a public figure communicates with a broad and linguistically diverse audience through strategic language choices. Furthermore, it demonstrates how code-switching functions not only as a communicative tool, but also as a means of constructing identity, maintaining relatability, and managing public perception in digital spaces. This highlights the ways in which language choices can influence public opinion, support political branding, and encourage more interactive social media engagement.

1.2 Problem of the Study

In line with the phenomenon discussed earlier, this study formulates two main problems of the study, which are described as follows:

1. What are the types of code-switching used in the Instagram captions of Sandiaga Uno?
2. What are the functions of code-switching used in Sandiaga Uno's Instagram captions?

1.3 Objectives of the Study

In relation to the problems mentioned above, the objectives of this study are as follows:

1. To identify and categorize the types of code switching found in Sandiaga Uno's Instagram captions.
2. To describe the functions of code-switching expressed by Sandiaga Uno in his Instagram captions.

1.4 Limitation of the Study

This study determines the scope and limits for a particular problem. This study focuses on the captions of Sandiaga Uno's Instagram caption in the period of January to December 2024. The main objective of this study is to identify and analyze the types and functions of code-switching found in the selected captions.

1.5 Significance of the Study

The significance of this study is divided into two main areas, namely theoretical significance and practical significance, both of which are discussed in the following sections.

1.5.1 Theoretical Significance

Theoretically, this study contributes to a deeper understanding of both the types and functions of code-switching in digital communication. Through the analysis of Sandiaga Uno's Instagram captions, this study broadens the theoretical perspective on how language alternation operates and fulfills communicative purposes in online discourse.

1.5.2 Practical Significance

The practical significance of this study is reflected in its contribution to helping readers understand and analyze code-switching in Instagram captions. In addition to contributing to academic discourse, this study is also expected to benefit individuals who are learning English and want to improve their language skills, as it provides concrete examples of how language is used interchangeably

in digital communication. It is also hoped that sociolinguists will use its findings to contribute further to the field, particularly in the area of code-switching.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

2.1 Review of Related Literature

In the study process, the researcher found several related literatures. The following literature review is crucial to enrich the understanding of the code-switching phenomenon.

The first review is based on a study done by Sumantri et al. (2021) entitled “Analysis of Code-Switching in the Character Eleanor Young in the Movie *Crazy Rich Asians*.” This study examines the use of code-switching by the character Eleanor Young in the movie *Crazy Rich Asians* using a qualitative descriptive method. The reasons for and types of code switching were identified using Hoffman's theory (1991). Data was collected through documentation techniques, analyzing Eleanor Young's dialogues throughout the film as the main source. The findings of the study show that Eleanor Young most frequently employs inter-sentential switching. Eleanor selected this kind in order to transition between languages while maintaining a distinct and comprehensive sentence structure. Additionally, the study also revealed several main reasons for code switching, including discussing specific topics, quoting others' statements, and repeating information for clarification. The researcher noted that the form and reasons for code switching demonstrate how Eleanor uses language as a strategic communication tool to convey meaning more effectively, maintain politeness, and reinforce her social and cultural identity.

Furthermore, the second article conducted by Kristinadewi and Pratiwi (2024) entitled “Exploring Code Switching in Boy William's YouTube Interview with Maudy Ayunda” also discussing code switching in the context of digital communication. This study focuses on a video entitled *Maudy Ayunda Sempat Merasa Insecure Saat Berada di Stanford* from Boy William's YouTube channel. This study uses a qualitative descriptive approach, in which data is collected by downloading and watching videos, transcribing conversations, and classifying various types of code-switching that are identified. The types of code-switching use Hoffman's theory (1991), while analyzing the reasons for code-switching uses Grosjean's theory (1982). The analysis revealed four types of code switching namely, 21.9% of intra-sentential switching, 9.7% of inter-sentential switching, 43.9% of establishing continuity, and 24.3% of emblematic switching. Among these four types, the most dominant form of code-switching was establishing continuity. This study also explains that the code-switching used by Boy William and Maudy Ayunda was done for various communicative purposes, including to adapt to the social context, strengthen emotional expression, and bridge cultures in bilingual communication. These findings show how language is used flexibly in digital interactions and how code-switching strategies reflect the identity and social connectedness of speakers in the public sphere.

