

CODE-MIXING AND CODE-SWITCHING FOUND IN PHOTO CAPTIONS INSTAGRAM OF INDONESIAN CELEBRITIES IN 2020

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ABSTRACT: This research is an application of sociolinguistic approach that related about bilingualistics especially code-mixing and code-switching found in photo caption Instagram of Indonesian celebrities. The objectives of this research are to find out the types of code-mixing and code-switching found in photo caption Instagram of Indonesian celebrities and to find out the most dominant type both of code-mixing and code-switching found in photo caption Instagram of Indonesian celebrities. The researchers used Muysken's theory (2000) for types of code-mixing and Poplack's theory (1980) for types of code-switching. This research was conducted from 1st March until 31st May 2020. This research used qualitative research. The method used in this research was document or content analysis. In this research used the data triangulation as a technique of checking the validation of the data. The result showed that the total of analysis was 50 data of photo caption Instagram. There were 3 types of code-mixing, they are Insertion 13 data (52%), alternation 6 data (24%) and congruent lexicalization 6 data (24%). The most dominant type of code-mixing is insertion. Meanwhile, the type of code-switching are tag-switching consists of 2 data (8%), inter-sentential switching consists of 15 data (60%) and intra-sentential switching consists of 8 data (32%). The most dominant type of code-switching is inter-sentential switching.

Keywords: Sociolinguistics, Code-Mixing, Code-Switching, Instagram

I. Introduction

People are human beings who are living together and form a social community or it is usually called as society. They interact with one another in many fields to get purpose and the one and only way to be used for interaction is through language. Language is being an important to the part of social life and important for everyone understanding. That statement is supported by Herman (2018:150), "language is very

important in human life because language, the human can live and be creative, and can create a culture through language”.

Talking about language, there is a study about language called linguistics. Linguistics is the scientific study of language. In communication, the relation between society and language cannot be separated. One of linguistics which studies about the relationship between society and language is called sociolinguistics. Sociolinguistics is the study learning about human and society.

Because of sociolinguistics, people can be helped to be more understand about language used as communication in society. That statement is supported by Kamariah and Ambalegin (2019:260), “Sociolinguistics very useful in human life especially in communication and language”.

The era we are living now is globalization era that has been influencing in using English. As we know, English is an International Language to communicate with peoples in this world, especially in the source countries of English like USA, UK and foreign countries like Thailand, Indonesia and so on. There most of countries have been using English and it makes English become more important thing. In Southeast Asia, Singapore and Malay make English become part of national languages. Because of it, Indonesian people have been influenced and make most Indonesian people without doubting to communicate with another at least through two languages such as Bahasa Indonesia and English. Most of Indonesian want to master their English for many purposes such as business, job, relationship, education and so on. Because of these habits, it is going to make Indonesian people become bilingualism. Likewise, according to Hutaeruk (2016:69) “some Indonesian learners are bilinguals, in the sense that they can speak either Indonesian or English alternately”.

In a bilingual society, there are many variations of language. According to Skutnabb-Kangas (2000) as cited in Mokibelo (2015:448), the bilingual speakers have the ability of mastering and using two languages in daily communication. It means that bilingualism focused in the interaction of people who are used two or more than two languages to interact one another in a conversation through voices or written. In bilingualism society, people produce codes.

People produce codes because they want to communicate with others clearly and as a result, the communication can relate well. The statement is supported by Dewi and Ekalaya (2015:51), “A code is a system that is used by people to communicate with each other”. There are two kinds of code, they are code-mixing and code-switching. As researchers’ statement, many people in the world use two or more languages in their daily lives, sometime, people switch or mix the language code in a communication process and this occur is called as a phenomenon of language. Therefore, the phenomenon of mixing and switching languages are found in bilingualism society. The statement is supported by Octavita (2016:76), “Code-mixing and switching are two of the popular research topics in linguistics because it is a very common phenomenon in most of the bilingual societies”.

In Indonesia, code-mixing and code-switching also often happened in daily communication. Indonesian people tend to switch or mix the national language (Bahasa Indonesia) with local languages (Javanese, Bataknese, and so on) or other foreign languages such as Arabic, Hebrew especially English as International Language. So in daily life, people mix or switch the language frequently. According to Safitri, et al (2017:167), “code-mixing is the change of one language to another within the same utterance or the same oral or written text”. Meanwhile, according to Holmes (1992) as

cited in Mukti & Muljani, (2016:47), “code-switching happens when speakers shift from one language to another whether it is only one word, utterance and even one sentence”. Furthermore, Siregar, et al. (2018:461) stated “code-mixing constitutes a mixing of two codes or languages which is usually without a change of topic, whereas code-switching shows a change made from one language or language variety to another one”. Because of the phenomenon of language, the code-mixing and code-switching can be applied among social interaction in bilingual communication in society likewise there are many Indonesian people, including celebrities who also use code-mixing and code-switching. But, the use of code-mixing and code-switching in Indonesia, if used continuously, can make Bahasa Indonesia become extinct. The statement is supported by Sumarsono and Patarna (2009) as cited in Zuliana (2016:116) stated that “code-switching and code-mixing are the kind of attacks that can be seen from the shift and language extinction.

