

CHAPTER I

INTRODUCTION

1.1 The Background of the Research

The phenomenon of language switching and mixing between the Indonesian and English languages has become something that occurs a lot in Indonesia nowadays. This phenomenon does not only occur in daily conversation but also becomes the style of language used in advertisements. In sociolinguistics, the phenomenon of switching from one language to another in a communication event is known as code-switching (henceforth CS). CS can be found in any kind of communication, including advertisements. There are several studies have discussed CS found in advertisements, either spoken advertisements on television channels (Girsang, 2015; Mainake, 2021; Mutiara, 2017) or printed advertisements in the form of posters (Sajib, 2020; Saputra, 2018). Of all studies of CS in advertisements, the one that is still considered under research is code-switching found in written advertisements. Sebba (2012, p. 11) states that advertisement is one example of written data for research on code-switching which is worth for scholars to pay attention to. It means that code-switching found in advertisements is still intriguing and interesting to be explored in research.

Aside from advertisements on television and in printed magazines, advertisements in social media, especially Instagram, have also become a common thing that is widely found these days. It is also known as digital advertising. Social media ads have expanded faster than any other type of digital advertising, because social media platforms have an in-depth understanding of their users, allowing them to provide hyper-targeted advertising (Square, 2022). Also, advertising on social

media has several other benefits, such as getting more engagement from the audiences and reaching new customers, advertising products without spending a lot of money (it depends on what social media app is used to advertise), gaining audience insights, and also to advertise in a wide range of formats, e.g. in forms of videos, single post, stories, carousels, etc. (DeFazio, 2023).

Many brands promote their products on Instagram, for example, *Somethinc*. *Somethinc* is a local brand of beauty products that was established in May 2019. The founder of this local brand is an Indonesian woman named Irene Ursula. In her interview with Fimela, Irene Ursula stated that she had an ambition that *Somethinc* could become the first Indonesian local brand that could enter the international market (Ismalia, 2021). Until now, *Somethinc* has released many skincare and make-up products and they have been sold to foreign countries, such as Singapore and Malaysia. It is even included in one of the top 50 local brands in Indonesia in 2020 (Katadata, 2020). The brand has an official Instagram account where they often advertise their products, which is @somethincofficial. The way *Somethinc* advertises or promotes its products through its official Instagram account is the right decision because Adihandaruni and Fauzi (2022) have done research regarding *Somethinc*'s Instagram content which has succeeded in building brand awareness of the brand, especially among adolescents and young women, in which the respondents reached the dominant rate, namely 15% and 69%. Similar findings were also proven by Noerindah and Bernarto (2022) who found that *Somethinc*'s success in building brand awareness through its marketing strategy had increased customer satisfaction.

Seeing *Somethinc*'s achievements, it is not surprising that *Somethinc* wants to continue to innovate and keep looking for ideas in marketing its products. One way to make its marketing attractive is through the language style. In this case, *Somethinc* uses code-switching from Indonesian to English as its language style. This can be seen in one of the posts on *Somethinc's* official Instagram account (Somethinc, 2022):



Figure 1. Somethinc's Instagram advertising post

The Instagram advertising post above contains the use of English besides the Indonesian language. Some of them are in the form of lexicon and some are in the form of sentences. The shifting between the Indonesian language to the English language occurring in the advertisement is called code-switching. As may be observed, there is a shift between the Indonesian to English languages from the advertising post above. For example, in the form of a sentence: “*Jumbo lebih hemat! Here are 3 reasons why you should choose Jumbo Size!*” and also, in the form of words or lexicon: “*Cleansermu wajib gentle & tidak merusak skin barrier.*” Many advertisement posts on *Somethinc*'s official Instagram account contain code-switching. Therefore, the writer is interested in studying further the types and

motivations for the use of the English language in the advertisements of *Something* from a sociolinguistic point of view. In addition, there are still limited studies that examine how code-switching is used in advertisements on Instagram, such as the study conducted by Saleh (2021) who examines the types of and the reasons for code-switching used by Makassar online sellers on Instagram. Another study was conducted by Almoaily (2022) who analyzes gender as a factor that influences both the frequency and the preferences of CS found in online written ads listed on *Maroof* which is a Saudi governmental platform for verifying local online shops. Also, there is no study found that examines how CS is used in *Something* advertisements on Instagram. For that reason, the writer conducts this research.