This third review covers an article entitled "Code-Switching Found in Nessie Judge's Instagram Captions," authored by Sugianitri and Sulatra (2024). The study employs Poplack's (1980) theory to categorize the various forms of code-switching and Hoffman's (1991) theory to account for the motivations

behind this phenomenon. Through a descriptive qualitative method, the data was gathered by observing and documenting 447 Instagram posts from Nessie Judge. The findings reveal three types of code-switching: inter-sentential at 47%, intra-sentential at 34%, and tag switching at 19%, with inter-sentential being the most prevalent type. Regarding the reasons for code-switching, the primary one was talking about a particular topic (37%), followed by expressing feeling and interjections (21%), quoting somebody else (10%), using repetition for clarification (8%), and expressing group identity (3%). This study supports study by demonstrating that code-switching serves as an efficient communication tool on social media, while also highlighting the speaker's identity and emotional bond with their audience.

This fourth review examines a thesis written by Cahyani (2022), titled “Code Switching in Sandiaga Uno and Cinta Laura’s Conversation in Podcast Ruang Sandi.” The thesis utilizes Hoffman's (1991) theory to identify the types of code-switching and draws on Grosjean's (1982) theory, along with Gumperz's speech function theory (1982), to explore the underlying reasons for code-switching. The analysis involved a descriptive qualitative approach, examining 103 instances of code-switching from two episodes of the Ruang Sandi podcast featuring Sandiaga Uno and Cinta Laura. The results identified four types of code-switching: inter-sentential switching as the most prominent with 47 instances (46%), followed by intra-sentential switching with 46 instances (45%), establishing continuity with 8 instances (8%), and emblematic switching with 2 instances (2%). Concerning the reasons for code-switching, the study found nine

out of the ten reasons outlined by Grosjean. The most frequent reason was addressing a linguistic need (33%), followed by qualifying or emphasizing a message (28%), triggering (13%), and expressing confidentiality, anger, or annoyance (6%). Additional reasons included shifting speaker roles (7%), indicating speaker involvement (5%), and quoting someone or showing solidarity (each at 2%). The reason related to excluding someone from the conversation was absent in the data.

The final review was conducted from thesis by Nauli (2023) titled “An Analysis of Code Switching Used by Maudy Ayunda.” This study examined the occurrences of code-switching in Maudy Ayunda’s YouTube videos. Using a qualitative descriptive method, the data were taken from her utterances containing code-switching and analyzed based on Hoffmann’s (1991) theory to identify the types and functions of code-switching. The findings revealed two types of code-switching: intra-sentential switching (74%) and inter-sentential switching (24%). Intra-sentential switching appeared as the most dominant type. There were 42 instances of codeswitching found, which categorize into seven functions: talking about a particular topic (33.3%), clarifying speech content for the interlocutor, expressing group identity (12%), being emphatic about something (10%), interjection (7.1%), quoting somebody else and repetition for clarification (2.3%).

