

THE USE OF CODE-MIXING IN INSTAGRAM CAPTIONS FROM THE STUDENTS OF ENGLISH LITERATURE STUDY PROGRAM, UNIVERSITAS RESPATI YOGYAKARTA: A SOCIOLINGUISTIC STUDY

Ismia Fa'da¹, Tri Septa Nurhantoro², Yohanes Angie Kristiawan³

^{1,2,3} Universitas Respati Yogyakarta, Indonesia

¹ismiafada23@gmail.com, ²trisepta@respati.ac.id, ³angiekristiawan@respati.ac.id

Abstract

This research discusses the code mixing used in the Instagram caption by students English Literature Study Program at Universitas Respati Yogyakarta. This research aims to find the types of code mixing used in Instagram captions and to understand the factors using code mixing in captions. The focus analysis of this research is by analyzing the context. This research was conducted by implementing a descriptive qualitative method in discussing code-mixing. A simple quantitative method is implemented to assist the qualitative method in explaining the data in the form of numbers or percentages. The findings of this research show that there are 70 code-mixing data found in Instagram captions. The analysis findings show that there are three types of code mixing found in Instagram captions. Those are code-mixing insertion, alternation and congruent lexicalization. From the results of the analysis in this research, the type of insertion is the type that is the highest or most commonly found, that is 54 data (59.1%). Then alternation type with 12 data (17.1%), and congruent lexicalization type with 4 data (5.71%). and for the results of the second question in this research, there are 60 data (85.71%) for the first factor talking about a particular topic, the second factor is being emphatic about something with 4 data (5.71%), the third factor is repetition used for clarification with 4 data (5.71%) and 2 data (4, 28) for the expressing group identity.

Keywords: *code-mixing, English, Indonesian, social media*

INTRODUCTION

Halliday (1989, 29) states that "language is a means of communication, both spoken and written". When carrying out the communication process, a means is needed to express ideas, intentions, thoughts, and feelings in the form of language. Through language, human beings can express their thoughts and feelings, either feelings of sadness, anger, anxiety, or others. The information conveyed can be in oral and/or written form. Information in the oral form can be in the form of speeches, announcements, sermons, and so on. Meanwhile, the information in written form can be in the form of writings, pamphlets, printed mass media, books, novels, and social media. This information can contain a message that will be conveyed to the reader.

People may use language to show their emotions because language is a way to express their emotions. Language is a tool to express people's thoughts. The expression of using language is related to the actions taken by humans. They have their style to choose the type of language style in communicating with others. They sometimes use two languages at once in communicating, such as Indonesian mixed with English or vice versa. The discussion of these two languages cannot be separated from the mention of code-mixing.

Code mixing is the use of two languages or more, or two variations of a language in a speech community (Chaer and Agustina, 2004, 114). This phenomenon is not just found in verbal communication but people often find code mixing in non-verbal communication in social media.

Social media is an online media where the user can easily participate, share, and make content, like a blog, social networking, wiki, forum, and virtual world. According to Obar & Wildman (2015), social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests, and other forms of expression through virtual communities and networks. Social media Instagram with various features in it makes a lot of enthusiasts of social media users to use Instagram.

Instagram is being used by many people in this era, so it is also considered as one of the most popular social media. According to Statistics Instagram 2022, two million people are using Instagram in a month as media to upload photos and/or short videos to capture it. On the other hand, to make the photos and/or videos interesting for the followers, the user usually gives a caption on the photo or video. At times, the users use bilingual or multilingual to make the followers interested and it is called code-mixing. It can be seen in the caption or comments as follow.

- (1) Happy graduation *kak semoga kedepannya semakin sukses*. (Caption account by @ayuandl)
- (2) *Foto sendiri yang penting* happy. (Caption account by @nchirahmawati)
- (3) Just be grateful *untuk tanggal cantikku*. (Caption account by @shawtydope)
- (4) *Kurang waktu tidur mu terbayar lunas*, proud of you @itsreal_ara (caption account by @gmbobby)

The examples above with the bold writing show the example of code mixing because the caption is located between two different languages (Indonesian-English) but still in one utterance. It indicates the existence of language mixing because the speakers dominate two languages, namely Indonesian and English. The previous data was taken from some Instagram accounts belonging to some English Literature students at Universitas Respati Yogyakarta.