Not only by oral speaking is the best way language distributed to make communication, the other is written through social media. Furthermore, code-mixing and code-switching phenomenon can also be found in social media. People nowadays use social media as a tool to get more information or entertainment. That statement is supported by Fauziyah and Nurjannah (2019:92), “today social media became a part of human being’s life”. According to Ghosh, et al. (2015:90), “the increasing popularity of social media such as Facebook and Twitter makes the amount of code-mixing also high”. Besides Facebook, Twitter, and the others, people also use Instagram.

Instagram is being one of social media and most of people nowadays have an Instagram account. Maulina, et al. (2018:8) stated “Instagram is a social media that focus on photo uploading and captioning where people share pictures and explain it in written”. Instagram impresses many people in Indonesia including all of the societies, young, old and whatever what their works, especially celebrities, they have known to use Instagram. Therefore, code-mixing and code-switching are also happening in Instagram. The phenomenon of code-mixing and code-switching through Instagram can be seen in photos captions Instagram of celebrities in 2020. For examples: “Babynya lg bobo..” (Wong, 2020) and “Ngumpul bersama kesayangan di hari ulang tahun yg tersayang.. Happy 47th Birthday Bab.. We love you..” (Amalia, 2020). From the examples, the using of code-mixing and code-switching from Indonesian celebrities such from their photo captions through their Instagram accounts. They used Indonesian words or sentences and combined English words or sentences to make captions of their photos which they sent on Instagram.

In conducting this research, the researchers provide the previous research from a Journal that also related to this research which is written by Yuliana, Luziana and Sarwendah (2015), entitled “Code-Mixing and Code-Switching of Indonesian Celebrities: A Comparative Study”. This research are to find out the interaction of Indonesian celebrities in using code-mixing and code-switching and to get more understanding about types of code-mixing and code-switching. This research focused on switching and mixing language phenomenon. The writer used both of qualitative and quantitative methods. The types of code-mixing and code-switching were classified and analyzed referring to Muysken (2000) and Poplack (1980) and counted them by using the theory of Butler (1985). There were several steps in analyzing the data. First, the data were divided into two different groups; group I consisted of celebrities whose parents were native speakers and Group II was made up of celebrities who were bilingual and multilingual. The percentage of code-switching of Group I was lower than

Group II, as in 53% to 62%, but the percentage of code-mixing of Group I was higher than Group II, as in 47% to 38%.

The similarity of this research with previous research, researchers focus on language phenomenon and also to know the types of code-mixing and code-switching and to find out the dominant type. The researchers used Muysken (2000) for types of code-mixing and Poplack (1980) for types of code-switching. This research is also different with the previous research. In previous research, the researchers did not mention the celebrities that has analyzed and did not tell from where the researchers took the data but this research, the researchers mention five celebrities and tell from where the researchers take the data that is from photo captions Instagram, for counting the dominant of types, the researchers in this research uses Sudijono's (2012). This research do not find out the interaction of Indonesian celebrities in using code-mixing and code-switching and only use qualitative content analysis. In addition to the explanation, the researchers are interested to this topic because it is as a recent phenomenon on the social media networking especially Instagram among people nowadays especially celebrities and interested in conducting a research entitled "*Code-Mixing and Code-Switching Found in Photo Captions Instagram of Indonesian Celebrities in 2020*".

II. LITERATURE REVIEW

A. Sociolinguistics

Sociolinguistics is the study of the process of language change caused of culture, religion, and other thing that related to the society in using of language. Because of that sociolinguistics is very important to analysis the relationship between language and society (Kamariah and Ambalegin, 2019:260). In addition Wardhaugh (2010) as cited in Safitri, et al. (2017:166) stated that sociolinguistics is concerned with investigating the relationships between language and society with the goal being a better understanding of the structure of language and of how languages function in communication; the equivalent goal in the sociology of language is trying to discover how social structure can be better understood through the study of language. Moreover, Yasemin (2013) as cited in HS (2015:68) defined sociolinguistics as the science that investigates the aims and functions of language in society and to make it clear.

Based on those theories, it can be concluded that sociolinguistics helps us in communicating with show language from its varieties or its styles or its social factors. From sociolinguistics people can learn how, what, why and with whom people make communication thought, with looking the cultural norms, expectations, and context on the way language is used. In sociolinguistics study, there are so many phenomenon inside and one of them is bilingualism.

B. Bilingualism

Bilingualism in Bahasa Indonesia called as kedwibahasaan. Aslinda and Syafyahya(2007) as cited in Safitri, et al. (2017:167) stated that "kedwibahasaan (bilingualism) is using of two or more language by someone. It can be concluded that bilingualism is the use two languages by a speaker in the interaction with the speaker of other language". According to Hutauruk, (2016:71), "the definition of bilingualism often refers to people who have knowledge and are able to use more than one

language”. In addition, Tsamratul’aeni (2019:71) stated “the concept of bilingualism refers to the state of a linguistic community in which two languages are in contact with the result that two codes can be used in the same interaction and that number of individuals are bilingual (societal bilingualism) but it also includes the concept of bilingualism (individual bilingualism)”.

