

**CODE-SWITCHING ON INSTAGRAM BY KEMASS
BANYUASIN OF SRIWIJAYA UNIVERSITY**

THESIS

By

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**FACULTY OF TEACHER TRAINING AND EDUCATION
SRIWIJAYA UNIVERSITY**

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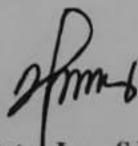
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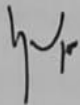
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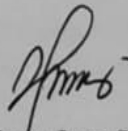
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Certify that thesis entitled "Code-Switching On Instagram by KEMASS Banyuasin of Sriwijaya University" is my own work and I did not do any plagiarism or inappropriate quotation against the ethics and rules commended by the Ministry of Education of Republic Indonesia Number 17, 2010 regarding plagiarism in higher education. Therefore, I deserve to face out if I am found to have plagiarized this work.

Palembang, Juli 2022

The Undersigned,



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**WHAT DO YOU LOVE,
WHAT DO YOU DO!**

“FOR MY BELOVED FAMILY”

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To complete this thesis entitled "Code-Switching On Instagram by KEMASS Banyuasin of Sriwijaya University," I would like to express my great-sincere gratitude to Allah, the almighty, for blessing and mercies so this thesis could be finished. This study was written to fulfill one of the requirements for the English Language Education S1 study program's final assignment at the Faculty of Teacher Training and Education, Sriwijaya University. This thesis would never have been completed without the help of many people. Therefore, I owe a debt of gratitude to:

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At last, I realized that this thesis is far from being perfect. Therefore, I would be exceptionally thankful to acknowledge useful evaluations, comments, and suggestions for the better of this thesis. Hopefully, this thesis will be useful and valuable to everyone curious about language phenomena.

Indralaya,
The Researcher,

A handwritten signature in black ink, appearing to read 'Fenny Duijaniarti', with a stylized flourish at the end.

Fenny Duijaniarti

ABSTRACT

Nowadays, we are used to the phenomenon of code-switching and it involves adjusting one's style of speech, appearance, behavior, and expression in ways that will optimize the comfort of others in exchange for fair treatment, quality service, and employment opportunities. This study aims to identify the types and reasons for the occurrence of code-switching, as well as to determine whether there is a significant relationship between the types and reasons for the occurrence of code-switching. The data used the method of documentation from Instagram members KEMASS Banyuasin of Sriwijaya University and this study uses a descriptive qualitative data analysis design. The data were analyzed using Poplack's theory for types of code-switching and using Hoffmann's theory for code-switching reasons. The results showed that there are three types used by KEMASS Banyuasin of Sriwijaya University on Instagram, there are 4 inter-sentential code-switching events, 83 intra-sentential code-switching events, and 3 tag code-switching events. And 7 (seven) reasons used by KEMASS Banyuasin of Sriwijaya University on Instagram, namely 69 (sixty-nine) data talking about a particular topic, 1 (one) data quoting somebody else, 10 (ten) data expressing solidarity, 1 (one) data interjection, 2 (two) repetition of data used for clarification, 5 (five) data intended to clarify the content of the interlocutor's speech, and 2 (two) data express group identity. Furthermore, to see if there is a significant relationship between the types and reasons for code-switching, the researcher uses the Pearson Chi-Square test, where the significance value was 0.003 which was smaller than 0.05. The findings of this study are expected to help everyone, such as students and English teachers better understand code-switching and its process.

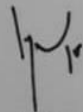
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CHAPTER 1 INTRODUCTION

This chapter presents the background of the study, problems of the study, objectives of the study, and significance of the study.

1.1 Background of the Study

Today, language is essential in people's lives and is also the key to communicating with other people. According to Julie S. Amberg and Deborah J. Vause (2010), language is the most crucial method of communication, and verbal exchange nearly constantly takes vicinity within a few sorts of social contexts (p.2). In contact, the relationship between language and society cannot be separated (Kuiper & Allan, 2017). This study deals with the relationship between language and the context of its use. In other words, it explains that the way we speak in different social functions is different from the way the language itself is used in conveying social meaning.