The data above shows that English literature students use code-mixing to express information in their posts on their Instagram accounts. In addition, other data encourage the researcher to analyze the types and factors of code mixing on their Instagram captions. Based on the background stated above, she is interested in analyzing the types of code mixing and the factors that cause code mixing on the Instagram captions of English literature students with the title "The Use of Code Mixing in Instagram Captions by The Students of English Literature Study Program, Universitas Respati Yogyakarta."

The researcher is interested in analyzing every form of code-mixing expressions on the Instagram captions of English Literature students at Universitas Respati Yogyakarta because it has never been done by other researchers, and can be useful for readers to practice code mixing in everyday life such as writing captions on social media. The importance of readers practice code mixing because when they read Instagram captions that contain code-mixing elements, they will find new vocabulary that they don't know, therefore with the new vocabulary they can practice it in everyday speaking when they will say the same vocabulary and by practicing the code-mixing vocabulary, they will increase their vocabulary.

When looking at code mixing in Instagram captions, there are several types of code mixing used by the caption writers, therefore she is interested in analyzing the types of code-mixing. She limits her research to the types of code mixing in Instagram captions by students' active English Literature, Universitas Respati Yogyakarta and also factors causing code mixing in the Instagram captions. Based on the background that the researcher has described in the introduction above, the formulations of the problem are: (1) What are the types of code mixing in the Instagram captions of English Literature students at Universitas Respati Yogyakarta? (2) What are the factors causing code mixing in the Instagram captions?

METHODOLOGY

This research uses a descriptive qualitative method. Descriptive research is used to describe types and meaning(s) found in the Instagram captions by English Literature students. According to Moleong (2007), "the descriptive qualitative method is a research method intended to understand the phenomenon of what is experienced by its research subject, such as character, perception, motivation, action, etc." They are analyzed descriptively and holistically in the form of languages in a particular context by using natural methods. Therefore, this research is

categorized as descriptive qualitative research because its nature is targeted to categorize the types of code mixing in the Instagram caption. The data are in form of words, phrases, clauses, verses, and lines. The researcher investigates Instagram captions to categorize the types of code mixing and the factor of using it. The researcher collects the data in each Instagram caption containing code-mixing and reads books, journals, and online articles used as reference materials (Fathimatuzzahra, Atmantika & Adhitya, 2022, 195).

The researcher limits the data collected only to the occurrence of code mixing in the Instagram caption written by students English Literature Study Program at Universitas Respati Yogyakarta, then the researcher takes a screenshot of any data found. The data are collected from posts and videos on the students' Instagram. She explores each account that has been followed to retrieve data in the form of photo and video descriptions or what is known as captions that contain code mixing in the Instagram caption. In the process of collecting this data, she finds many captions containing code-mixing elements. The source of the data was taken from the Instagram caption of the 2016-2020 English Literature students, Universitas Respati Yogyakarta. This data is taken from posts starting from 1st June 2019 to 1st June 2021. Text data consists of sentences and words containing code-mixing and reasons for using code-mixing in captions on Instagram posts. Code mixing in the Instagram caption is the main problem in this research.

RESULTS AND DISCUSSION

This section describes the findings of research on the types of code mixing contained in the Instagram captions of English literature students at the Universitas Respati Yogyakarta. The caption was taken from a student post. In the student captions, many captions use code-mixing intending to convey the meaning of the post. Therefore, in the students' Instagram caption, 70 code-mixed data were found. The code mix will be divided into three types. Details of the frequency of these types are presented in the following table.

Table 1. Types of Code Mixing in Instagram Captions

Types of Code Mixing	Number of Data	Percentage
Insertion	54	59,1%
Alternation	12	17,1%
Congruent Lexicalization	4	5,71%
Total Data Found	70	100%

Meanwhile, there are four reasons for code-mixing found in this analysis, presented in the table as follows.

Table 2. The Factor Using Code Mixing in Instagram Captions

Factor Using Code Mixing	Number of Data	Percentage
Talking about Particular Topic	60	85,71%
Being Emphatic about Something.	4	5,71%
Repetition used for Clarification	4	5,71%
Expressing Group Identity	2	4,28%
Total Data Found	70	100%

Table 2. Shows there are 70 data (100%) categorized as the factor using code mixing. In the category of Talking about Particular Topic is the highest with 60 data (85, 71%), followed by Repetition used for Clarification with 4 data (5, 71%), Being Emphatic about Something with data (4, 28%), and Expressing Group Identity with 3 data (4,28%).