Bilingualism is an occur to make communication between or among people who be able to use two languages during in interaction and every human being belongs to many different speeches and perhaps language communities. Bilingual people often mix or switch their languages from one language to another especially when the speakers know both of languages well for example, they can mix or switch their local language with national language or national language with English language as a foreign language. They tend to change their language as long as the conversation or communication orally or in written.

C. Code

People usually asked to choose a certain code every time they choose to communicate, and they can also decide to switch from one code to another or to mix the code even inside the words, are sometimes very short. According to Syafaat and Setiawan (2019:277), “simply the term code is defined as a language”. Additionally, Yuliana, et al. (2015:48) “stated that a code is a symbol of nationalism that is used by people to speak or communicate in a particular language – a dialect, a register, an accent or a style on different occasions and for different purposes”.

Code is a system communication that used in more than one language. According to Oladosu (2011:71), “code as a class specific language variation, especially for the different strategies of verbal planning”. In communication, a code is a rule for changing a piece of information such as words, or phrases, or clauses into another form or representation, not necessarily with the same kinds.

It can be concluded that code is the term to communicate one language to another. The term code is useful for a person to get better understand with others, for example when a person makes communication, he/she has to choose a particular code to express his/her idea or feeling, so that the other get understanding. Code such as a particular language, style, dialect, register, variety or accent in using language when communicate with other people.

D. Code-Mixing

1. Definition

Code-mixing is used of element of language such as words, phrases, into another language without changing the topic and its meaning. Regarding code-mixing, the definition of code-mixing according to experts varies greatly such as Muysken (2000) as cited in Wibowo, et al. (2017:35) thought that “the most important contribution of the study of code-mixing to linguistic theory concerns the division of labour between the lexicon and the grammar of the language in defining it as a unique system”. Furthermore, according to Wardhaugh (1986) as cited in Siregar, et al. (2018:462), “code-mixing occurs when conversants use both languages together to the extent that they change from one language to the other in the course of a single utterance”. Moreover, Tsamratul’aeni (2019:71) explained “the phenomenon of code-mixing happens not only between local language and Indonesian language but also among local language, Indonesian language and English”. The statement is supported by Safitri, et.

al. (2017:168), “code-mixing is about the combination of a word or phrase in using one language with another language”.

Based on those statements, the researchers concluded that code-mixing happens when two people make communication in one situation by using one language, but in the middle of the sentence they use other language. For example, there are two people speaking in one situation by using Bahasa Indonesia, but in the middle of the sentence they using English words or phrase in the sentence, not all of the sentence, (e.g. *akhirnya touch down di North Sumatra*).

2. Types

Based on Muysken (2000) as cited in Fanan and Ma’u (2018:70), Code-mixing is typically divided into three main types – insertion (word or phrase), alternation and congruent lexicalization (dialect), those are as following:

a) Insertion (word phrase)

Insertion refers to the act of inserting the materials in the form of both lexical elements and constituents of a language into the structure of different language. It means the process of mixing codes is understood as something that must be borrowed and the inclusion of lexical categories or foreign phrases into a particular structure. The difference would simply be the size and type of element inserted such as noun, adjective, verb, and so on which is morphologically integrated. For examples of insertion (Indonesian/English), as following:

[1] *Memang dia smart.*

[She is smart indeed]

[2] *Sedih ya punya muka yang ugly.*

[It’s so sad having an ugly face]

In the examples, the words *smart* and *ugly* are English adjectives inserted in the sentence and in [1] and [2], there is constituent of words inserted in each sentences above.

b) Alternation

Alternation refers to the situation in which the two languages are divided into the grammatical structures that might be lexically by the elements of whichever language. It means that alternation also occurs when two languages with different grammatical structure and lexical items alternated appearing in one sentence. The two languages appear in the sentence relatively separate. It means that a sentence from one language is then followed by sentence another language. For examples of alternation (Indonesian / English), as following:

[3] *I would like to say Happy Birthday to teman kesayanganku.*

[I would like to say Happy Birthday to my lovely friend who is falling in love.]

[4] *Dia ingin menjatuhkan kami, but tidak bisa.*

[she wants to make us fall down, but didn’t work]

In the examples above, the sentence are constructed by mixing two languages. [3] English sentence is followed by Bahasa Indonesia sentence as a complement and [4] Bahasa Indonesia sentence is followed by English sentence as a complement.

c) Congruent Lexicalization (dialect)

In the process of congruent lexicalization, there is a linear and structure equivalence on the syntactic level between the two languages. The notion of congruent

lexicalization underlies the study of style shifting and dialect/standard variation rather than bilingual language use proper. It means in one sentence there are two words or phrases from each language. For examples of congruent lexicalization (Indonesian/English), as following:

- [5] Ibuku membelikan *Handphone* baru untukku, bukan *computer* baru.
[My mother bought me new Handphone, not new computer.]
[6] Dave meminjam *laptopku*, karna dia sedang membutuhkannya.
[Dave borrowed my laptop, because he needs it]

In examples above, [5] The main code that using in the sentence is Bahasa Indonesia and it is inserted by English words such as *Handphone* and *computer* [6] The main code that using in the sentence is Bahasa Indonesia and it is inserted by English word such as *laptop*.