The writer will focus on the brand's advertisements that take the shape of the captions in the brand's Instagram posts which contain code-switching. The advertisements focus on six kinds of *Something* skin care products: body care, cleanser, moisturizer, serum, sunscreen, and toner. Hence, this study aims to investigate the types of code-switching used in the advertisements of *Something* products using Poplack theory and examine the motivations behind the use of code-switching by following the idea of Bishop.

1.2 Theoretical Framework

Code-switching is mainly studied from a sociolinguistics perspective as it deals with language use in society. Thus, this part will explore sociolinguistics briefly and then discuss what code-switching is from various perspectives. This section will focus on the code-switching theory, which will be used to describe the phenomena and analyze its types and the motivations behind the use of CS. Also, this study will elaborate on the discourse functions of code-switched

advertisements. The types of code-switching refer to the theory proposed by Poplack (1980) and the motivations for code-switching refer to Bishop's (2006) idea. Also, there are some explanations about how code-switching is used in written communications, especially in Instagram advertising.

1.2.1 Sociolinguistics

As mentioned by Trudgill (2000), language is not only important to deliver information but also to establish and maintain social relationships with one another. Sociolinguistics is the scientific study that discusses the relationship between language use and society, to identify societal functions of language in conveying social meaning (Holmes, 2013). It studies the interconnections between language and society to better understand the structure of language and how languages work in communications (Wardhaugh, 2006).

Language, as a communication medium in society, has many social functions. Through language, people can give and ask for information, express their feelings, and construct their social identity. For example, when someone is speaking to his mother as a child, he might talk using informal language. However, when he talks to his teacher as a student, he should use formal language.

Aside from revealing one's social identity, this kind of circumstance also shows that the way someone uses language depends on and is influenced by the social context in which they are talking. People may use different styles or variations of language depending on the social context (Holmes, 2013). Also, some people may master more than one language; they are called bilingual or multilingual.

1.2.2 Bilingualism

The ability to master another language aside from the first language is a common thing nowadays in Indonesia, for example, the phenomenon of ‘Indoglish’ that happens in South Jakarta (Wijaya & Bram, 2021). In sociolinguistics, this ability is known as bilingualism. Bilingualism is a term that is used to describe people who can speak more than one language. According to Appel and Muysken (2006), bilingualism can be divided into two types, namely societal and individual bilingualism. Societal bilingualism refers to the situation in which two or more languages are spoken in a given society. They distinguished three situations to explain societal bilingualism: (1) the situation in which each group is monolingual, yet they live in the same society and only a few bilinguals are in charge of the intergroup communication (e.g. former colonial countries), (2) the situation in which people in a certain country are bilinguals because there are two languages are established in the society (e.g. India), and (3) the situation where in a given society there are bilingual and monolingual people and one language is sociologically dominant. Meanwhile, individual bilingualism refers to a person who is considered bilingual.

There are several notions the experts have about bilingualism to state whether a person is considered bilingual or not. Bloomfield (1973) defines the character of bilingualism as the capability of controlling two languages like a native speaker of both languages. In addition to the idea proposed by Bloomfield, Haugen (1953, as cited in Romaine, 1995) describes bilingualism as a circumstance when a speaker of one language can produce utterances in another language meaningfully. Meanwhile, Macnamara (1969, as cited in Appel & Muysken, 2006) states that a

person can be considered bilingual if he has some second-language skills in one of the four modalities in addition to his first language skill, namely speaking, listening, reading, and writing. Additionally, Myers-Scotton (2006) claims that bilingual people barely control two languages equally and use two languages in the same situations. Furthermore, Myers-Scotton describes that bilingual people will use one language predominantly even though they have mastered two languages evenly. These different characteristics of bilingualism among experts show that bilingualism could be defined in either a rigid or flexible way. However, there should be a term to define in-between. Thus, Hockett (1958) proposes the term 'semibilingualism' to refer to people who are not able to produce utterances in other languages but they can understand the meaning of the utterances. This kind of person is also known as passive bilingual (Myers-Scotton, 2006).

In the present age, bilingualism can be found anywhere. Many people nowadays learn and use more than one language to convey their feelings and thoughts. As Myers-Scotton (2006) states people learn a second language (also known as L2) for certain purposes, it is very few of them learn L2 just for fun. One example that can be found nowadays is the L2 learners of the English language. The position of English as the world's lingua franca boosts the motivation of L2 learners to learn the language and become bilinguals. Due to the rise of bilingualism, it is not surprising that there are phenomena related to bilingualism emerging, for instance, code-switching.

