

AN ANALYSIS ON THE USE OF CODE SWITCHING IN INSTAGRAM USED BY ENGLISH STUDENTS IN UNISMA

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Abstract : This article aims at identifying the various types of code switching and knowing the reason of using code switching in Instagram used by English students in Unisma. Code switching is a process of shifting from one language or dialect to another, depending on the social context or conversational setting. In conducting the study, the researcher used mix method research. The subjects of this study were 19 English Education Department 2017 intake students who had originally signed up as Instagram users. The data were collected through taking a screenshot and interview at the students' Instagram post that was posted between March 18th to May 17th, 2021. The findings showed that students prefer to use Tag-switching (43,2%) and followed by inter-sentential switching (32.4%), and intra-sentential switching (24,3%). The results also showed that the most common reasons are free switching, talking about a particular topic, and to emphasized point

Key Words : Instagram, Code Switching, Sociolinguistics

INTRODUCTION

The phenomenon of bilingualism, when a person is fluent in two languages, is a common occurrence in Indonesia. Indonesia is a multicultural nation where people frequently communicate with more than one language or variation in daily contact. Bilingualism allows speakers to select between two or more languages. The primary reason of code switching is bilingualism. As a result, code switching is a widespread linguistic occurrence in Indonesia. Code switching is a process of shifting from one language or dialect to another, depending on the social context or conversational setting. Kamariah & Ambalegin (2019) stated that code switching is not just a phenomena in a culture where everyone speaks more than one

language, but it is also a need. People use code switching when writing or speaking. The speaker considers many crucial factors before deciding to use code switching.

The prevalence of code switching can be seen in all aspects of our lives, from written to spoken. Code switching in spoken language can occur on the radio, in songs, in movies, and in the learning process of foreign language classrooms and in everyday conversations between bilingual people. In other hand, the prevalence of code switching in the written language often occur on popular books, magazines, news media, as well as social networking. Hoffman (1991), as cited in (Cakrawarti, 2011), divides the reasons for code switching into seven categories: talking about a specific topic, quoting someone, emphasizing point, interjection, repetition used for clarification, intention of clarifying the speech content for the interlocutor, and expressing gratitude.

The idea of sociolinguistics, code switching, has been going on in Instagram for certain time now. Seeing this phenomenon of code switching in Instagram, it is important to examine the types of code switching between students in their Instagram interaction, particularly those who learn a different language during their studies. According to Poplack (1980), it is divided into three types (1) Tag switching, occurs when the bilingual words inserted inside the utterances (2) inter-sentential code switching occurs when a whole sentence, phrase, or clause of a foreign language is located within a phrase, is pronounced in one basic language in the same language (3) intra-sentential code switching, When a foreign language sentence, or clause in the basic language of a sentence.

Therefore, the researcher wants to conduct a research to know the types of code switching and the reason of using code switching especially in social media interactions. The research problems of this study are: “What are the types of code switching in Instagram used by students of English Education Department of Unisma?” and “What are the reasons code switching in Instagram often used by students of English Education Department of Unisma?”. Based on the research problems, the purpose of this study is to know the types and the reason on the use of code switching in social media especially in Instagram.

METHOD

The researcher used mix method research since the researcher conducted a study that involves collecting, analyzing and integrating quantitative and qualitative data. Qualitative research was performed to summarize the result of data observed. In the other hand, quantitative research was performed when the data deals with a numerical or that can be

converted into numbers. It is based on Byrne & Humble (2007), mixed methods design incorporates techniques from qualitative and quantitative methods to answer research questions.

The subject of the research was 19 students from the English Education Department who had already signed up as users of Instagram. Students were registered in 2017 or in the 8th semester. This research used purposeful sampling since this method is ideal for use in large-scale social media such as Instagram, which has more than half a million users worldwide. The researcher chose the participants based on these criteria : (a) Students in English Education department 2017, which taken place in the 8th semester, (b) Students of the English Education department who are trilingual, (c) Students of the English Education Department who has an Instagram account and are regular users of Instagram, (d) Students who have experienced the upgrading of mixed language streams between multiple languages. In this study only the Instagram captions, comment, and Insta stories that code switched was taken. Instagram captions, comments, and Insta stories that used only Indonesian language or only English or even just the local language was omitted from the results.

In this study, the researcher used documentation and interview as the instruments to collect the data. As the data source was in the Instagram app on the Online platform, the recording was achieved by capturing the web screen using a print screen button or using a smartphone design tool called a "Screenshot". The researcher made the 'screenshot' of each participant post that includes a code switching on it.

