CHAPTER I
INTRODUCTION

A. Research Background

Humans are social creatures who need to engage with one another. They communicate with one another in a variety of fields to achieve a goal, and the only way they can interact is through language. Language, according to Mesthrie, as cited by Nurul, is a phrase that refers to the process of transferring meaning, as well as thoughts, events, or beings that exist outside of language.[1] Language, or, to put it more simply, it is a tool for communicating with other people. Communication is the process of exchanging information between people through a common system of symbols, signs, or actions.[2] In communication, the relationship between society and language is inextricably linked, implying that language and society are closely connected. As a result, sociolinguistics, a branch of research that investigates language and language users, is required.

Sociolinguistics is an interdisciplinary study that combines sociology and linguistics, two empirical fields with strong ties. Sociology is the objective and scientific study of humans in society, as well as their institutions and social processes. Linguistics is a branch of science that examines languages, or a branch of science that investigates languages.[3] Sociolinguistics is the study of language function in a social context and the development of language in society, according to Santika Wulandari. It focuses on distinctions in the use of relationship between language and society such that an item can be the item language mastering other language.[4] Sociolinguistics is quite beneficial in daily situations, particularly in terms of communication and language. People talk in ways that reflect their origins and surroundings. Those who are

---

[1] Nurul Azizah Ikhsani, "Code Mixing in The Articles of Gogirl! Magazine February, 2013 Edition," *Lexicon*, Vol.1 No.3 (2012): 295.

[2] Santika Wulandari, "Indonesian-English Code Mixing in Raditya Dika's Manusia Setengah Salmon," *Journal on English as a Foreign Language*, Vol.6 No.1 (2016): 72.

[3] Kamariah and Ambalegin, "Analysis of Using Code Switching in Instagram," *Journal BASIS*, Vol.6 No.2 (2019): 260.

[4] Santika Wulandari, "Indonesian-English Code Mixing in Raditya Dika's Manusia Setengah Salmon," *Journal on English as a Foreign Language*, Vol.6 No.1 (2016): 72.

unable to engage with people in the target language will find it difficult to adjust in the future, while those who are able to communicate in the target language will have positive relationships with others. Whenever somebody communicates in a second language in able to communicate with individuals who may not speak the same language, this is a practice of communicating in a second language in order to interact with people who do not understand the same language. People frequently acquire some knowledge and competence in a second language thus becoming bilingual.

According to Yessy Marzona, bilingualism is the capacity to learn two distinct languages, it is command if someone masters two languages properly in the same circumstances since their parents talk these languages on a regular basis.[5] According to Yurusyana, as cited in Yessy, bilingualism is created by a variety of variables in society, including economic, educational, political, transmigration, and religious aspects, as well as natural disasters.[6] Nowadays, most people utilize English as a lingua franca that is studied all over the world and also has a unique communication capacity. English is considered as a language with a complicated relationship to the globalization period, with its own set of rules for those who use it.[7] As a result, many Indonesians prefer to speak with each other in English, despite the fact that they do not actually understand the language, and as a result of the effect of globalization, individuals are making an effort to learn and express themselves in English. It really does begin with real-life conversations, but it also begins with simple social media conversations. One of the most frequently asked topics is why someone switches from one language to another when communicating socially. The topic of discussion, environment, relationship between participants, community norms and values, and socioeconomic, political, and ideological changes, according to

---

[5] Yessy Marzona, "The Use of Code Mixing Between Indonesian and English in Indonesian Advertisement of Gadis," *Jurnal Ilmiah Langue and Parole*, Vol. 1 No.1 (2019): 240.

[6] Yessy Marzona, "The Use of Code Mixing Between Indonesian and English in Indonesian Advertisement of Gadis," *Jurnal Ilmiah Langue and Parole*, Vol. 1 No.1 (2019): 241.