1.2.3 Codes

Any language used to facilitate the interaction between two or more speakers is referred to as code. Wardhaugh (2006, p. 1) states that "when two or more people

communicate with each other in speech, we can call the system of communication that they employ a code”. This is a neutral term derived from information theory and can apply to any type of system used for communication by two or more people. When speaking, people are almost always faced with the situation of choosing the appropriate code for a particular occasion. There will be options within each code, not all of which will have the same value since some will be more significant than others. Also, each option has a distinctive social meaning. Furthermore, people may and thus will switch from one code to another when necessary. It is usually done by bilingual people since they tend to switch codes from one code to another (Wardhaugh, 2006).

1.2.4 Code-switching

Code-switching is a situation that occurs when people switch from one code to another in a certain context. It is claimed that when there is a process of creating a new code in a communicative event by switching or mixing from one code to another, it is called code-switching and/or code-mixing (Wardhaugh, 2006). Code-switching is defined as “the juxtaposition within the same speech exchange of passages of speech belonging to two different grammatical systems or subsystems” (Gumperz, 1982, p. 59), or “the use of more than one language during a single communicative event” (Muysken, 2011, p. 301). Gumperz argues that code-switching is the phenomenon of language switching that occurs between sentences. Code-switching might be used by a speaker to restate his statement in another language, or even to give a response to his interlocutor’s statement.

The terms code-switching and code-mixing are frequently employed interchangeably, depending on the experts who define them. Poplack (1980) comes

up with the idea that code-switching can be divided into two categories, namely the intimate and the less intimate type. The intimate one refers to the phenomenon of intra-sentential switching, in which the switching between two languages should not violate the grammatical rules of the languages. In other words, the switching should be linked grammatically. The less intimate one refers to the insertion type of switching, such as tag switches and single noun switches. As found in her study, Poplack found that many CS are occurring between Spanish to English and English to Spanish based on the syntactic category of CS. It is proven that CS might occur within the boundary of sentences, clauses, phrases, and single words (Poplack, 1980).

Then, there is another theory about code-switching proposed by Muysken (2000). Muysken's theory about code-switching and code-mixing grows from Poplack's notion, as Muysken's idea of alternation as one of the types of code-mixing is associated with Poplack's theory of CS. However, Muysken avoids using both terms (code-switching and code-mixing) alternately. For Muysken, code-switching is less neutral to be applied in the general process of mixing. The term code-switching implies something like alternation in the process of mixing, as opposed to insertion. Also, it draws a lot of distinction between code-mixing and the phenomena of borrowing and interference (Muysken, 2000, p. 4).

To put it in another way, Poplack does not distinguish between code-switching and code-mixing, unlike what Muysken does. Poplack even defines code-switching as the mixing of two or more languages in a communication without changing the topic which appears in any level of linguistic structure (Poplack, 2001). This is also confirmed by Berk-Seligson (1986) who cited

Poplack (1980). According to Berk-Seligson, there is a size-of-constituent constraint in code-switching, in which higher-level constituents (such as sentences and clauses) are switched more often than lower-level constituents (such as nouns, determiners, verbs, adverbs, and adjectives). However, there is an exception for noun switches. Nouns have constantly been identified to have the greatest number of switches. Poplack also considers the insertion type of switching as part of the code-switching process. The insertion type is also known as emblematic switching and it is the less intimate type of switching in terms of adherence to grammatical rules. Poplack refers to the less intimate type concerning the switches as tag-switching and single noun switches (Poplack, 1980).

In this current research, the writer analyzes code-switching using the theory proposed by Poplack. Poplack's idea has become the main idea of CS that drives Muysken to develop his theory. Also, Poplack finds that code-switching and code-mixing are the same phenomena, unlike Muysken. Therefore, it is assumed that Poplack's theory of CS is still sufficient to cover the analysis of the research, as it does not significantly differentiate between code-switching and code-mixing.

1.2.4.1 Types of Code-switching

As mentioned before, this research analyzes types of code-switching using the theory proposed by Poplack. Poplack (1980) divided the types of code-switching into three types. They are tag/extra-sentential switching, inter-sentential, and intra-sentential switching.

a. Tag/Extra-sentential Switching

The insertion of a word or short phrase from one language into a sentence in another without violating the grammatical rule of the language is known as tag-switching. In grammar, tags are defined as short additions that are embedded at the end of a declarative sentence and look like questions, e.g. "...aren't they?" (Collins Dictionary, n.d.). Yet, in this case, tag-switching means that the switch codes are embedded within the sentence or clause without breaking the grammatical or syntactic rules of the language (Romaine, 1995, p. 122). The syntactic categories that are included as tag/extra-sentential switching are sentence fillers, interjections, question tags, idiomatic expressions, discourse markers, exclamation points, conjunctions, etc. Tags in English include words or phrases such as 'I mean', 'you know,' and so on. Tag-switching is often referred to as extra-sentential switching or emblematic switching (Muysken, 2011, p.307). An example of tag-switching between Spanish/English can be seen below.