In the first phase, the researcher collected the data by checking and visiting Instagram on a regular basis, as well as by tracking Instagram students' profiles for many periods of time. The researcher looked closely at the students Instagram posts from March, 18th to May, 17th. Instagram feature was used by the researcher through 'Turn on Instagram Story Alerts' to all participants on account, as the researcher is not always on her cell phone and did not know when each participant is going to share something in their Instagram account. It would sent the researcher a short update any time the participants post something. The researcher would not missed anything because the Instagram Stories disappear within 24 hours after it has been published. Then, the researcher made the data clearer by deciding and focusing only on the things that the researcher wants to analyze, which are the types of code switching in Instagram social networking. Data reduction is important because in one article, it can contain more than one sentence or word, but not all of them involving code switching, so the researcher concentrate only on where the code switching occurred. In the format of a table, the researcher showed the details with a coding related to the types of the code switching.

The second phase, the researcher conducted an interview about the reason of using code switching via Whatsapp or Direct Message. After making the transcript of the data interview, researcher re-read and categorized the transcript based on the reason that correlate with the theory.

The third phase is drawing a conclusion from all the data analyzed by the researcher. The researchers identified the types of code switching used in Instagram and also the reason from the result of an interview. The reasons were supported by the theory of code switching by Poplack's (1980) , Hoffman (1991), Malik (1994) and Montes-Alcala (2007) on the reasons for the use of code switching. All the results are showed in the form of table.

FINDINGS AND DISCUSSIONS

The researcher discusses the finding and divides them into two sections. The first part is about the types of code switching that occurs in Instagram interaction and the second part is about the reasons of using code switching.

Types of Code Switching

Tag Switching

According to Poplack (1980), Tag switching involves the substitution of one sentence or speech in another language of tags in one language. The tag can be placed anywhere in another languages. The data show 43,2% of tag switching cases are found in the data .These are some evidence on the used of tag switching in Instagram captions and comments :

- a. *Sleep well, cantikku.*
- b. *Cause queen don't need a king. Canda King.*
- c. *Cover doang yang judes, aslinya mah enggak.*

From the first data above, we can see that the user tagged a word '*cantikku*' at the end of the sentence which is written in Bahasa Indonesia. The word '*cantikku*' convey a special emotion, feeling, and attention to someone she loved. Secondly, the sentence begins with the English words and tags a word '*Canda*' in the middle of the sentence written in Bahasa Indonesia. Thirdly, the sentence begin with English words '*cover*' as a means of luarnya, then continue with Bahasa Indonesia for the rest of the sentence

Inter-sentential Switching

According to Poplack (1980), this form of code switching includes a transition at the phrase or sentence level in distinct languages. That means Inter-sentential switching happens when

sentences in an utterance are switched. The data show 32,4% Inter-sentential switching cases are found in the data collection. These are the data of Inter-sentential switching on Instagram post and comments :

- a. *Tunggu dulu, biarin semuanya berproses.* Let it flow then you can sailing with your happiness.
- b. *Masih ber-empat aja. Nanti 10 tahun lagi bakal ada personel tambahan.* They r our future husband and ur cute children.
- c. I am strong because I know my weakness. *Semakin kita jatuh, maka kita akan semakin kuat.*

The data showed that the student switched her language from Bahasa Indonesia to English. The second example shows that the students also switched his language from Bahasa Indonesian from the first sentence to English in the second sentence. In the third example, the student begin with English and then switched to Bahasa Indonesian in the second sentence.

Intra-sentential Switching

It happens when a second language word, sentence, or clause occurs in a base language inside a single sentence. It is recorded for 24,3% intra-sentential switching. There are three data of Intra-Sentential Switching as displayed below :

- a. Shhhh ...I *shocked* kamu baik imut.
- b. *I do really happy that know u enjoy your life now.* Sukses di Cina, *i can't imagine* sih gimana senengnya kamu waktu pulang ke thai.
- c. *And I thank God Am alive. Being blessed and thankful everyday is a must.* Gak sedikit *problem* yang tiba – tiba datang dan kadang bisa membuat diri ini down dalam sekejap saja. It's okay. Life must go on. Kita gabisa stuck aja, diem aja ketika ada *something wrong* pada diri kita. Bertindak mencari jalan keluar dan berusaha strong meskipun aslinya *we can't hadle that things easily. Happy Friday.*

The data showed that the students inserted words '*shocked*' in the sentence written in Bahasa Indonesia. The second example, the student inserted an English sentence "*I do really happy that know u enjoy your life now*" and "*i can't imagine*" in sentence written in Bahasa Indonesia. The third example, the students inserted some English words "*And I thank God Am alive. Being blessed and thankful everyday is a must*", "*down*", "*problem*", "*Its' Okay, life must go on*", "*something wrong*", "*strong*", "*we can't hadle that things easily. Happy Friday*" in the sentence written in Bahasa Indonesia

According to the findings above, the tag switching appears to be the most common types of code switching in students' Instagram interactions.. Then, followed by Intra-sentential switching, and the last is Inter-sentential switching.