E. Code Switching

1. Definition

Code-switching is the changing from one code to another code. When people at the first clause used A code (for example Bahasa Indonesia) and at the second clause used B code (for example English), it can be said that phenomenon as code-switching. The statement is also supported by Holmes (1992) as cited in Mukti and Muljani (2016:47), “code-switching happens when speakers shift from one language to another whether it is only one word, utterance, and even one sentence”. Poplack (1980) as cited in Octavita (2016:71) stated code-switching is the alternation of two languages within a single discourse, sentence or constituent. Moreover, according to Fasold (1984) as cited in Nuzula and Sundari (2017:3) “code-switching can be distinguished from code-mixing based on grammar. If a person uses a word or phrase in other languages, he has mixed the code. However, when a person uses a clause based on the grammatical structure of a language and the next clause is arranged in another language, he has switched it”.

Based on those statements, the researchers concluded that code-switching is a communication that using more than one language such as, if a sentence consists of two clauses but both of them in different language, the first clause uses Bahasa Indonesia next clause uses English. If the first clause has grammatical structure, so it is code switching.

2. Types

Poplack (1980) as cited in Fanan and Ma’u (2018:69) divided code-switching into three categories in terms of grammatical aspect. These categories are tag switching code-switching, inter-sentential code-switching, and intrasentential code-switching. Each category will be explained in the following below:

a) Tag-Switching

Tag-switching might appear in the form of interjection and sentence filler, and also of discourse marker According to Poplack (1980) as cited in Fanan and Ma’u (2018:69), tag-switching is frequently found in the form of discourse marker. Similar to sentence filler, discourse markers only serve to guide the direction of the conversation or communication without implying certain meaning. The discourse marker that belong to the tag switching are you know, I mean, by the way, hi, okay, and alike. For examples of Tag-Switching (Indonesian/English), as following:

- [7] Sekarang aku mau ... you have to talk with her anymore, *yah!*

[Now, I want ... you have to you have to talk with her anymore, yep!]

The example above, code-switching is part of short interjection in Bahasa Indonesia. The interjection is shown by the word *yah* that appears after the sentence you have to talk with her anymore.

[8] *Well*, aku mau ngucapkan makasih buat bantuannya.

[Well, I would like to thank you for helping.]

In the sentence there is short English idiom, which is shown by the use of the word *well*. The short idiom is spoken before the sentence in Bahasa Indonesia aku mau ngucapkan makasih buat bantuannya. Then, the short idiom well is said to be the sentence filler because the short idiom only serves to fill the gap before the conversation is initiated. In other words, the use of words properly has no significant meaning and thus does not change the meaning of the sentence.

[9] *Alright*, Luar biasa, tepuk tangannya mana?

[Alright, Excellent, Where is the claps of all of you guys?]

In the sentence, there is a short idiom in the form of discourse marker shown by the word *alright* that appears before the sentence in Bahasa Indonesia Luar biasa, tepuk tangannya mana. The discourse marker in this sentence only serves to direct the conversation without implying any significant meaning.

b) Inter-Sentential Switching

Appel & Musyken (2006) as cited in Fanan and Ma'u (2018:69), argued that Inter-sentential switching is the alternation in a single discourse between two languages, where the switching occurs after a sentence in the first language has been completed and the next sentence starts with a new language or, on the other hand, means that intersentential code-switching occurs between a different number of sentences. In other words, inter-sentential code-switching refers to the code-switching that occurs between two different languages. For examples of inter-sentential code-switching(Indonesian/English), as following:

[10] *Could I get the other hands?*. Aku ingin ini semua cepat selesai.

[Could I get the other hands? I want this done fastly.]

[11] Kamu ikut kesianakan? *You should not go with us.*

[You join there, do you? You should not go with us.]

For the examples above, [10] the first sentence using in English sentence *Could I get the other hands?* and next sentence is inserted by Bahasa Indonesia sentence such as *Aku ingin ini semua cepat selesai*. [11] the first sentence using in Bahasa Indonesia sentence *Kamu ikut kesianakan?* and next sentence is inserted by English sentence such as *You should not go with us*.

c) Intra-Sentential Switching

Intra-sentential is a change of language occurs at sentence levels, where each clause or sentence is in one language or the other. Similar definition is also proposed by Appel & Musyken (2006) as cited in Fanan and Ma'u (2018:69), who argued that intra-sentential switching occurs within a sentence or a clause. For examples of intra-sentential code-switching(Indonesian/English), as following:

[12] Saat saya pulang sekolah *I seen* mereka lagi berantam.

[when I was after school I seen them was fighting]

[13] Last year *saya mendapatmy* bachelor degree.