[7] Mashita Amelia, "An Analysis of Code Mixing Used in Instagram by The Students of English Language Education," *Jurnal Lingua Cultura*, Vol.6 No.1 (2019): 215.

certain sociolinguists, are all factors that impact this.[8] People create codes in a bilingual culture because they wish to interact with others effectively and, as a consequence, the interaction can relate properly. As a result, bilingual society has the phenomena of switching and mixing languages.[9]

The occurrence of code mixing is one aspect of language interdependence that occurs in a multilingual culture. Its distinguishing feature is that there are language elements that have been introduced into other languages and no longer have their own. According to Hamers and Blanc, as quoted by Zulfadli, code mixing is the usage of components from one language in another, typically in a casual and relaxed context.[10] The definition of code mixing, as described by Zulfadli, is the blending of one language with another inside the same speech or in the same oral or written content.[11] As shown in the statement, code mixing happens when a person utilizes second languages and inserts terms from one language into their primary language without affecting the statement's objective or issue. According to Pardede and Kisno, as cited in Iis, individuals mix their languages for a variety of purposes, including talking about a certain issue, quoting from others, confirming by repetition, producing interruptions, or showing group identification.[12] According to Santika Wulandari, numerous factors impact how people mix the code, such as their educational, cultural, social, and economic backgrounds, among others. Education is one of the factors that determine how

---

[8] Nana Yuliana, dkk, "Code-Mixing and Code-Switching of Indonesian Celebrities: A Comparative Study," *Jurnal Lingua Cultura*, Vol.9 No.1 (2015): 48.

[9] Claudya Chyntia, "Code-Mixing and Codde-Switching Found in Photo Captions Instagram of Indonesian Celebrities in 2020," *Global Scientific Journals*, Vol.8 (2020): 1345.

[10] Zulfadli, dkk, "What Types of Codes are Mixed in Indonesia?: an Investigation of Code Mixing in a Magazine," *English Education Journal*, Vol.10 No.2 (2019): 199..

[11] Zulfadli, dkk, "What Types of Codes are Mixed in Indonesia?: an Investigation of Code Mixing in a Magazine," *English Education Journal*, Vol.10 No.2 (2019): 200.

[12] Iis Risliyanti, dkk, "Code-Mixing in Indonesian Selebgram's Caption in Instagram," *Pamulang Ejournal*, No.4 (2016): 40.

individuals mix the code; if persons have such a great education, it has an impact on how individuals mix the code.[13]

In today's digital world, interaction takes place not only in person, but also in writing via social media. Many individuals today access social media to gain information or enjoyment; also, social media is used as an asset to remain in touch with those who are separated by distance and do not need to meet in person. People are enthusiastic to share their moments, how they feel, what they're going through, or news about upcoming activities they've planned, and so on. According to Ghosh, as quoted by Claudya, the growing popularity of social networking sites like Facebook and Twitter has resulted in a high percentage of code mixing.[14] Someone writes a statement on a social networking site that contains code mixing in the hopes that the reader of the post would recognize and understand it, another reason is that social networking is casual. People use Instagram in addition to Facebook, Twitter, Telegram, and other social media platforms. Instagram is rapidly growing in Indonesia, particularly among personal accounts. The implementation of code mixing in a personal account suggests that the users have a special motive for doing so throughout discussion. Instagram was picked as the data source since it is one of the most popular social media platforms.

Instagram has attracted many citizens in Indonesia, particularly people from all backgrounds of life, youth and adults, and regardless of their professions, specifically influencers.[15] A simple definition of an influencer is someone who has the ability to affect society. Celebrities, bloggers, YouTubers, and public figures who are influential in particular communities are examples. An influencer commonly does have millions of social media followers. In the last two years, Indonesia and the rest of the world have been devastated by a terrible pandemic of the Corona virus, also known as Covid-19. For a period, it forces individuals to adjust and

---

[13] Santika Wulandari, "Indonesian-English Code Mixing in Raditya Dika's Manusia Setengah Salmon," *Journal on English as a Foreign Language*, Vol.6 No.1 (2016): 73.

