AN ANALYSIS CODE SWITCHING IN INSTAGRAM

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ABSTRAK

Artikel ini bertujuan untuk mengkaji penggunaan alih kode bahasa Indonesia ke bahasa Inggris pada aplikasi Instagram yang fokus menjelaskan lebih detail percakapan yang disampaikan,

Keyword : Code Switching Di Instagram .

ABSTRACT

This article aims to examine the use of Indonesian to English code switching in the Instagram application which focuses on explaining in more detail the conversations being conveyed.

Keyword : Code Switching In Instagram

INTRODUCTION

Language is closely related to how people communicate with each other and to express a wide range of emotions, ides, concepts, and actions of human in daily life. Therefore, some of the languages spread over the world and one of the languages that has spread over the world is English and it develop to become a trend because most people are interested in learning another language. In Linguistics, it is known as sociolinguistics.

According to Holmes (2013, p.1) Sociolinguistics is "a study of human and social learning". In sociolinguistics, it is found there is phenomenon of language that called bilingual and multilingual. Actually the concept of bilingualism or multilingualism is the same. According to Wardaugh, R., & Fuller, J. M. (2015, p. 85) states that "bilingualism and multilingualism individuals are more often usually forced to decide on a selected specific code whenever they select to speak and that they arrange to switch from code to code".

Code-switching is the phenomenon when there are two or more languages that exist in the community and speaker frequently switch from one language to another language We often see the use of code switching in everyday communication, such as when talking with friends, at work, school and family , But this phenomenon does not only occur in school or work environments, but is also often found on social media such as Facebook, WhatsApp, Twitter, TikTok and Instagram (Kamariah & Ambalegin (2019).

Apart from everyday communication, code switching is also often used in social media communication, one of which is Instagram. This happens because of the differences in each person's language, so sometimes to convey a message requires switching to another language so that communication can be established easily, and can be understood by the recipient of the message.

The use of code switching is influenced by many factors, one of which is globalization, this makes the number of language speakers who master more than one language increase significantly, this shows that Bilingualism or multilingualism is increasingly widespread, Bilingualism also occurs in the younger generation or children in adolescence. Code-Switching' can occur because language is one of the most important forms of human behaviour symbol and an important component ofa group's identity.Code switching is not just a phenomenon in a society where every member uses more than one language, but also a necessity in that society. Code switching is used to transfer the meaning to the interlocutor. When

the language used by a speaker in conveying a meaning or message cannot be understood by interlocutor, then the speaker needs to change the language used in another language that can be understood by the recipient of the message or interlocutor

In this study, researchers are interested to analyses the using of code switching used by Instagram users and some factors cause code switching on instagram. The data in this study will be taken from several posts, comments, and conversations conducted by Instagram users. This research is expected to be useful in the process of learning language, especially studies of sociolinguistic and the using of language. Therefore in this research, researcher decided to choose code switching as a topic of discussion because the author realizes the importance of using code switching in bilingual or multilingual communication.

B. Literature review

Sociolinguistics

According to Chaer & Agustina (2014), Sociolinguistics is study the relationship between language and society. It is interested in explaining why we speak differently in different social contexts, and sociolinguistics concerned with identifying the social functions of language and the ways it is used to convey social meaning. Sociolinguistics is that part of linguistics which is concerned with language as a social and cultural phenomenon. Code refers to a language or a variety of language , It is a system that is used by people to communicate with each other. When people want to talk each other, they have to choose a particular code to express their is a symbol of nationalism that is used by people to speak or communicate in a particular language for different purposes of communication (both spoken or written).code is dividen by 2 and one of them is code switching .

Code switching in a bilingual (or multilingual) community forces people to be able to speak or communicate in at least two different languages. Code switching is switching the situation from one code to another. If a speaker firstly uses code A (language) then she/he changes the code to code B (other language), Language can be a barrier to someone to communicate or it can be a way of success in life. Someone

who cannot interact to other by using the target language, of course, will be difficult to adapt later on. Meanwhile, for those who are able to speak the target language will have good relation to others (Mubarak, 2019).

Billingualism

Billingualism is an ability of the speaker language in using two linguistically perfect, with coverage of language skills comprehensive, namely writing, reading, speaking, and listening. A speaker is said to have Bilingual ability if both language skills are almost the same good with first language skills, bilingualism is the way a person uses two languages to socialize with people from abroad and within the country who have different languages. one's skills using two languages in English is " *billinguality* ".