The five previous studies provide valuable insights and serve as strong references for this study. They share similarities in focusing on the types of code-switching, using various data sources such as films, YouTube videos, podcasts, and Instagram captions, and applying theoretical frameworks including Hoffman

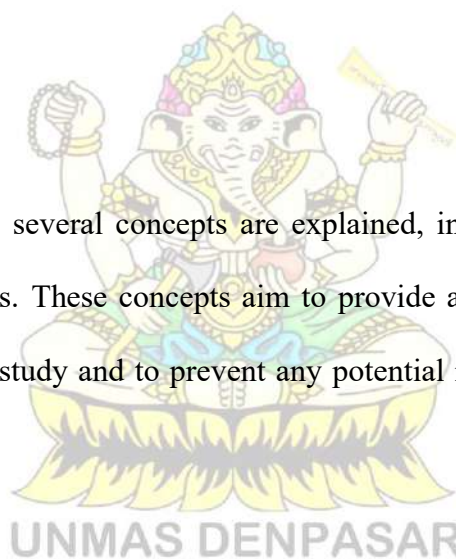
(1991), Poplack (1980), Grosjean (1982) and Gumperz (1982). The key similarity with the present study lies in the examination of code-switching types. However, the difference emerges in the second study focus, as this study applies Leech's (1974) theory to analyze the functions of code-switching. Another distinction lies in the data source, since this study investigates Instagram captions from Sandiaga Uno's official account, which reflects political and diplomatic communication. This specific context has not been widely addressed in previous studies, thereby offering a unique contribution to the exploration of code-switching in digital political discourse.

2.2 Concepts

In this section, several concepts are explained, including code-switching and Instagram captions. These concepts aim to provide a clear understanding of the terms used in this study and to prevent any potential misinterpretation by the reader.

2.2.1 Code Switching

Code-switching is the switching of one language to another verbally or nonverbally. This phenomenon can occur in any context and situation. Poplack (1979) described code-switching as the use of two languages interchangeably within the same conversation, sentence, or phrase. Milroy and Muysken (1995) discuss code-switching as an additional communicative resource through which bilingual speakers express a range of social and rhetorical meanings, rather than indicating a deficiency in language ability. It allows speakers to manage social



relationships and contextualize interactions by signaling shifts in topic, identity, or conversational stance.

2.2.2 Instagram Caption

In the current era, one of the most popular social media platforms is Instagram, because Instagram has an important role in shaping the way people interact and share information visually. Wherry and Schor (2016) describe Instagram as a social media platform that allows individuals to interact with others, share visual content such as photos and videos, and enhance that content through the use of filters. Instagram, founded in 2010 by Kevin Systrom and Mike Krieger, is a popular platform for community building, branding, and communication because it allows users to follow, like, and comment on accounts. People contribute images and videos to Instagram as a way to share their thoughts, feelings, and activities. Instagram users can upload and edit short videos and photographs. People use Instagram to share their feelings, ideas, and daily activities by posting photos and videos. The app lets users edit and upload pictures or short videos easily. Usually, each photo or video comes with a short text that explains it. This text is called a caption (Wardoyo et al., 2023). A caption, as defined by the Cambridge Dictionary, 2025, is a brief passage of text that appears beneath an image in a book or article and describes the image or what the people in it are saying or doing. Therefore, a short description that goes with a picture or video that has been posted to Instagram is called an Instagram caption. It can be used to convey the user's thoughts, feelings, and actions in addition to providing an explanation, description, or additional meaning to the image or video.

2.3 Theories

Code-switching is the switching of languages by a speaker during a conversation, either within a single sentence or between sentences. There are three types of code-switching: tag switching, intrasentential code-switching, and intersentential code-switching (Poplack, as cited in Romaine, 1995). According to Leech's theory (1974), to explain the relationship between code switching and language functions, there are five main language functions used. Firstly, code switching was often applied in the information function of conveying to present more precise or accurate data, because one language can have more specific terms or phrases for an idea. Secondly, in the expressive function, speakers may switch languages to convey emotions or attitudes that feel more authentic or stronger in a particular language. Third, the code-switching function as directive is used to give instructions or requests more firmly or politely. Fourth, through the phatic function, code switching provides an opportunity for speakers to start or end a conversation by using more familiar expressions in a language in order to maintain social relations. Finally, in the aesthetic function, speakers are able to use code-switching to increase the attractiveness or aesthetic aspects of communication. In this way, code-switching serves as a tool to increase the effectiveness of communication by adjusting language functions based on the speaker's purpose.