[14] Claudya Chyntia, "Code-Mixing and Codde-Switching Found in Photo Captions Instagram of Indonesian Celebrities in 2020," *Global Scientific Journals*, Vol.8 (2020): 1346.

[15] Claudya Chyntia, "Code-Mixing and Codde-Switching Found in Photo Captions Instagram of Indonesian Celebrities in 2020," *Global Scientific Journals*, Vol.8 (2020): 1346.

survive with the virus. Because Covid-19 prevents individuals from interacting directly, social connection via digital means has become a reasonable solution in the modern era. As a result, some prominent individuals, such as influencers, have changed their ways of communicating via Instagram media platforms; they must innovate in content creation by adjusting to current circumstances in order to keep their followers pleased. Some influencers use the mixed code a lot in their Instagram postings, according to researchers, since they realize their followers aren't only from Indonesia, but from all across the world. The researcher looked at numerous samples of postings from various popular Indonesian influencers with millions of followers, evaluating the kinds and trying to figure out why they used mixed code.

This research will be enriched by a number of similar researches that have been completed. The first research was done in 2017 by Deri Rachmad et al and was titled 'Code-mixing and Code-switching of The Novel Kukejar Cinta ke Negeri Cina by Ninit Yunita.' The goal of this research is to find out how code mixing and code switching are used in new literature, then described, explained, and searched for. The method of listening was utilized in this study, as well as data validation by using triangulation theory. The research findings indicate that there is outer code mixing applying English, Mandarin, and Arabic. As well as applying the Java language to mix code that is inner code mixing. The code switching is done outside, with English, Mandarin, Indonesian, and Arabic being used.[16] The focus of this research is to find and discover the possibility of mixed code in writing, as well as to investigate and classify the many categories. While the difference in this study is the source of information, which is Ninit Yunita's novel Kukejar Cinta ke Negeri Cina. Deri also looks at two sorts of code (code mixing and code switching), and this research examines all of the languages mentioned in the novel's works of literature.

The second research, entitled 'Code-switching and Code-mixing in the English Learning Process,' was undertaken in 2018 by Ahmad Fanani and Jean Antunes. The purpose of this research is to identify the forms of code mixing and code switching that occur throughout the learning process in MA KHAS Kempek

---

[16] Deri Rachmad, dkk, "Code-Mixing and Switching of The Novel Kukejar Cinta ke Negeri Cina by Ninit Yunita," *Humanus Ejournal*, Vol.XVI No.1 (2017): 13-14.

Cirebon. This research uses case studies to conduct a qualitative descriptive research. Three English teachers at the school taught five concurrent lessons, and data was collected using a recording device. According to the findings, there are three different types of code switching and three different types of code mixing. Code switching can be caused by citing texts, explaining key aspects, or giving students directions. Meanwhile, code mixing is caused by being affected by the first and second languages in communicating behaviors, being unable to identify proven equivalency, and giving the impression of being modern people.[17] This research is similar in that it aims to identify and describe the types and reasons that generate code mixing. The researchers examines two types of code, namely code mixing and code switching, which is different to this research. Another difference is that the research participants are three English teachers, as well as the data analysis techniques.

This research aims at a number of well-known Instagram influencers that employ code mixing in some of their posts. The procedure in this research includes: 1) look for influencer posts with code-mixing in December 2021 until January 2022, 2) determine the type of code-mixing in the post, 3) categorize sentences in related posts into specific types of code-mixing, 4) analyze the sentences depending upon the type of code-mixing, and 5) find out the reasons why the influencer applies code mixing in their Instagram posts. The researcher conducted a research titled "THE USE OF CODE MIXING FOUND IN INSTAGRAM POST" which refers to the posts of several influential influencers on Instagram media platforms, based on some of the theoretical statements that have been mentioned, the current problems, and several previous researches to support this research.