We always use language to communicate in daily life, and everyone uses language as a tool of communication to express and exchange ideas, thoughts, feelings, and emotions. According to Anisa, Suganda, and Jaya (2017), state that "Students' social-emotional skills may improve their academic achievement in English.". Numerous people can communicate by speaking more than one language in many areas across the world. The term "bilingualism" or "multilingualism" refers to this tendency. Bilingualism and multilingualism are terms used by Wardaugh (1992) to describe the scenario in which a person speaks more than one language. According to Bloomfield (1993), Bilingualism is the ability to communicate in two languages. On the other hand, a bilingual can communicate in two languages. According to Chaer and Agustina (2004), multilingualism is the use of more than two languages when communicating with others (p. 120). Multilingualism is the ability to speak more than two languages fluently. Someone who speaks three or more languages is considered to be multilingual. People who speak two or more languages are referred to as bilingual or multilingual. For certain people, multilingualism and bilingualism are highly

prevalent, and these phenomena are frequently used. According to Jaya (2017), he said that "Students need to be aware of the cultural aspects of the language that have a big impact on their comprehension.". According to Wardaugh (2006), bilingual individuals typically converse in a single language, albeit they occasionally switch between or mash together two different tongues. A person who is bilingual or multilingual can change their language mid-sentence. Code-switching is the term used to describe this occurrence.

Code-switching is the practice of speaking in more than one language at once. Susanto (2008) defines code-switching as using two or more languages in the same sentence or discussion. When communicating, the speaker can employ different languages to ensure that the other understands. When two or more people speaking have diverse linguistic origins, this is most likely to happen. According to Hymes (1974), "A frequent phrase indicating alternate usage of two or more languages, variants of a language, or even speech styles" (p.103). For example, the change between the casual variety and the official variety of Indonesia. In addition, we might preferably use Malay as a simple style to communicate with our friends. Then we switch to Indonesian when we share with our lecturers or teachers. There is a change inside the scenario from informal to formal addressed using language switching.

The Dutch used to colonize Indonesia, but most of the old folks who tried to maintain their status by speaking Dutch have died. The Dutch are no longer audible on Indonesian grounds. Instead, English is now the most popular foreign language to learn or use (Setiawan, 2016). It means many young people, partremarkablycated and living in cities, can speak English or use English terms or phrases in their spoken language. However, in Indonesia, at least half of the population can communicate in Indonesian as a lingua franca and the local language as a mother tongue. The current phenomenon is the trend of the South Jakarta language that has emerged and become popular recently. However, the reality is that our society has been using language switching for a long time, not just in South Jakarta. Additionally, it has assimilated into Indonesian culture itself. It can be observed in Indonesian society's inclination. Even Indonesians who

reside in rural areas frequently switch between languages. They can switch various language shifts from local language to Indonesian or even to English even though the lexicon they use is the basic one. The dictionary is still standard.

It is important to remember that language switching, also known as code-switching, is a sociolinguistic phenomenon that occurs in multilingual societies.

Based on previous research and the researcher's observations, analysis that takes the background of using code-switching in the community gets a lot of positive responses and results because there are so many people who feel enthusiastic about using code-switching in their daily lives. Changing languages has become a way of life in our nowadays society. According to Jaya, Petrus, and Pitaloka (2022), state that "People receive extensive exposure to speaking practice.". Currently, code-switching has become common among young people who often use code-switching, either directly or using social media, such as Facebook, Instagram, Twitter, WhatsApp, and YouTube.

Instagram is one of the most popular social media people use, starting from children, students, workers, and celebrities. Young people currently dominate Instagram. This is to statistical data from Forsey (2022) stated that more than 70% of Instagram users worldwide are under 35 years old. Instagram is highly used by the top 5 countries, including India, the US, Brazil, Indonesia, and Russia. Jemadu and Prasetya (2022) also revealed that Indonesia's Instagram users reached 99.15 million people or 35.7 percent of the total population. From these data, ages 18 - 34 years are the most active age group on Instagram. It is common knowledge that Instagram is one of the social media favorites among teenagers. Its features let the users comfortably express themselves by uploading videos or photos and putting some captions on their posts to make them more attractive. They typically use one language in their captions, but it is not rare to find that they use other languages. The way they switch some languages is usually based on several reasons. Some may want to show their multilingual ability, while others may feel enthusiastic about imitating their idols who do the same. Hence, giving sentences in pictures or photos on social media with mixing language.

The many linguistic phenomena in uploads, Instagram celebrities, and other people in Indonesia make it very interesting to study. Teenagers who speak many different languages occasionally mix those languages in conversation, either directly or indirectly. The use of a decent local language blended with English or Indonesian into English is no longer frowned upon. All nations learn English since it is a common language around the world. For its users, switching between languages has become a way of life. Along with technological advancements, this is also impacted by the development of language that is simple to acquire and learn. In the captions of your images or photos on our social network, use sentences. We often see social media users using mixed language by using code-switching.