2.3.1 Types of Code-Switching

Poplack in Romain (1955) stated that there are three types of code switching, namely tag switching, intrasentential switching, and intersentential switching.

2.3.1.1 Tag Switching

According to Poplack, as cited in Romaine (1995), tag switching occurs when a word or phrase functioning as a tag from one language is added to a sentence that is completely in another language. Since tags are generally unaffected by complex syntactic rules, they can be flexibly placed at various positions in the sentence without violating the grammatical structure. For instance, “*Mutta en mava vittinyt, no way!*” (Poplack, 1987). Based on the above definition, the phrase “*no way*” from English is inserted into a Finnish sentence without changing the main sentence structure. The tag stands alone, it is not bound to the grammar of the sentence and functions as an emotional emphasis.

2.3.1.2 Intra-sentential switching

As stated by Poplack in Romaine (1995:122), intra-sentential switching is defined as the “*alternation of languages that occur within a sentence or a clause boundary*”. This type of switching can happen when two different languages' syntactic structures are used together. For example, “*What’s so funny? Come be good. Otherwise, yu bai go long kot.*” (Poplack, 1980). In this case, the speaker switches between two languages (English and Tok Pisin) within the same

sentence, indicating intra-sentential switching where both languages coexist smoothly without violating the grammatical structure of the sentence.

2.3.1.3 Inter-sentential switching

Poplack, as cited in Romaine (1995:123), explains that inter-sentential switching is the “switch of language between clause or sentence boundary.” This type of code-switching occurs when a sentence is created in one language, then followed or replaced by another sentence or clause in a different language. An example of this is “*Sometimes I’ll start a sentence in English y termino in espanol*” (Poplack, 1980), the speaker starts the sentence in English and switches to Spanish to finish it. This shows inter-sentential switching, where the language change occurs at the boundary between two separate sentences or clauses.

2.3.2 The Function

According to Leech (1974), language functions can be classified into five main categories namely informational, expressive, directive, aesthetic, and phatic.

2.3.2.1 Informational

As stated by Leech (1974), the information function in language plays a role in conveying messages and comments regarding global and contextual situations. The main purpose of this function is to convey knowledge related to certain topics that are often found in intellectual or scientific discourse. This function usually appears in various forms of communication, such as newspapers, academic texts, conversations, captions in social media posts, reference works, and other informative materials. Texts that contain this function are generally

supported by objective evidence, such as facts, data, and statistics, to strengthen the content of the information conveyed. For example, “*Cold weather, isn't it?*” Poplack in Romaine (1995:62), which provides context-relevant information while engaging the listener.

2.3.2.2 Expressive

According to Leech (1974), the expressive function is used to express emotion, attitude, and feelings of a person. This function plays an important role as a means for individuals to share their inner experiences and ideas with others. Expressive skills include the ability to name nearby objects, talk about actions and events, organize words into sentences, use proper grammatical structures, retell a story, answer questions, and write short narratives. These language expressions can be conveyed orally, in writing, through gestures, or in the form of speech. To illustrate, the statement “*I feel like a cup of coffee*” Poplack in Romaine (1995:48) shows a personal expression of feelings.

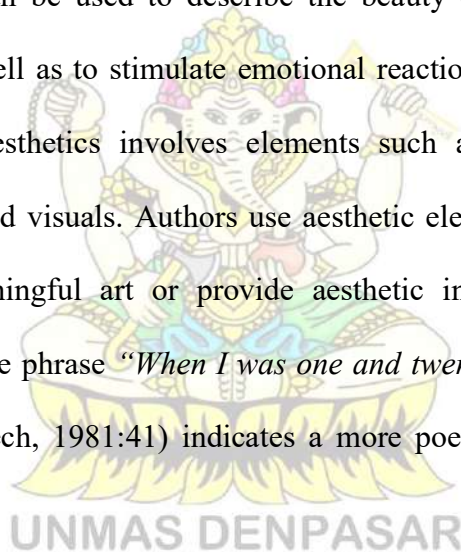
2.3.2.3 Directive

A command, request, or set of instructions are examples of the directive function of language. Language with a directive function is used to convey directions, make requests, or give advice. This function can be realized through various sentence forms, such as declarative, interrogative, or imperative. In accordance with Leech's (1974) opinion, the directive function aims to influence the actions or attitudes of other parties. For example, “*I wonder if you'd pass me*

