

## CODE SWITCHING AMONG YOUNG GENERATION ON INSTAGRAM

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### ABSTRACT

The purpose of this study is to analyze and describe the types and the functions of code switching on Instagram photo captions. The data was taken from Instagram, and was in the form of photo captions that fit the criteria of the purposive sampling technique. For the data collection, a qualitative method was used. This research applies the theory proposed by Romaine (1995) to classifying the types of code switching, and the theory proposed by Appel and Muysken (2005) to describe the function of code switching. The results of the study indicate that three types of code switching are found, but of the three types of code switching, intra-sentential switching is the most frequently used. The frequent functions that occur are referential functions, metalinguistic functions, phatic functions and poetic functions.

Keywords: Code switching, The types of Code Switching, The function of Code Switching, Instagram

### ABSTRAK

*Tujuan dari penelitian ini adalah untuk mengetahui jenis alih kode dan fungsi alih kode dalam keterangan foto Instagram. Data diambil dari Instagram, dan berbentuk keterangan foto yang memenuhi kualitas dari teknik purposive sampling. Untuk pengumpulan data digunakan metode kualitatif. Penelitian ini menerapkan teori yang diusulkan oleh Romaine (1995) untuk mengklasifikasikan jenis alih kode, dan teori yang diusulkan oleh Appel dan Muysken (2005) untuk menggambarkan fungsi alih kode. Hasil dari penelitian menunjukkan bahwa tiga jenis alih kode yang ditemukan, tetapi dari ketiga jenis alih kode, alih kode intrakalimat yang paling sering digunakan. Fungsi yang sering terjadi adalah fungsi referensial, fungsi metalinguistik, fungsi phatic dan fungsi poetic.*

*Kata kunci: Alih Kode, Jenis Alih Kode, Fungsi Alih Kode, Instagram*

### I. INTRODUCTION

The most important aspect of human life is language. According to Bell, (2014) language is the concept of a human being in the world, which often describes something indirectly or directly. In order to communicate broadly, people nowadays are also improving their ability to learn other languages. Sometimes people often switch one language with another to communicate. According to Holmes, (2013), code switching occurs when speakers switch their language from one to another. In the modern era, the phenomenon of code switching is a common occurrence found in society. It is because there are some foreign languages

that are learned, used, and spoken by some people, especially English language.

In this globalization era, many people use social media as a tool to communicate. The code switching phenomenon is also commonly found on various social media (Twitter, Facebook, Instagram, WhatsApp, etc). The relationship between social media and code switching can be seen by user messages and what they have posted on their profiles. This study is focused to analyze the use of code switching among the young generation on Instagram. Instagram is an online social networking platform that enables users to share photos and videos

followed by the caption related to the photo or video. As of August 2020, the highest share of Instagram users in Indonesia, 36.3 percent, were between the ages of 18 to 24 years old.

In this study, the author is interested in analyzing the use of code switching on Instagram by the young generation. The data in this study will be taken from several photo captions by Instagram users. This research is expected to be useful in the process of learning language, especially the studies of sociolinguistic and the use of language. Therefore, in this study, the author chooses to use code switching as the subject of discussion because the author realizes the importance of using code switching in bilingual or multilingual communication.

## II. RESEARCH METHOD

This study utilized purposive sampling to obtain the sample. It was expected to solve the problems and could provide a more representative value. Some criteria used to determine the sample were as follows: 1) Instagram users aged 18 to 29 years old, 2) Follow the author's Instagram account (@devanananda) 3) Have more than five hundred followers on Instagram. According to the purposive sampling technique, the author analyzed 20 Instagram accounts that fit the criteria for being analyzed. In this study, the data sources were their photo captions on Instagram starting from 1 January 2019 until 1 March 2021.

In order to analyze the types and functions of code switching used by young generation on Instagram, the qualitative method was used. This study utilized observations and documentation. In observation, the author read and observed the photo captions in Instagram followed by screen capturing the photo captions which contained code switching as the documentation.

This study applied the descriptive qualitative method to analyze the data. This

research method is aimed at solving the problem by describing the data based on the research. After collecting the data from Instagram, the process of analyzing data was started by the following steps: 1) Analyzing and checking the data, in order to know the types and the functions of code switching used by the young generation; 2) Reducing the data, the author only select data that indicated the types and the functions of code switching used by young generation on Instagram; 3) Classifying the data, the data are classified based on the types and functions, by Romaine (1995) and Apple and Muysken (2005). After all the steps are complete, the data descriptions are done which are provided by some examples for analysis.

## III. DISCUSSION

There are two problems discussed in relations to code switching. Firstly, the analysis of three types of code switching: tag switching, inter-sentential switching, and intra-sentential switching. Secondly, the analysis of the function of code switching: referential, directive, expressive, phatic, metalinguistic, and poetic functions.

### 3.1 Analysis of Tag Switching

Tag-switching involves inserting a 'tag' in one language into a phrase that is entirely in another language. Tag switching in general is always separated from the rest by bracket, comma, or dash. The data and the analysis of Tag switching by the young generation on Instagram:

#### Data 1

*Ternyata jalan ke sini engga separah apa kata orang – orang. Well, cukup menariklah buat pemula. (@kakapedika)*

The caption above is categorized as tag switching because it involves inserting a

'tag' in one language into a phrase that is entirely in another language. This caption begins with the Indonesian language and at the middle of the caption, he switches to "Well", the word from the English language and then, he switches back to the Indonesian language. According to Merriam Webster, "Well" is used to indicate resumption of discourse or to introduce a remark. In this data, "Well" can be classified as a sentence filler that has a function to conclude the explanation.