"I could understand *que* (that) you don't know how to speak Spanish, ¿*verdad?* (right?)" (Poplack, 1980, p. 596)

b. Inter-sentential switching

Inter-sentential switching is one type of code-switching that takes place between sentence boundaries. Typically, this form of switching is accomplished by putting a clause or sentence in one language after a sentence in another. According to Poplack, inter-sentential switching demands a higher level of competency in both languages than tag-switching since most statements must follow both languages' standards (Romaine, 1995, p.123). An example of inter-sentential switching between Spanish/English can be seen below.

“Sometimes I’ll start a sentence in English *y termino en español*’ (Sometimes I’ll start a sentence in English and finish it in Spanish.” (Poplack, 1980, p. 594)

c. Intra-sentential switching

The third type of Poplack’s code-switching is intra-sentential switching.

Intra-sentential switching is a type of CS that occurs within a clause or sentence. This form of language switching poses the highest syntactic risk (Poplack, 1980, p. 590). This type of switching indicates that the speaker is proficient and has a great mastery of both languages. An example of intra-sentential switching between Spanish/English can be seen below.

“Why make Carol *sentarse atras pa’que* (sit in the back so) everybody has to move *pa’que se salga* (for her to get out)?” (Poplack, 1980, p. 589)

1.2.4.2 Motivations for Code-switching

There are different motivations or reasons why people switch from one code to another. According to Hoffmann (1991, pp. 115–117), talking about a particular topic, quoting somebody else, being empathetic about something, as an interjection, repetition used for clarification, and clarifying the speech content for the interlocutor are examples of reasons for CS.

Becker (1997, pp. 3–26) mentions that code-switching might occur in three-dimensional factors: 1) linguistic factors, 2) psycholinguistic factors, and 3) social factors. The linguistic factor is the factor in which code-switching abilities are required by bilinguals to maintain the integrity of two distinct language systems without disregarding each language’s grammatical structure. For example, Spanish-English bilinguals tend to do code-switching between

those two languages to show their language proficiencies. The psycholinguistic factor of code-switching allows bilinguals to switch codes either consciously or unconsciously. Becker mentions that the unconscious psycholinguistic factors cover the switching caused by momentary inclination, switching caused by frequent exposure to particular items in one language, and switching caused by cultural untranslatability. As for the conscious psycholinguistic factors, Becker mentions that code-switching is used for these four intentions, namely as emphasis/contrast, to indicate a topic shift, to control the addressee, and as personalization/objectivization. Then, social factors are contexts and situations from external trigger a speaker to switch from one language to another.

Another opinion about the reasons for CS is proposed by Bishop (2006). According to Bishop, there are five motivations for code-switching. Bishop reveals that CS is done for two main purposes: 1) as a communicative tool, and 2) as a skilled and socially motivated code. CS which is used as a communicative tool is divided into language economy/facility and stylistic purposes in communication. Meanwhile, CS which is used as a skilled code is divided into the construction/expression of multiple identities, making requests, and communication distance.

After presenting some opinions about the reasons or motivations for code-switching, it is worth mentioning that this current research applies the ideas proposed by Bishop. Even though Bishop's idea is associated with the ones proposed by Becker (1997), her notion is the development of Becker's. There is one motivation in Bishop's writing that is not in Becker's, which is communication distance. In addition, the classification of motivations for CS by

Bishop also used in several research articles that discuss the use of CS in advertisements, such as the study by Tajolosa (2013), Mutiara (2017), and Banatao (2018). Therefore, Bishop's opinion is chosen to apply in this study because of its comprehensiveness in analyzing CS in advertising. Then, the elaboration of Bishop's idea will be discussed as follows.