Several studies reveal how language can affect a person's expression. Kartini's (2019) research related to uploading posts using code-mixing, which Sheryl posted on Twitter and which her South Jakarta Twitter followers remarked on (JAKSEL). This study shows how Sheryl uploads code-mixing forms on her Twitter and why South Jakarta children use code-mixing on Sheryl's Twitter account, namely Dominance Attitude and Language Attitude. Research from Nuraeni and Farid (2018) also reveals mixing Indonesian - English codes in Indonesian Instagram users' posts. The results are that Instagram users implement code-mixing by inserting linguistic elements in English and Indonesian status. Based on two research in upper, there are forms of Code-Switching on Instagram In English commonly used, such as words, phrases, idioms, and verses; this study also reveals that no Baster and Words are repeated. Researchers found that they used code-mixing to practice English, show trends, adapt to the situation, and show their prestige.

The investigations revealed that society, particularly among young people, had adopted code-switching as a mode of speech or trend in society. It makes this phenomenon becomes more interesting to study. Mixing the local languages with English or Indonesian with English is no anymore taboo for the young community. They become more and more confident in mixing some languages, especially when in their face-to-face conversations or online interaction through

social media that lets them talk, discuss, and get connected regardless of the time and the space that limits them. One of the communities that make most of the modern technology nowadays is KEMASS. (KEMASS is Keluarga Mahasiswa Sedulang Setudung) KEMASS is a community that unites the students from Banyuasin that study at Sriwijaya University.

On-campus, KEMASS becomes a place for them to express and develop themselves and a place where they can learn how to organize. KEMASS has an academic goal of excelling in internal and external education (non-academic). Thus, the students are also expected to develop their English understanding, especially since this language is becoming more significant in this modern area. Most members are found to start using English slang among the members while they are communicating, even though the quality of their English understanding may not be comparable to those who live in a big city like Jakarta, considering English is not used on a big scale in this district area. This makes researchers want to know the phenomena happening among the golden generation of Banyuasin through social media, especially Instagram. Therefore, the researcher raised the topic of research based on the results of long-standing observations made to the regional student community where the researcher comes from. Researchers see that many KEMASS members can use code-switching as a mixed language in their daily lives and social media. Thus, the researcher chose Indonesian-English as the code-switching case since it is used as the most in-depth language-code-switching in captions and comments on Instagram by members of KEMASS Banyuasin from Sriwijaya University.

In addition, the researcher assumes that everyone must have various reasons for using code-switching on social media. Therefore, the researcher wants to know the problem of using switching codes in Indonesian and English on Instagram by KEMASS Banyuasin members by conducting a study entitled “Code-Switching on Instagram by KEMASS Banyuasin of Sriwijaya University.”

1.2 Problems of the Study

Based on the background above, the problems of the study are formulated into the following questions:

1. What types of code-switching does KEMASS Banyuasin of Sriwijaya University use on Instagram?
2. What are the reasons for KEMASS Banyuasin Sriwijaya University using code-switching on Instagram?
3. Is there any significant association between the types of code-switching and the reasons for code-switching by KEMASS Banyuasin of Sriwijaya University?

1.3 Objectives of the Study

Based on the problems of the study, the objectives of this study are:

1. To describe the types of Indonesian English language code-switching on Instagram by KEMASS Banyuasin of Sriwijaya University.
2. To find out the reasons for using Indonesian English language code-switching on Instagram by KEMASS Banyuasin of Sriwijaya University.
3. To find out whether or not there is a significant association between the types and the reasons for code-switching.

1.4 Significance of the Study

The benefits of this research can be divided into academic and praktis. The benefits of this observation that the researcher can offer are as follows:

1. Academically benefits

These studies may be an additional reference for sociolinguistics studies, especially on code-switching phenomena for Theoretical benefits. These studies hope to understand sociolinguistic research, especially in code-switching studies. And can generate descriptions of code-switching that takes place on Instagram.

2. Realistic benefits can be used for:

- a. Sociolinguistics Lecturer

This research may educate more on the particular material and any examples associated with code-switching.

- b. Future Researcher

These studies can be used as a reference in other studies and may make readers understand and exercise code-switching, specifically in language.

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