CODE MIXING ANALYSIS OF INDONESIAN INFLUENCERS ON INSTAGRAM

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Abstrak

Studi ini membahas tentang jenis-jenis campur kode yang digunakan oleh Indonesia Influencer di Instagram. Studi ini bertujuan untuk menemukan jenis-jenis campur kode yang digunakan oleh Indonesia Influencer di Instagram. Studi ini berfokus pada jenis-jenis campur kode yang digunakan Indonesia Influencer dengan menggunakan teori dari Muysken (2000). Metode kualitatif digunakan untuk menganalisis campur kode yang digunakan oleh Indonesia Influencer. Studi ini menggunakan pengamatan dan dokumentasi untuk menemukan data. Dari hasil penelitian terdapat 25 data campur kode yang ditemukan dari 5 Indonesia Influencer dan 5 data yang digunakan untuk analisis. Peneliti menyimpulkam ada tiga tipe jenis-jenis campur kode yang digunakan Indonesia Influencer, yaitu insertion, alternation, dan congruent lexicalization.

Kata Kunci: Campur Kode, Instagram, Indonesia Influencer

Abstract

This research is about code mixing used by Indonesian Influencers on Instagram. This research aims to find out the types of code mixing used by Indonesian Influencers on Instagram. This research focuses on types of code mixing used by Indonesian Influencers by Musyken (2000) theory. The data then were analyzed using qualitative method. The research used observation and documentation to find out the data. The finding showed that there were 25 data of code mixing from 5 Indonesian Influencers and the research used 5 data to analyzed. The research concluded that there are three types of code mixing used by Indonesian Influencers. They are insertion, alternation, and congruent lexicalization.

*Keywords: **Code mixing, Instagram, Indonesian Influencers***

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".

On the other hand, sociolinguistic is phenomena which occurs bilingual or multilingual society is code mixing. "Code mixing happens when conversant use each language collectively to the extent that they alter over of one utterance from one language to another." Wardaugh & Fuller (2015, p. 85). Meanwhile, code mixing is only by adding single word and clause because the speaker only mix the words to make more interesting without change the topic in the sentence or clause. Code mixing is found not only in verbal communication but also in non-verbal communication as in social media especially Instagram. Nowadays, code mixing on Instagram has been often found easily because Instagram become the most popular social media used in this era. The purpose of this research to identify what types of code mixing used by Indonesian Influencers on Instagram.

RESEARCH METODOLOGY

This research classified the data for the types of code used by Indonesian Influencers on Instagram.

Research Design

The research used descriptive qualitative method. According to Creswell (2014, p. 32) qualitative research is "an approach that helps individuals or groups to analyze and understand the nature of a social or human problem". The type of this research is descriptive qualitative because the data examined in descriptive

phenomenon such as words, sentence, and utterance. The research describes the types of code mixing used by Indonesian Influencers on Instagram. In this research, collect the data of the research by selecting words or phrases representing code mixing in Indonesian Influencer what they post on their snapgram as oral and in their caption on photos or their feeds. Then, transcripted the data and the final step that is to analyzed the data based on the types and the reason used of code mixing.

Subject of the Research

The subject of this research is Indonesian Influencers on Instagram. The research chosen 5 Indonesian Influencers, based on who has verified Instagram account and minimum 1Million followers. The reason chosen5Indonesian Influencers on Instagram as objects because the research found that Influencers usually used code mixing between English and Indonesian or Indonesian and English on their Instagram account.

Data Collection

In data collection, used observation and documentation method. The observation is "when the research takes field notes on the behavior and activities of individuals at the site of research." Cresweell (2014, p. 239). Then, seeking the data which contained code mixing selected by the research. The documentation be saved and documented the data which is taken from the observation. The first technique of collecting the data read caption and watch snapgram Instagram accounts Indonesian Influencers from January until June 2020. Then find out the words, sentence, and utterance that consists of code mixing used by 5 Indonesian Influencers as follows @keanuagl, @awkarin, @daraarafah, @lulalahfah, and @tasyaffarasya based on what they post on their snapgram as oral and in their caption on photos or their feeds. Then, transcripted the data, selected the data which are contained as code mixing, grouping the data that had identified, then classified the data based on the types of code mixing using Muysken theory. Next, the final step is concluded the data which analyzed and making the results.

Data Analysis

There are some steps uses in this analysis: first, selected the words contained Indonesian-English code mixing by capturing the feeds and snapgram

status. Second, collecting the data then grouping the data that has identified. Third, classifying 25 data based on the types of code mixing by Muysken theory. Fourth, analyzing 5 data based on the types of code mixing by Musyken theory. The last, conclude the analysis and making the result.

FINDING AND DISCUSSION

This research found three types of code mixing are found in this research. The types of code mixing are insertion, alternation, and congruent lexicalization. However, the research used 5 data to analyzed in the types of code mixing.