[Last year I got my bachelor degree]

For the examples above, [12] the first sentence using in Bahasa Indonesia Saat pulang sekolah and it is inserted by English *I seen* and it is inserted again by Bahasa Indonesia mereka lagi berantam. [13] the first sentence using in English Last year and it is inserted by Bahasa Indonesia *saya mendapat* and it is inserted again by English my bachelor degree.

F. Celebrity

Friedman (1979) as cited in Rahmayanti, et al. (2019:449), “the term 'celebrity' alludes to a person who is known to the general population, for example, performers, sport figures, performers and others for their accomplishments in their individual zones other than the item embraced by them”. In addition, based on Citra and Harahap (2018:19), “celebrity is also perceived to be more credible and trustworthy to be representing a brand that is specifically matched with the celebrity’s image”.

It can be concluded that a celebrity is a person who known of many people also public figure that is being an influencer for many people with bad or good he/her behaviour or what his/her achievements and because his/her title as celebrity can represent a brand which matching with his/her image to increase sales of those products.

G. Social Media

Social media is an online media where the user can easy to participate, sharing information and getting information, and make contents like a blog and recently there is video-blog also known as vlog on Youtube, there are many platforms for enjoying social networking also known as social media such as Wikipedia, Facebook, Instagram, Youtube, Library Thing and many more. According to Ting, et al. (2015:16), “social media plays a significant role at both individual and organizational levels in modern society”. The statement is also supported by Obar and Wildman (2015:16), “social media services enable new forms of socialization that, when successful, can become integral to the daily lives of millions of people”. Beside those statements, the other of usage of social media as another place of marketing, with Vinaika and Manik (2017:12), added “Social media marketing refers to techniques that target social networks and applications to spread brand awareness or promote particular products”. One of the social media which many used at the moment is Instagram.

H. The Nature of Instagram

According to Handayani (2020:321), “Instagram was launced on October 6, 2010. It is one platforms of social media which its user can share photos, and starting from mid-2013 Instagram’s services expanded to sharing 15-second video”.Hochman & Schwartz (2012) as cited in Ting et al. (2015:18) stated “essentially, Instagram is a mobile-based application that enables users to take photos or pictures, apply the different manipulation tools to transform the appearance of images, and share them instantly with friends on different social networking sites”. Most of people nowadays surely have Instagram account from young till old people, even not looking who they are such as, children, parents, teachers, president, celebrities and so on. According to Shafie, et al. (2016) as cited in Fauziyah and Nurjannah (2019:92), “Instagram is one of popular forms of Social Network Sites with a high rate in tertiary students”. Huang and

Su (2018:2) inform that there are more than 700 million monthly Instagram users in the world.

Based on those statements, the researchers as also an user of Instagram give brief explanation, that is Instagram is a media to upload and share photos or videos to everybody who using Instagram also known as user. Users can also easily see other pictures or videos from another. Through Instagram, people can express feelings, ideas, situations and share or get much information such as about romance, religion quotes, humor, motivation, and medical and so on, and even people can learn through Instagram such as there are accounts which is sharing various forms of language grammar of English. On the Instagram itself, there are some contents are provided such as users can pursue a homepage of their followers' recent posts, check a newsfeed for followers activities, comment and like any public pictures or videos as well as tag followers in both comments and photos and Instagram users are able to communicate by giving comment on photos or videos or through Direct Message.

I. Instagram Caption

On Instagram, people can write down information about the things which can be used as a caption before uploading the pictures or videos even it is optional like people want to add a caption or not in their pictures or videos and from their captions, it can be found various languages such as Bahasa Indonesia or English and so on. A user can add a caption to an image to explain the subject of the photo. Instagram captions can include hashtags and tags. Amirudin and Triyono (2018) as cited in Fauziyah and Nurjannah (2019:92) reported that people not only share their photos, some photos would be given with text called caption as the information of the situations, and it can be their feeling or emotion. According to Fauziyah and Nurjannah (2019:92) "caption is some sentences for clarifying the instagram photos". The statement is supported by Meisani, et al. (2016: 94) "captions are related to the photos or videos that have more information of the photos and the role of the captions is describing the object, situation or mental state of photos".

III. Research Methodology

A. Design of the Research

This research was conducted by using a descriptive qualitative research. According to Creswell (2018:183), "qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem". Creswell (2018:190) also added, "a final category of qualitative data consists of qualitative audio and visual materials. This data may take the form of photographs, art objects, videotapes, or any forms of sound". Meanwhile, according to Ary et al (2010:29), "there are many different types of qualitative research; we consider briefly eight of the most widely used approaches: basic interpretative studies, case studies, document or content analysis, ethnography, grounded theory, historical studies, narrative inquiry, and phenomenological studies".

This research was talking document or content analysis qualitative method because in this research aimed to analyzed and described the types and the dominant types of code-mixing and code-switching which are used of Indonesian celebrities in their photo captions, because the result of the data analyzed is in the language

phenomenon written such as words, phrases and clauses or sentences. It was supported by Herman (2018:154), “qualitative research is descriptive in that the researchers are interested in the process, meaning and understanding gained through words or pictures”.