that hammer” (Leech, 1981:334) shows a directive function because the speaker is trying to influence the interlocutor's behavior through a polite request.

2.3.2.4 Aesthetic

As stated by Leech (1974), the aesthetic function of language is concerned with the use of words to produce beauty and stimulate emotions in writing such as poetry and literature. This function relates to the field of philosophy of art which investigates the elements that make something appear beautiful or pleasing. Aesthetic language can be used to describe the beauty of nature, art, or other elements of life, as well as to stimulate emotional reactions from readers. In the context of design, aesthetics involves elements such as scale, shape, color, movement, pattern, and visuals. Authors use aesthetic elements in literature as a way to express meaningful art or provide aesthetic insights to readers. For example, the use of the phrase “*When I was one and twenty*” instead of “*when I was twenty-one*” (Leech, 1981:41) indicates a more poetic and artistic stylistic choice.



2.3.2.5 Phatic

As Leech (1974) points out, the phatic function in language plays a role in establishing and maintaining social relationships between individuals. This function is generally used in light conversation or casual chat, both verbally and nonverbally. Phatic language is used to start a conversation, greet someone, or show politeness. The purpose is not to convey information, but to create closeness between speakers. A clear example of this function is social expressions that

reflect local norms of politeness. In addition, the phatic function also helps to strengthen social relations and shows the speaker's social position or authority. For example, questions such as “*What happened to Spurs on Saturday than?*” (Leech, 1981:35) reflects the phatic function because it serves as a form of attention and politeness in social interaction.

2.3.3 Context of Situation

Halliday and Hasan (1985) emphasize that situational context is crucial for understanding how language functions in communication events. This refers to the social and situational factors surrounding the text that influence language choice and meaning interpretation. In Instagram photo captions, especially those produced by political figures, the situational context shapes the use and interpretation of linguistic strategies such as code-switching. To explain the influence of context, Halliday and Hasan (1985) describe the situational context using three components: field, tenor, and mode.

2.3.3.1 Field

As part of context of situation, field relates to what happens in interactions and the types of social actions performed through language (Halliday & Hasan, 1985). It refers to the nature of social activities and the types of processes that occur in a particular communicative event. In this study, the field covers political and socio-economic activities communicated through Instagram captions, including the spreading of information related to policies, public initiatives, and institutional messages. The use of code-switching in this context serves as a

linguistic resource that supports the effective realization of these activities in digital political discourse.

2.3.3.2 Tenor

Tenor refers to the social relationship between participants in a communication event, including their roles, status, and level of social distance, which are realized through the use of language (Halliday & Hasan, 1985). In Sandiaga Uno's Instagram captions, tenor reflects an asymmetrical relationship between a political figure and other individuals or institutional actors involved in the interaction, as indicated in the posts. Code-switching serves as an interpersonal strategy to reduce social distance, build closeness, and increase audience engagement.

2.3.3.3 Mode

Halliday and Hasan (1985) define mode as the way language is used in a communicative event, including the communication channel and the degree of planning involved. This aspect emphasizes the role of language in organizing and structuring meaning. In this study, mode is realized through written digital communication in the form of Instagram captions, which are generally brief, carefully planned, and supported by visual elements. In this context, code-switching functions as a textual strategy that enhances cohesion, highlights key messages, and clarifies online political communication.