Types of Code Mixing in Instagram Captions

The three types of Code Mixing found in Instagram captions of English Literature students at Universitas Respati Yogyakarta are explained in this sub-chapter. In Table 4.2, the results of the data discovery found by the researcher, namely the type of code-mixing insertion, are the type that is widely used in Instagram captions. Therefore, the researcher describes the insertion type first because insertion is the highest data found, the following is an explanation of the insertion type along with the data that has been taken by the researcher.

(a) The first type of code mixing found in Instagram captions is insertion. Muysken (2000) states Insertion happens when there is an utterance that inserts a word. It shows that this type has the highest number for the types of code mixing compare to the other two types. Insertion found in the captions is "*Masih **stay** duduk sendiri disini*". This is categorized as an insertion because there is an utterance that is inserted by a different language of the speaker. The first language in the caption is Indonesian language and continued with a different language, which is English language. The phrase "*tinggal*" is in Indonesian language and inserted by the word "*stay*" in English language then continued by the phrase "*duduk sendiri disini*" in Indonesian language. From the data above, the word "*stay*" is code mixing English language and has meaning in Indonesian language is "*tinggal*" atau "*menetap*". The caption writer uses this language for code-mixing because this word is easy to speak and write. Therefore, the word is familiar to listen to other people. If the caption writer uses Indonesian language for the word "*stay*", there is a misunderstanding meaning the caption writer for the caption.

Another example is, "*Berbicara tentang genre sebenarnya tidak perlu ada problem tentang hal tersebut karena setiap **genre** ada penikmat masing-masing*". This data belongs to the insertion type because there is an utterance inserted in a different language of the caption writer the first language in the caption is Indonesian language and continued with a different language, which is English language. The words "*berbicara tentang*" are in Indonesian language that inserted by "*genre*" is in English then continued by word "*sebenarnya tidak perlu ada*" is in Indonesian language and the clause "*tentang hal tersebut karena setiap*" are Indonesian language, continued word "*genre*" is English language and the last phrase "*ada penikmat masing-masing*" is Indonesian language. In this caption, the caption writer inserts the word "*genre*". English language with Indonesian language to make easy understand and this word familiar to write and listen. Regarding the insertion found in Instagram caption of students English Literature Study Program at Universitas Respati Yogyakarta, it became the most dominant type of code mixing used by the students. Situmorang (2020) states that Indonesian youngsters tend to use code mixing in the form of insertion for their Instagram captions.

(b) Another type of code-mixing that can be seen in Instagram captions is alternation. According to Muysken (2000), alternation happens when there is an utterance that has been inserted by the other language with dot or comma. Data: "*Love **you**. Abaikan yang dibelakang*". This data type of alternation is because there is an utterance inserted by a different language of the speaker with dot or comma. The phrase "*love you*" is in English language, then continued by a comma. The clause "*abaikan yang dibelakang*." is in Indonesian language. Therefore, the words "*love you*" is activation would shift from one language that's is English language. In this caption, the writer mixes the word because this word is easy to understand and familiar to other people and become easy for the writer delivers the caption meaning.

Alternation is also exemplified by the following datum. "*Kurang waktu tidurmu terbayar lunas, **proud of you** @itsreal_ara*". It is categorized as alternation because there is an utterance inserted by a different language of the speaker with a dot or comma. The phrase "*kurang waktu tidurmu terbayar lunas*" is in Indonesian language, then continued by a comma. The phrase "*proud of you*" is in English language. In this caption, the writer mixes the expression "*proud of you*". Therefore, this word is activation would shift from one language that is English language. In this caption, the writer mixes the expression "*proud of you*". English language with Indonesian language to make easy understand and this word familiar to write and listen. It can be seen that the alternation in the Instagram captions covered lexical level and grammatical levels. Compared with insertion, the number of alternations found in Instagram captions of students was minimal. It is because an alternation sentence is more complex than an insertion.

(c) Congruent lexicalization is spotted in the caption Instagram. Muysken (2000) states that congruent lexicalization happens when there is an utterance that mixes other language and borrows language. One example of congruent lexicalization found in Instagram captions is "*Foto 1 detik **ngeedit** 10 menit mikir **caption** 1 jam*". The data is categorized as an insertion and congruent lexicalization because there is an utterance that inserted by different language of the speaker. The first language in the caption is Indonesian language and continue with different language is English language. The word "*foto 1 detik*" is in Indonesian language that inserted words "*10 menit mikir*" are in Indonesian language then word "*caption*" is English language and the last word "*1 jam*" is Indonesian language. "*ngeedit*" is in English language but this word has an "-ng" affix from Indonesian language and mixing with the English language "*edit*" so this

is congruent lexicalization because this word borrows the other affix other language and Indonesia language borrow English language that is "edit". The writer mixes the word because of word limitation the caption writer has, so as not to change the caption meaning.