B. Research Focus and Scope

Good research is research that does not go beyond the topic being discussed. As a result, the researcher limited the analysis to Indonesian and English in mixed code captions on Instagram photos for this research. This research focuses on the posts of influencers aged 20 to 30 years old in December 2021 until January 2022 to learn about the different types of code mixing and the motivations for implementing it.

---

[17] Ahmad Fanani, dkk, "Code-Switching and Code-Mixing in English Learning Process," *Lingtera*, Vol.5 No.1 (2018):68-69.

C. Research Questions

The questions in this research are formulated as follows, depending on the research focus and scope stated above:

1. What types of code mixing can be found in Instagram posts?
2. What are the factors that cause code mixing found in Instagram posts?

D. Research Objectives

The following are the research objectives, which are based on the research question:

1. To know and describe what types of code mixing can be found in Instagram posts.
2. To know and describe what are the factors that cause code mixing found in Instagram posts.

E. Research Significances

This research is expected to provide a number of significances, both theoretical and practical.

1. Theoritical significances

   This research is likely to advance linguistics and sociolinguistics understanding, particularly in the study of code mixing. In addition, this research is expected to add insight into the types and varieties of languages utilized in social media platforms, particularly Instagram.

2. Practical significances

   a. This research is expected to add knowledge to students of Indonesian language education, English education, as well as Indonesian literature and English literature.

   b. This research is expected to help researchers as well as a source of reference for future researchers.

F. Definition of Key Terms

In this research, there are several key terms used and be described in the paragraph below:

1. Sociolinguistic

   Sociolinguistics is a part of linguistics that examines how religious, cultural, and other factors influence the use of language in society.[18] Sociolinguistics can improve

---

[18] Claudya Chyntia, "Code-Mixing and Codde-Switching Found in Photo Captions Instagram of Indonesian Celebrities in 2020," *Global Scientific Journals*, Vol.8 (2020): 1347.

communication by demonstrating the style, variety, and social elements that influence language. People can also learn how, why, what, and with whom someone communicates by studying sociolinguistics.

2. Code

There must be a code in every language. A sign, term, or piece of writing that has been agreed upon for a specific purpose is referred to as a code. To put it another way, the code refers to the language and any variations of the language. The true form used is also known as code. The code can also be considered a component of a spoken language.

3. Code mixing

The usage of two or more languages that continuously incorporate aspects of one language into another is known as code mixing. When someone speaks in a dominant language, other language features are incorporated to support the words that people says. Because of the situation, language skills, communication skills, or language limitations, this might happen.

4. Instagram

Instagram is a social media platform that allows users to share photos and videos online. Instagram users can add photographs and videos to their feeds, which can then be modified and grouped using filters, tags, and locations. Kevin Systrom and Mike Krieger first released the Instagram app in October of 2010.

G. Organisation of Thesis

Structures of this research are intended to get an overview and outlines of each part or which are interconnected so that later will be obtained systematic and scientific research. The following is a structured educational research that the writer will arrange:

1. The face

Consists of a cover or title page, approval pages, statement of work's originally, abstract, abstrak, motto, dedication page, acknowledgments, preface, and table of contents.

2. The contents section

This section contains an outline consisting of five chapters, between one chapter with another chapter interconnected because it is an integrated whole, the chapter is as follows:

a. Chapter I (Introduction)

8

This chapter contains research background, research focus and scope, research questions, research objectives, research significances, the definition of key terms, and organization of the thesis.

b. Chapter II (Review of the related literature)

This chapter discusses what is a theoretical description, theoretical framework, and review of previous studies.

c. Chapter III (Research Methodology)

This chapter consists of research methods, research setting, research participants/subject, instruments and data collection technique, research data validity, data analysis technique, and research ethical considerations.

d. Chapter IV (Research Findings and Discussion)

This chapter consists of the research results and discussion.

e. Chapter V (Conclusions and Recommendations)

This chapter consists of conclusions, implications, and recommendations.

3. The final part

In this section there is a references, appendices, and curriculum vitae.

9