### 3.2 Analysis of Inter-Sentential Switching

Inter-sentential switching is characterized by a switch from one language to another outside the sentence or the clause level. Inter-sentential switching may serve to emphasize a point made in the other languages in conversation. The data and the analysis of Inter-sentential switching by the young generation on Instagram:

#### Data 2

**Black or white.** *Hitam putih fotomu janji kita berlalu, tapi kita tak mampu* (@okthaviachristina)

The type of code switching used in the caption above is considered as inter-sentential switching. First, (@okthaviachristina) writes caption in the English language and then she switches it to the Indonesian language. The sentence in the English language occurs at the beginning of the caption. "Black or white" is categorized as inter-sentential switching.

### 3.3 Analysis of Intra-Sentential Switching

Intra-sentential switching is a switching from one language to another at the clause, phrase, or word level within a single utterance. It may appear in the beginning, in the middle, and at the end of a sentence. The data and the analysis of

Intra-sentential switching by the young generation on Instagram:

#### Data 3

*Takut senyum nanti crack.* (@elsaosiana)

The type of code switching in the data above refers to the intra-sentential switching because, it involves a switching from one language to another language at the word within a single sentence. The code switching occurs in the end of the sentence. First, she writes the caption in the Indonesian language "Takut senyum nanti...", and then she switches it to the English language "Crack". The word "crack" in this caption refers to a condition when the make-up used at that time is not good.

### 3.4 Analysis of Referential Function of Code Switching

Referential function usually happens to a certain subject, when there is a lack of knowledge of one language or a lack of facility in that language on a certain subject. Therefore, bilingual speakers switch code when they do not know the word or when a certain concept is not available in that language. Language is chosen also because it is more appropriate or suitable to be used for a particular topic. The data and the analysis of referential function of code switching by the young generation on Instagram:

#### Data 4

*Selama bertahun – tahun ngga bilang ke siapa – siapa tentang hubungan ini. Ternyata, backstreet itu mantab!* (@tzmiaau)

According to the theory by Appel and Muysken (2005), The data above can be categorized as **Referential function** because, it can be seen from that caption, (@tzmiaau) uses the word "Backstreet" in English. In Merriam-webster dictionary,

“**Backstreet**” means a street away from the main thoroughfares while in this caption, what she means by “**Backstreet**” is secretly dating. She uses this word because there is no appropriate translation in the Indonesian Language for that word.

### 3.5 Analysis of Metalinguistic Function of Code Switching

Metalinguistic function comes into play when it is used to comment directly or indirectly on the language involved. An example of this function is when the speaker switches between different codes to impress the other participants with a show of linguistic skill. The data and the analysis of metalinguistic function of code switching by the young generation on Instagram:

#### Data 5

*Foto dari depan sih masih kurus, but from the other side?* (@kadeayuasri)

Regarding the function of code switching, the caption above can be categorized as **Metalinguistic function**. Because in this caption, (@kadeayuasri) wants to show her linguistic skill and impress the reader by her ability in speaking both language, English and Indonesian language. First, she writes her caption in the Indonesian language then switches to the English language.

### 3.6 Analysis of Phatic Function of Code Switching

Phatic function is used to indicate a change in tone and highlight the significant parts of a conversation. The phatic function is commonly used only in some words, not the whole sentence. The data and the analysis of phatic function of code switching by the young generation on Instagram:

#### Data 6

*Padahal dulu aku lebih tinggi dari pada dia. Sekarang kok... like, what?!* (@kakapedika)

Regarding to the function of code switching, the caption above can be categorized as **Phatic function** because there is a change in tone of the sentence. It can be seen from the double mark after the word “**What**”. First, he writes his caption in the Indonesian language, then switches to the English language. In that caption, (@kakapedika\_) was shocked because he was surprised that now he looks shorter than his friend.

### 3.7 Analysis of Poetic Function of Code Switching

Poetic function is used to tell jokes, stories for amusement or entertainment. It creates a different atmosphere when the jokes or the stories are not delivered in their origin, sometimes it even creates other meaning. The data and the analysis of poetic function of code switching by the young generation on Instagram:

#### Data 7

*Yoghurt memang enak, tapi lebih enak jadi yourgirl sih* (@anggie\_leonita)

Regarding to the function of code switching, the caption above can be categorized as **Poetic function** because it can be seen there are words, puns and jokes in one language are switched to another language for the purpose of amusement or entertainment. The words in the English language “**Yoghurt**” and “**Yourgirl**” used to entertain the readers.

## IV. CONCLUSION

Based on the analysis, there are two conclusions from this study. First, there are three types of code switching analyzed in the study. All types of code switching proposed by Romaine (1995) are found in the data analyzed in the previous chapter. The first type of code switching is tag switching. From the obtained data, the tag

switching is placed at the beginning and end of the sentence. The second type of code switching is inter-sentential switching. From the data, Inter-sentential switching can be at the beginning and the end of the sentence. The last is intra-sentential switching. From the data, it can be found at the beginning, middle, or the end of the sentence. From the three types of code switching, intra-sentential switching is the most common type found in the data.

Second, this study also provides analysis for the second problem as the function of code switching by young generation on Instagram. The function of code switching in this study was analyzed based on six functions which are proposed

by Appel and Muysken (2005) which include referential, directive, expressive, phatic, metalinguistic, and poetic functions. There are four out of six functions of code switching found in the caption on Instagram by the young generation, those are metalinguistic, referential, phatic, and poetic function. Most of the code switching occurring as metalinguistic function and referential function since many phrases are better to be expressed in the English language rather than the Indonesian language and many of the young generations switch their language while writing their caption on Instagram because they want to show their linguistic skill to make their caption looks more interesting.

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