B. Data and Source of the Research

The participants of the research are the subject, people, something or place that provides information for a piece of research where data is collected. The statement was supported by Creswell (2018:186) stated “participants’ meanings: In the entire qualitative research process, the researchers keep a focus on learning the meaning that the participants hold about the problem or issue, not the meaning that the researchers bring to the research or writers express in the literature”. In this research, the subjects were five Indonesian celebrities, they are MaudyAyunda (@maudyayunda), RalineShah (@ralineshah), Olivia Jensen Lubis (@oliviajensenlubis), Daniel Mananta (@vjdaniel) and Ibnu Jamil (@ibnujamil). The researchers chose the fifth celebrities through purposive sampling. According Arikunto (2010) as cited in Alkhuzaeni (2018:36), “purposive sampling is the process of deciding sample by taking subject that is not based on the level or area, but it takes based on the specific purpose”. The reason for selecting the sample using purposive sampling is because not all samples have criteria in accordance with what the researchers have specified. Therefore, the selected sample is purposely determined based on certain criteria that have been determined by the researchers in order to obtain a representative sample. The researchers chose the fifth celebrities because the data is part or representative of the participants under research (Arikunto, 2013:174). Switching and mixing languages (codes) phenomenon have become a recent trend or style of communication in society, especially among celebrities, that is why these celebrities are chose to be the subject of the research.

Moreover, the objects of the research were the captions following the uploaded photo. The researchers limited the caption only in two months during 1st March 2020 until 31st May 2020. According to Arikunto (2002) as cited in Alkhuzaeni (2018:35) if the population is less than 100, all population can be sampled but if the population is over 100, the researchers can take 10% - 15% or 20% - 25% or more based on all the population as a sample. The researchers used 20% of total sample because the number of the photo caption of the fifth celebrities is 250. So, the total sample in this research was 50 data. Only the caption which consist of code-switching and code-mixing were considered. The captions which used only Indonesian or English are excluded from the data. In order to avoid ambiguity, the researchers only analyzed Indonesian to English code-switching and code-mixing types and its each dominants.

C. Instrument of the Research

Method of data collecting was the way the researchers collecting the data in the research. The statement was supported by Creswell (2018:186) stated that “qualitative researchers collect data themselves through examining documents, observing behavior, or interviewing participants”. Based on the statement, in collecting data the researchers employed documentations. In addition, the document as evidence for researchers to show the phenomenon of code-mixing and code-switching found in Instagram. Getting the documentation, the researchers were helped by handphone, laptop and obviously Instagram.

D. Techniques of Data Collection

The researchers collected the data by applying some steps, as follows:

- a) Logging in to Instagram, selects the five accounts of the celebrities that analyzed within 1st March –31st May 2020 and read carefully the photo captions of the chosen accounts.
- b) Finding captions that include code-mixing and code-switching, the researchers took them as the data through capturing or screenshot the captions, then saved the captures.
- c) The captures were documented.
- d) Identifying all of the code-mixing and code-switching found in their Instagram accounts.

E. Techniques of Data Analysis

The data analyzed by using the theory of Creswell (2018). There are essentially five steps in analyzing the data, they are as follows:

1. At the beginning, for preparing the data, the researchers chose the Instagram accounts to be identified. Furthermore, the researchers identified the captions which consist of code-mixing and code-switching. It was done to find out the data which were related and appropriate to the focus and formulated problems above.
2. Reading the fifth celebrities' captions carefully in order to find out and identify the types of code-mixing and code-switching within two months: 1st March till May 31st 2020 and researchers only took 50 data.
3. After all of the types of code-mixing and code-switching were found in the photo captions of celebrities, the data were confirmed by using the theories by Muysken (types of code-mixing) and Poplack (types of code-switching). It is used to determine whether the types of code-mixing and code-switching found and classified are already belonged to the appropriate types.
4. Calculating the data in order to know the total occurrence and the percentage the data in order to know the dominant types of both code-mixing and code-switching found in photo captions of celebrities. The researchers used Sudijono's (2012) as cited in Wijaya (2014:24) formula to count the number of types of code-mixing and code-switching.

$$P = F/N \times 100\%$$

Note:

P = Percentage of types

F = Total types frequency

N = Total types of all categories / Number of cases

5. The researchers described and interpreted the data to answer the formulated problems above and the researchers analyzed the data to gain the results of the research.

F. Triangulation

In qualitative research, data categorized good data if the data are valid. researchers used a triangulate strategy.

According to Denzin (2009) as cited in Fusch, et al. (2018:22), triangulation is a way most commonly used for increased validity in qualitative research. Denzin suggested (1) data triangulation for correlating people, time, and space; (2) investigator triangulation for correlating the findings from multiple researchers in a study; (3) theory

triangulation for using and correlating multiple theoretical strategies, and (4) methodological triangulation for correlating data from multiple data collection methods.