Bilingual children have the ability to speak in both languages at different levels. While speaking a language, being fed by another language is an important process for bilingual language development. When two languages are spoken, reasoning and concept formation are better developed and advanced language skills such as code switching, accents, and syntax are obtained (Doron, 2014). At the end of age 3, the average bilingual children use two words for most

concepts, thus gaining more experience of switching between languages (Crivello et al., 2016). and also according According to Rahardi (2015) Billingualisme is understanding two things language or more, not only language is attached but culture is also involved stuck in it.

C. Research methodology

This research is descriptive research because this study aims to describe and look for the factor of the use of code switching in Instagram, In this study the researchers used a sociolinguistics study to analysis the code switching in Instagram the data in this study will be taken from several posts, comments, and conversations made by Instagram user.

According to manjunatha (2019) Descriptive research can be explained as a statement of affairs as they are at present with the researcher having no control over variable. Moreover, "descriptive studies may be characterised as simply the attempt to determine, describe or identify what is, while analytical research attempts to establish why it is that way or how it came to be"Descriptive research is "aimed at casting light on current issues or problems through a process of data collection that enables them to describe the situation more completely than was possible

without employing this method."In its essence, descriptive studies are used to describe various aspects of the phenomenon. In its popular format, descriptive research is used to describe characteristics or behavior**.**

D. Finding and Discussion

Researcher discusses the finding and divides them into three sections, the first part is about the types of code switching that occurs in Instagram interaction and the second part is about the factor of code switching and last is reason of using code switching

The Type of code Switching:

People must select a particular code whenever they choose to speak, and they may also decide to switch from that code to another or to mix codes even within sometimes very short utterances (Wardaugh, 2015).

- Tag Switching

According to (Stockwell, 2017) Tag switching is the simple form of code switching because in this form the speaker tags and certain set phrases or words in one language are inserted into an utterance otherwise in another. Tag switching often happens caused of the lacked if vocabulary.

Username	Subject Speaker
1. @Naci, U.	Thank you for the great day " *sayang* "
2. @Ricar, E.	Cause queen don't need a king, "*Canda*", king.
3. @Han,fr	Sleep well, " *cantik ku* ".
4. @Sav, G.	Thank you 4 lovin me " *mamaluv*"
5. @Baal,i.	Rangtangtang with my darling " *sayang* ".
6. @An,N.	With Turkish dance club, " *ajarin jaipongan ga si* ".
7. @Syah,L.	" *Makan mie bareng iwan*", you can call me anything you want.

- Intersentential switching

Intersentential switching is code switching arises when the speaker changes language in a different sentence. For more Clearly, here is an example of the use of code switching between sentences (intersentential switching) taken from Prihandini, Bustam, and Heriyanti (2016)

Username	Subject Speaker
1. @Star,M	*We wish you nothing but peaceful days along the year*, salam damai untuk 2024 dan insyallah tahun-tahun berikutnya yang lebih berkah untuk kita semua amiin
2. Nai,Y.	*I've been feeling a lot better lately…* karena aku percaya bahwasan nya apapun yang menjadi takdirmu, takkan mencari jalannya untuk menemukanmu
3. @Uji,F.	*AAA…. Another dream parfume come true…* dari sekian lama cari parfum yang cocok jujurly ini yang paling aku suka, titik!
4. @Rilly,L.	Matahari pagi ini lagi bagus sekali walaupun langitnya abu-abu, gak ada salahnya selfie pagi-pagi**.** *have a good day everyone*
5. Bryann,D.	*Last night look's for " 172 Days " film premiere*. sebelum mata kita sembab
6. @Aina,Y.	Mama saying hari ini hari ibu ma, mama cantik, ina kangen ma, *hope you are happy there mom….*
7. @Jum,M.	Bagaimana kalian mendefenisikan seorang teman, sahabat, atau bahkan saudara? *its very valuable, right? so try to always grateful and try to appreciate whatever it is.*

- Intra-sentential switching

    Intrasentential switching is code switching can also occur within

clauses or sentence boundaries. Within sentence limits and clauses, there are two language units such as words and phrases, as well as baster and repetition of words. Prihandini, Bustam, and Heriyanti (2016)