Congruent lexicalization can also be seen in, "*Proses editing penggabungan video edukasi Adaptasi Kebiasaan Baru (AKB) dari seluruh anggota kelompok 2*". This is categorized as a congruent lexicalization this caption type of congruent lexicalization because the word "editing" from two words: "edit", which is English language, and "ing", which is an affix from Indonesian language. Therefore, this word is borrowing a word from another language so this is a type of congruent lexicalization. So, in this caption, the caption writes the word from the English language "edit" to "editing" in this case Indonesian language adds an affix in English language. In this caption, the writer mixes the expression of the word "editing" because this word is easy to understand the people when reading the caption and this word is often used for speaking and writing.

The Factor Using Code Mixing in Instagram Captions

After discussing the types of code mixing, the researcher would like to discuss the possible reasons for code-mixing found in Instagram captions by students English Literature Study Program at Universitas Respati Yogyakarta. In analyzing the reasons for code-mixing, the researcher applies the theory proposed by Hoffman (1991).

(a) Talking about a particular topic is the highest factor that is mostly found in the Instagram captions with a total of 60 data and a percentage of 85, 71%. Hoffman (1991, p. 116) argues that this factor is used because when a speaker wants to talk about a particular topic, he/she will tend to mix other languages in his/her sentence. This happens because sometimes, the speaker does not find the right words to express his/her thoughts or feelings. After all, the speaker does not understand enough, related registers and certain things. The following data exemplify this factor using. For example, "*Tektue, fudgy adalah perpaduan renyahnya crust (permukaan atas cake) dan lembut basahnya texture cake didalam diluarnya cakey didalamnya fudgy*". The words "crust", "texture", "cakey" and "fudgy" refer to the function of talking about particular topic. It is often used by speakers who discuss a topic, namely food, especially discussing the taste of cakes. In this caption, the caption writer describes the cake he made by mixing these words. So, this caption is talking about particular topic cake. Talking about a particular topic is why people sometimes prefer to talk about a particular topic in one language rather than in another.

It can also be observed in the following datum "*Haruskah menuliskan penggalan ayat suci yang Yang cukup tahan lalu pilih "copy all" sekian detail kemudian paste*". The words "copy all" dan "paste" refer to the function of talking about particular topic. It is often used by someone when writing something and taking quotes from other people or other places. In this caption the writer is writing a motivation, therefore the writer inserts the word. So, this caption is talking about the topic quote. Talking about a particular topic is why people sometimes prefer to talk about a particular topic in one language rather than in another. People sometimes prefer to talk about particular topic in one language rather than in another, sometimes a speaker feels free and more comfortable expressing their emotional feelings in a language that is not their everyday language.

(b) Being emphatic about something is the second highest factor. This reason of code-mixing means when a speaker expresses her/his feeling. Sometimes, in expressing feelings, she/he tends to mix a language with another language to make her/him feel comfortable. The change of the language can be from the native language to the second language. For instance is "*1 hope u guys can luv it because banyak corona jadi luv it oke*". This expression "I hope u guys can luv it, luv it oke" refers to the function of being emphatic about something. "I hope u guys can luv it, luv it oke". The meaning of the word is that the caption writer hopes something for the caption reader so that they like what he has made.

Another example is "*Hahahhha thank you bule gila, happy holiday bro*". The word "thank you" refers to function this caption code-mixing is being emphatic about something. It is used by someone to respect and appreciate the gifts of others. And holiday has the meaning of the word, namely to wish someone a happy holiday to someone who is going on a vacation. Usually, when someone who is talking using a language that is not his native tongue suddenly wants to be emphatic about something, he or she, either intentionally or unintentionally, will switch from his second language to his first language.

(c) The third factor is repetition used for clarification when a speaker repeats the information. The purpose of repeating the word is to clarify the information so that the hearers understand clearly the meaning word. The repetition sometimes uses another language. Based on the data, there are 4 occurrences of repetition written in the Instagram caption by students English Literature study program at Universitas Respati Yogyakarta. One example is "*Akhirnya bisa walking-walking juga nih sama temen-temen*". The word "walking-walking" refers to function this caption is repetition used for clarification. It is taken from the Indonesian word, namely "*jalan-jalan*", so that it is easily understood by the reader, the caption writer also uses the word walking-walking in the caption. This word is used because the caption writer is taking a walk in his post. The caption writes "walking-walking" the aim is to make understand the reader about the caption and what the caption writer feels in his caption.