Based on the definition of types triangulation above, the researchers used data triangulation to check the validation of the data. Because this research was collected sentences (written) in caption of Instagram as data source and the data was collected by used documentation which is as the evidences.

IV. RESEARCH FINDINGS AND DISCUSSION

4.1 Research Findings

There are two research finding in this research, which is to find out the types of code-mixing and code-switching and to find out the most dominant types both of code-mixing and code-switching found in photo caption Instagram of Indonesian celebrities.

1. Types of Code-Mixing and Code-Switching

There are three types of code-mixing that found in photo caption Instagram of Indonesian celebrities and have the total number is 25 data. The three types of code-mixing are insertion consist of 13 data (52%), alternation consist 6 data (24%) and congruent lexicalization consist 6 data (24%). The detail result of the types of code mixing can be seen in the following table:

Table 4.1. The Percentage of Types of Code-Mixing in Photo Caption Instagram

No	Types of Code-Mixing	Frequency	Precentages
1.	Insertion	13	52%
2.	Alternation	6	24%
3.	Congruent lexicalization	6	24%
Total		25	100%

Meanwhile in code-switching, there are three types of code-switching that found in photo caption Instagram of Indonesian celebrities. There are three types of code-switching that found in photo caption Instagram of Indonesian celebrities. There are, tag-switching consist of 2 data (8%), inter-sentential switching consist 15 data (60%) and intra-sentential switching consist 8 data (32%). The detail result of the types of code-switching can be seen in the following table:

Table 4.2. The Percentage of Types of Code-Switching in Photo Caption Instagram

No	Types of Code-Switching	Frequency	Percentage
1.	Tag-Switching	2	8%
2.	Inter-Sentential Switching	15	60%

3.	Intra-Sentential Switching	8	32%
TOTAL		25	100%

2. The Dominant Types of Code-Mixing and Code-Switching

After classifying and analyzing the data in the types of code-mixing by using Muysken’s theory, the result of percentage that insertion is the most dominant than other types. Alternation and congruent lexicalization same position in the second position. It can be seen from the chart below:

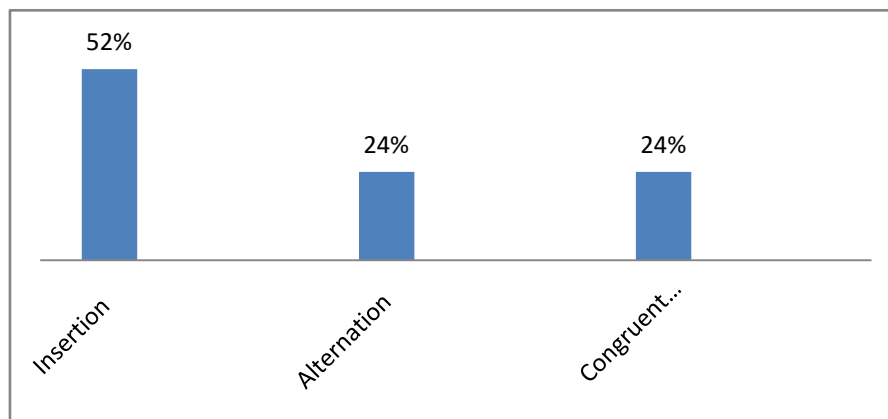


Figure 1. The Dominant Types of Code-Mixing Found in Photo Caption

After code-mixing was completed, then the researchers calculated the percentage of code-switching. After classifying and analyzing the data in the types of code-switching by using Poplack’s theory, the result of percentage that inter-sentential switching is the most dominant than other types. In the second position is intra-sentential switching and the third position is tag-switching. It can be seen from the chart below:

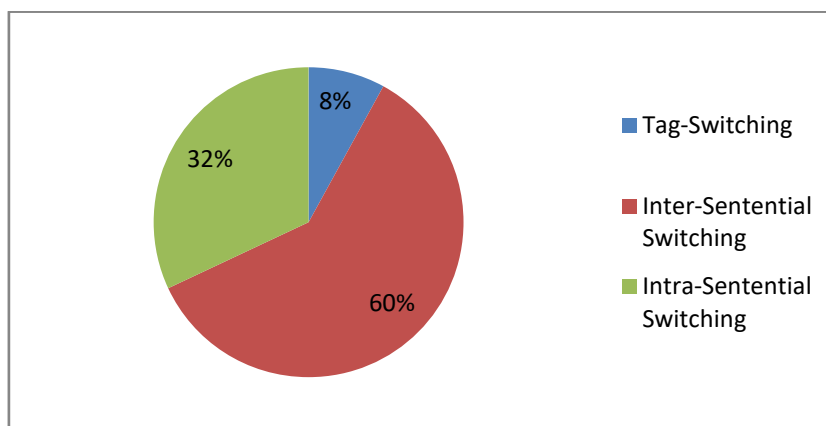


Figure2.The Dominant Types of Code-Switching Found in Photo Caption

4.2 Discussion

Instagram is being one of social media and most of people nowadays and impresses many people in Indonesia including all of the societies, young, old and whatever what their works, especially celebrities, they have known to use Instagram. Therefore, code-mixing and code-switching are also happening in Instagram. The phenomenon of code-mixing and code-switching as a trend or style of communication in society through Instagram can be seen in photos captions Instagram of celebrities in 2020. Through photo caption Instagram, the researchers took the data from 5 Indonesian celebrities. The researchers found 250 captions in photo caption Instagram that is used by the fifth celebrities, but the researchers only taken 50 data from 20% of the total of data. The researchers took 10 captions from each account which consist types code-mixing and code-switching and if in the caption consist 2 types or more types of code-mixing and code-switching, the reseacher chose one types of code-mixing and code-switching. The researchers discussed all the data that found in photo caption Instagram by usingby using Muysken's theory for the types of code-mixing. There are three types of code-mixing, as follows: insertion, is single and content word (such as noun and adjective) which is morphologically integrated which is inserted into the sentence, Alternation is a strategy of mixing where two languages relatively separate in the sentence without changing the meaning and Congruent Lexicalization is the influence of dialect within languages that used. And using Poplack's theory for the types of code-switching. There are three types of code-switching, as follows: Tag-Switching is done with inserted the interjection, sentence filler and discourse marker, Inter-Sentential Switching is done at sentence boundaries, words or phrases at the beginning or ending of a sentence and have different meaning, Intra-Sentential Swithing is the shift is done in the middle of a sentence.

The researchers have been found the result based the data before. The result showed that insertion was the most dominant type of code-mixing and inter-sentential switching was the dominant type of code-switching that found in photo caption Instagram. For insertion such as *Rasanya senang banget jalan pagi dan bisa papas an sama orang walaupun Cuma ngomong selamat pagi! Selamat pagi ke kamu juga de yang baca ini. Semoga kamu **happy** juga baca nya!* This sentence is counted in insertion code-mixing because the Instagram user mixed English word of **happy** in to Bahasa Indonesia sentences. For inter-sentential switching such as *Bersyukur setiap langkah, masih diberikan kesehatan, kedamaian dan cinta kasih. **I love you Earth!*** This sentence is counted in inter-sentential switching because every sentence is irrelevant. The first sentence is an expression of the gratitude and the second sentence **I love you Earth** is the target language that is entered at the end of the text after the source language and the sentence is an expression of complimentation.

There is a previous research related with this research. A research was written by Yuliana, Luziana and Sarwendah (2015), entitled "Code-Mixing and Code-Switching of Indonesian Celebrities: A Comparative Study. The objectives of the previous research were: (1) to find out the interaction of Indonesian celebrities in using code-mixing and code-switching; (2) to get more understanding about types of code-mixing and code-switching. The similarities of this research with the previous research were focused on language phenomenon, to know the types of code-mixing and code-switching and to find out the dominant type. The theories used were the same by Muysken (2000) for types of code-mixing and Poplack (1980) for types of code-switching. This research also had differences with the previous research. In previous research, the researchers did

not mention the celebrities that had analyzed and did not tell from where the researchers took the data but this research, the researchers mentioned five celebrities and tell from where the researchers took the data, for counting the dominant of types, the researchers in this research used Sudijono's (2012). This research did not find out the interaction of Indonesian celebrities in using code-mixing and code-switching and only used qualitative content analysis.

V. CONCLUSIONS

Based on the result of the research on finding and discussion, it can be concluded as follow:

1. The first objective of this research is to analyze the types of code-mixing and code-switching found in photo captions Instagram of Indonesian celebrities in 2020. The researchers used Muysken's theory in classified types of code-mixing that found in photo captions Instagram of Indonesian celebrities in 2020 into 3 types. They are insertion, alternation and congruent lexicalization. From those types, the researchers found the types of code-mixing found in photo caption Instagram as follows; there are insertion consists of 13 data (52%), alternation consists 6 data (24%) and congruent lexicalization consists 6 data (24%). The researchers used Poplack's theory in classified types of code-switching that found in photo captions Instagram of Indonesian celebrities in 2020 as follow; there are tag-switching consists of 2 data (8%), inter-sentential switching consists of 15 data (60%) and intra-sentential switching consists of 8 data (32%).
2. The second of objective of this research is to find out the most dominant types both of code-mixing and code-switching that found in photo captions Instagram of Indonesian celebrities in 2020. Based on the result of analyzed the most dominant types of code-mixing is insertion that consists 13 data (52%) and the most dominant types of code-switching is inter-sentential switching that consists of 15 data (60%).

This research analyzed and focused on the types of code-mixing and code-switching that found in photo caption Instagram of Indonesian celebrities in 2020. For types of code-mixing there are insertion, alternation and congruent lexicalization and insertion was the most dominant type. For types of code-switching there are tag-switching, inter-sentential switching and intra-sentential switching and inter-sentential switching was the most dominant type. Actually, people have been using code-mixing and code-switching because of some factors, this era globalization invite people to follow what the trendings nowadays are, such as using code-mixing and code-switching in daily communication. But if Indonesian people tend using the codes, it will make Bahasa Indonesia become extinct.

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