Reasons of Using Code Switching

These data are correlated with the theory from Hoffman (1991), Malik (1994) and Montes-Alcala (2007) about the reason of using code switching: talking about particular point, quoting someone's statement, lack of facility, lack of register, habitual expression, emphasize a point, mood of the speaker, expressing solidarity, clarifying the content, express group identity, interjection, address different audience, free switching and to attract attention.

Subjects' Number	Username	Reason
S.1	@shintakrsn	<i>I do code switching without any special reason, If I want to mixed my language, I just did it</i>
S.2	@uum_mahfudoh	<i>I did code switch when I want to share something serious and important but not all of my followers are fluent in English. I feel more comfortable to use mixed language</i>
S.3	@raranidyw	<i>I prefer to do mix or code switching when I forgot about the translation (neither English or Indonesian) so I don't need to open my Google Translate only for one word</i>
S.4	@fitroh211	<i>I use code switch to point my statement</i>
S.5	@afn.finaaa	<i>Actually I want to write it in full English, but sometimes I forgot about the translation so I mixed the word with</i>

		<i>Bahasa Indonesia</i>
S.6	@umiati.r	<i>To show my intense or my deep feeling</i>
S.7	@_shafiraand	<i>I did code switch on my captions because some of my followers aren't fluent in English so I want to made them easier to understanding my words</i>
S.8	@delaastria_	<i>I mix my language when I re-write someone's statement to show that I agree or related to my condition</i>
S.9	@imroatul3867	<i>I do code switch without a reason</i>
S.10	@ula.talessy	<i>I do code switch to show my emotion. It is more comfortable to show my emotion in another language</i>
S.11	@eltarizma	<i>to make my statement has a strong meaning</i>
S.12	@wuihuiiii	<i>When I now the English words but I don't know the Indonesian word, I prefer to write it i mixed language</i>
S.13	@rf_ula	<i>There is no reason for me to do code switching. I just used to write like that way</i>
S.14	@iyam31_	<i>I do code switch to give a special style on my statement so that my followers interest in reading my caption</i>
S.15	@anitanrhdyt	<i>To emphasize the topic of my caption</i>
S.16	@smd_allaboutmusic	<i>To make my statement understandable, I often did code switching in my</i>

		<i>captions or comments</i>
S.17	@tart.77	<i>Sometimes, in my daily interaction, I just used to write or speak some phrases in another language</i>
S.18	@marshal54559	<i>To emphasize my statement so that the informations I gave looks reliable</i>
S.19	@rfardaaaaa	<i>When I talk about a serious topic, I usually use mixed language to make my followers enjoy reading the captions. It also make me more comfortable</i>

Based on the findings, S.4, S.11, S.15, and S.18 indicate that they want to emphasize the meaning. Since their followers could communicate in both Indonesian and English, they believed that combining the codes would enhance the meaning of the word. According to Cardenas-Claros & Isharyanti (2009), code switching give an opportunity for the speaker to express their feelings and thoughts to other, and it can satisfy them in communicating with other people. Whenever the code is mixed, it may signify group solidarity and intimacy.

For the particular reason, S.2, S.10, and S.19 stated that they feel free and more comfortable when they talk about something special, express their emotion, excitement or even an anger by using a code switch. It also can be more understandable for their followers who are not a bilingual to read the sentence.

Moreover, there are unclassified reason. According to the results of this study, not every switch turned by users shows a specific function. In this case, code switching that is used for no particular reason, is known as free switching. From the findings, S.1, S.5, S.9, S.13 used code switching without a particular reason. Most of them used code switching just because they want and want to make it easier. This findings supported by Montes- Alcala (2007), users switch to produce an overall stylistic result or to demonstrate competence in the use of two languages and two cultures. The ability in mastering two or more languages can facilitate the users in processing the communication and making the conversation becomes smoother, easier and more expressive than having just one language.

CONCLUSIONS AND SUGGESTIONS

Coming up with the following study, the researcher conclude that code switching is a linguistic concept which refers to using more than one language or variation in conversation. When interacting, code switching is defined as an ability of the bilingual speaker. Bilingual speakers can find difficulty when conversing with another bilingual. As a result, they transfer their language from one language to another so that the interlocutors can understand the context.

From the result of analysis in Chapter IV, the researcher conclude that the most frequent type of code switching that the students used in Instagram interaction was tag switching (43,2%). The study also shown that adding emphasize, talking about particular topic, and free switching are the main reasons for the student of English Education to do code switching in Instagram.

The suggestion for the future researcher who conduct a similar study, they can perform further and more detailed studies so that a better understanding of code switching is obtainable. The researcher also suggest that this subject of this study can be another programs, for examples, social program, science program, etc in any level students. They can also analyzed on the use of code switching happens in song lyrics, books, or other social media such as Path, Twitter, YouTube, Line, Snapchat, TikTok, and WhatsApp.

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