(d) The last factor is expressing group identity. It means when the speakers use two languages in a conversation, other people from different groups will also understand the topic of the conversation. In other words, this reason means when a speaker tries to show his/her solidarity and identity to other speakers. It is apparent in the datum, "*Jangan lupa untuk tetap bersenang-senang dimanapun berada. Proud to be one of you girls*". The clause "proud to be one of you girls" refers to the function of expressing group identity. It refers to the writer's pride in a certain group. A certain group here can be seen in the word "girls". Therefore, the meaning of this caption is the writer talking about the writer's special groups.

Another instance is "*Berasa banget dinginnya guys!*" The word "guys" refers to the function of expressing group identity. It is an address that is commonly used when referring to friends or family. In this caption, the writer refers to some group or mentions some of the group. Code mixing also can be used to express group identity. As has been mentioned previously, the way of communication of academic people in their disciplinary groupings, is different from other groups.

CONCLUSION

It can be concluded that Instagram caption writers in writing their captions used a lot of insertion types, where the function is to give information about the post to the readers. the information that was given by the writer of course becomes very important to the readers because it is related to the situation they are currently experiencing. They know what factors are behind the caption writer mixing the language in their captions. The main reason why insertions are often found in student Instagram captions is that insertion is easier to express and write. The insertion type is easier to find because when someone writes or speaks, they can mix two languages such as English and Indonesian wherever the position of the sentence or word is. Insertion is not like other types that have their own rules, for example, the type of alternation is separated by dots or commas to start a new sentence or will mix languages. In addition, talking about particular topics was found in this research because students discussed a lot about captions that revealed a certain topic in their posts, and the topics were varied because their captions contained elements of their daily topics.

References

- Chaer & Agustin. (2003). *Linguistic Umum*. PT Rineka.
- Chaer & Agustin. (2015). *Definition Language in Social Media*. PT Rineka
- Crystal. (1980). *A Dictionary of Linguistic and Phonetics*. Blackwell.
- Fathimatuazzahra, C., Atmantika, Z. H. & Adhitya, G. N. (2022). Tackling Racial Discrimination: Discussing Joe Biden and BTS Meeting on Anti-Asian Hate. *Anaphora: Journal of Language, Literary and Cultural Studies*, 5(2), 191-200. <https://doi.org/10.30996/anaphora.xxxxx>.
- Haliday. (1989). *Definition Code mixing*. PT Rineka Cipta.
- Handayani, Widi. 2019. *Indonesian-English Code Mixing Written by An Indonesian Beauty Vlogger, Tasya Farsya, in Her Instagram Captions* [Undergraduate Thesis, Universitas Sanata Dharma]
- Hoffman, C. (1991). *An Introduction to Bilingualism*. Longman.

- Holmes, J (1992). *An Introduction to Code Mixing*. Pearson Education Limited.
- Riyanto, G.P. (2021, December 15). *Jumlah Pengguna Aktif Bulanan Instagam Capai 2 Miliar?* Kompas. <https://tekno.kompas.com/read/2021/12/15/12030047/jumlah-pengguna-aktif-bulanan-instagram-capai-2-miliar-?page=all>.
- Moleong, L. J. (1993). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Mujiono, Wilujeng R. & Suharto, M. (2017), Code Mixing as a Communication Strategy Performed by Outbond Call (OBC) Center Agents. *International Journal of Social Sciences & Educational Sciences*, 3(3). 4-18.
- Muysken, P. (2000). *Bilingual Speech a Typology of Code Mixing*. The Press Syndicate of the University of Cambridge.
- Pateda, M. (1987). *Sosiolinguistik*. Angkasa.
- Rinakit, (2012), *English-Indonesian Code Mixing Used by Indonesian Twitter Users as Seen Through Their Tweets* [Undergraduate Thesis, Universitas Sanata Dharma]
- Trudgill. (2000). *Sociolinguistic*. In A. I. London. Penguin London.
- Wardhaugh, R. (2006). *An Introduction to Sociolinguistic*. Blackwell Publishing.
- Widam, S. (2015). *Definition social media*. The International Journal of ICT economy.