1. Insertion

The first type of code mixing used by Indonesian Influencers is insertion. The research used 2 data to analyzed in this type of code mixing.

Data : *Hahaha padahal gak selucu iapi kmaren lagi ke* **trigger** *ketawa bgt paham ga si momen2 kayak gitu* (@tasyafarasya)

The data above is taken from Indonesian Influencer @tasyafarasya in Instagram account. In this case, the Influencer mixed the code and inserted English word **trigger** in the middle of the sentence. First the Influencer used Indonesian language "*Hahaha padahal gak selucu iapi kmaren lagi ke*" and then continue with English word **trigger**. Next, with Indonesian language again "*ketawa bgt paham ga si momen2 kayak gitu.*" The word **trigger** is a noun. It called insertion because the Influencer inserted English word, which include noun in the middle of utterance from the dominant language.

Data :*Mari kita* **follow** tiktok petra @lulalahfah

The data above is taken from Indonesian Influencer @lulalahfah in Instagram account. In this case, the research found formation of code mixing in data is insertion. The Influencer mixed the code and inserted English word **follow** in Indonesian utterance. First, the Influencer used Indonesian language "*Mari kita*" then shift into English word **follow** and then the Influencer continue with Indonesian language again "*tiktok petra*". The word **follow** is a verb. Therefore, the type of code mixing is insertion because the Influencer inserted English word in the middle of sentence. Insertion occurs when lexical items from one language are inserted into another language.

2. Alternation

The second type of code mixing is alternation. Therefore, to the analysis, the research used 1 data to analyzed in this type.

Data : *Yang mau belanja bisa* **home delivery service**!! (@tasyafarasya)

From the utterance above is talking about home delivery service. The Influencer mixed the code between Indonesian and English in one utterance. First, the Influencer used Indonesian language "*Yang mau belanja bisa*" and then continued with English language **home delivery service**. In the data, the utterance consists of two different languages. The type of code mixing is alternation because the Influencer mixed in phrase. Therefore, the type of code mixing alternation because in the data that utterance consists of two clauses in different language and comes in one utterance.

3. Congruent Lexicalization

The third type of code mixing is congruent lexicalization. Congruent Lexicalization refers two languages which share grammatical structure in section by shifting from one two another. Therefore, to the analysis, the research used 2 data to analyzed in this type.

Data : *Sampe sama! Wkwk* **sparkle-***nya* (@tasyafarasya)

The data above is taken from Indonesian Influencer @tasyafarasya in Instagram account. In the data, the Influencer inserted English word **sparkle** in Indonesian utterance. The research concluded that this data is congruent lexicalization because the influencer inserted the word **sparkle** which is a noun of the English lexical, and –*nya* in Indonesian is one of suffix which can change with noun. The research concludes in this utterance is congruent lexicalization as type of code mixing because in the utterance two languages share a grammatical structure.

Data : *Niat nya mau belagu nge*-**challenge** *@elnandautomo* (@lulalahfah)

From the Influencer utterance, the research found the formation of code mixing in data is congruent lexicalization. In data the word **challenge** in English lexical class is a noun with Indonesian prefix –nge can modify with noun. The research concluded the data is called congruent lexicalization. That is called congruent lexicalization because the

Influencer combined English word **challenge** and prefix –nge are two languages that share the grammatical structure in section by shifting from one two another.

CONCLUSION AND SUGGESTION

Conclusion

This research analyzed the types of code mixing used by Indonesian Influencers on Instagram. The result of the the analysis based on Muysken (2000) theory used in order to find the types of code mixing. Muysken divided three types of code mixing they are insertion, alternation, and congruent lexicalization. The first type is insertion and used 2 data of code mixing being analyzed in this type, which are trigger and follow. The second type is alternation and used 1 data of code mixing being analyzed in this type which is home delivery service. The third type is congruent lexicalization and used 2 data of code mixing being analyzed in this type which are sparkle and challenge. This research often utilizes, books, journals, dictionaries and other materials to support this research. This research found that insertion code mixing was the most used type of code mixing because the pattern of utterance in both languages that made the Influencers mixed the language easily.

Suggestion

The readers especially for linguistic learners are hoped to continue the analysis of code mixing, not only in Instagram but additionally in the other social media platform and the next research will be capable to find more associated references about the language from Instagram accounts. That is due to the fact code mixing is one of the unique phenomena appeared from people's social life. Based on this research, it also hoped there will be the learners who will analyze in addition about the code mixing which appear in Instagram or other social media platform, not only analyze the types and the reason used code mixing, but also analyze the other side of linguistics.

BIOGRAPHY

My name is Riza Fazriani, I was born in Pangkalpinang, Juni, 4th 1999. Below the social media account; email : fazrianiriza@gmail.com, Intagram : @rizafazriani .

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