Username	Subject Speaker
@Mister,F.	Tiba-Tiba muncul di memory sosmed dong… *one of my best moment!* ketemu sama Capcom (pembuat *monster hunter series, marvel vs capcom…* dan tentunya yang paling special adalah ketemu sekaligus berbincang-bincang bareng yamauchi-san (pembuat gran turismo dari PS1 sampe sekarang!)… akhh *what a memorable moment*
@Boy,W	*Blurry nights in seoul,* gue sekarang udah hampir sebulan di korea, kemana-mana naik bus, sekarang disamperin 2 bule temen gue. gue ajak keliling naik bus juga. kayaknya naik bus juga, kayaknya naik bus *is my favourite transportation* sekarang. lebih enak dari pada mobil, pulang indo gue kemana-mana naik bus juga apa? *I think I'm good at it now. I'm professional bus rider, I'm proud of my bus riding achievement*
@Alan,P.	Jujur, September penuh kejutan, kebahagiaan, dan hadiah dari allah! bener sih kata kak bel, kalau niatnya buat menjadi pribadi yang lebih baik-allah juga kasih yang terbaik. ya emang kadang hal itu bukan apa yang kita inginkan, tapi gantinya justru bener-bener dikasih apa yang kita butuhkan. *sometimes I"ll tell about how I can go this so far, about*

	personal value, life goals, passion, energy management, dan lain sebagainya- aku masih merasa belum cukup kapabel untuk untuk membicarakan hal-hal itu, masih ada beberapa tujuan yang harus diusahakan!		tetapi sangat hidup karena rame, banyak restoran, bahkan toko-toko kalo kamu mau belanja, betah banget disini rasanya pengen bisa *stay* lebih lama lagi… bahkan jalan kaki dari pusat kota langsung nyambung ke pantai yang cantik. selain itu banyak nemu *animal life,* bahkan nemmu burung yang spesiesnya pintar banget… sampe-sampe nyuri makanan langsung dari mobil
@Ricarh,E.	*Merry Christmas everyone, sending extra love to anyone struggling during this year holidays* , mungkin tidak semua orang bisa merayakan liburan ini dengan bahagia. *so, be extra kind to people around you! we will never know what they're going thru*	@Ayu,M.	*From this island's first jxb!!! what an experience. thank you to everyone who came and showed our brand so much love.* seneng banget kemarin bisa ketemu temen-temen dan dengerin *experience* kalian sama produk-produk kesayangan aku ini. *can't wait to*
@Deva,B.	*Queenstown, new Zealand dump. queenstown* bener-bener small town favoritku karena ga Cuma indah tapi hidup banget! kota ini dikelilingi sama pegunungan		

	share more with you next year. tungguin yaa
@Cha,M.	*Unboxing emyr's first birthday gift, and its from me*. sampe ketemu lagi *myr, aunty* bakal kangen

The Factor of Code Switching:

According to Chaer and Agustina (2014), the cause of code switching is caused by due to speaker or speaker factors, interlocutors factors, the presence of people third, factors changing informal to formal or vice versa, and factors change the topic of conversations as will be explained below.

- speaker

in conversation, a speaker usually changes his language to meet the demands of the situation and creates an appropriate situation, and an important situation to gain an advantage. In a conversation, a person often changes his language with the aim that the other person can understand, and can create a comfortable, effective and profitable situation.

- listeners

the listener can cause code switching, the speaker has to change the language because he has to adapt and he also needs language skills that are equivalent to the speaker.

- the presence of a third person or a change in situation

the speaker changes language because a third person comes and participates in their conversation. Therefore, code switching occurs which aims to adapt the language to the person you are talking to

- change from formal to informal

the interlocutor changes language when they realize that using another language will make it easier for them to express their ideas and feeling

E. Conclusion

Language is a crucial communication tool for humans, and in many communities, bilingual or multilingual individuals often switch between languages to convey meaning. This phenomenon, known as codeswitching, is not only a necessity in a society with multiple languages but also a way to convey meaning to the recipient. It is common in everyday communication, such as talking with friends, at work, school, and family, as well as on social media platforms

like Instagram. In Indonesia, where English is the second language, many people use code switching to clarify what is said in English. Globalization has led to an increase in language speakers mastering more than one language, indicating the widespread prevalence of bilingualism or multilingualism. This phenomenon is also prevalent on social media platforms like Instagram, where the large number of users can cause linguistic phenomena such as code switching.

So, code switching is a common linguistic phenomenon in various contexts, including social media and informal situations like schools and work environments. Researchers are interested in analyzing the use of code switching by Instagram users and understanding its implications for understanding and communication.

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