1. Language facility and language economy

Language facility means that it is easier for a bilingual to express oneself using CS instead of using just one language. This kind of situation might occur when a bilingual first learns a term in a second language (Bishop, 2007). Likewise, Bishop (cited Huerta, 1980), points out that bilinguals tend to refer to discourse items relating to the business world and current technology in English since they were first mastered in this language.. In other words, language facility occurs when there is a lack of equivalence in the first language. Therefore, code-switching to another code is used since it could facilitate the meaning. Bishop (cited Dillon, 2000) refers to *el backup* as the word that is used by Spanish speakers when they save a file for the example of a language facility. Another motivation for CS is the language economy. Bishop states that language economy has a similarity with the concept of language facility (Bishop, 2006, p. 18). Bishop (cited Becker, 1997) mentions that CS is used as a language economy when a word or phrase is easier to convey in another language than using the equivalent words in the native tongue because it will be more concise. It occurs when the embedded word is more linguistically economical than using the equivalent in the base language. For example,

Spanish-English bilinguals often use the English word “washer” instead of the Spanish equivalent “*maquina de lavar*” because it is linguistically economical.

2. Stylistic Purposes in Communication

In communication, bilinguals might use CS to convey a particular message that they want to deliver to the addressee. Bishop (cited Heller, 1988) writes that code-switching is used by individuals to indicate changes in contexts that would be the focal point of the communication. Bishop also cites Becker’s (1997) idea that says CS is used by bilinguals as a strategy to “indicate a shift in discourse modes, e.g. from narration to comment or from assertion to the question” (Becker, 1997, p.13, as cited in Bishop, 2007). It can be implied that CS is used as a strategy in communication in which language switching becomes the style of language use, including the changes in discourse modes. Bishop also points out that people often use more than one discourse while delivering information, and it might occur because of communicative purposes or for effect.

3. Construction/Expression of Multiple Identities

CS might also be used to convey something beyond the referential meaning. Bishop (2006) points out that bilinguals may contribute extralinguistic information to deliver to the addressee by switching their language. The information might be status, education, authority, etc. In other words, the use of CS allows bilinguals to construct multiple identities. For example, Bishop (cited Myers-Scotton, 1993) mentions that young, educated Africans mainly use an African language, such as

Swahili, with brief switches to the English language to indicate their national identity as African, and their status as educated people by using the English language.

4. Making Requests

Bishop (cited Becker, 1997) writes that making requests could be another reason for bilinguals to switch codes. Here, CS functions as a device that controls the making of direct or indirect requests (p.22). In other words, when individuals switch from one language to another, they may be attempting to persuade the addressee to do as their direct or indirect requests.

5. Communication Distance/Euphemism

Another motivation for people to switch codes is when a topic of conversation is considered humiliating in some context. Therefore, bilinguals use code-switching to convey the same meaning in an indirect way using another language. The concept of communication distance is similar to euphemism. Euphemism can be defined as the use of another word to let the speaker or writer imply the same meaning without explicitly mentioning the idea that is deemed to be embarrassing. In this context, the speaker or writer might switch to another language to euphemize the embarrassing term. Bishop (cited Bond and Lai, 1986) mentions that bilinguals tend to switch to their second language when discussing personal matters, cursing, or other speech events that are linked with anxiety. For example, Bishop (cited Kwok and Chan, 1972) mentions a

Chinese student who confesses to his priest in English instead of using Cantonese to reduce his anxiety and embarrassed feelings.

1.2.5 Code-switching in Written Communications

So far code-switching has been widely known as a phenomenon that occurs within spoken communication. For some researchers, the real pattern of code-switching emerges unconsciously in spontaneous speech. However, over the years, research on “code-switching eventually goes beyond just examining spoken speech” (Dorleijn & Nortier, 2009, p. 127). Muysken (2011) also implies that code-switching can be in the form of written information, for example, as found in a bilingual road sign (2011, p. 302). Research on code-switching has developed into written data research. One example of the study is the analysis of code-switching found in the interactions of young Moroccans on their Facebook accounts conducted by Khoumssi (2020). Khoumssi found that the CS used by young Moroccans in their Facebook comment is a purposeful act that has many communicative functions, both at social and linguistic levels.

Nowadays, the phenomena of code-switching are found in various written media that use computers, such as the Internet. Language use on the internet is called Computer-Mediated Communication (CMC) (Dorleijn & Nortier, 2009, p. 127). Computer-mediated communication, also known as CMC, is communication between people using two or more computers that involve people in a particular context. In other words, CMC is a process of exchanging information between two or more people using the medium of a computer or the internet (Yasmin, 2020). In CMC, the language that is used is usually informal

and contains a lot of colloquial forms which is the same as the language used in spoken communication (Dorleijn & Nortier, 2009).

Crystal (as cited in Dorleijn & Nortier, 2009, p. 130) distinguished the types of CMC into the Web, e-mail, real-time chatgroups (also known as synchronous chatgroups), forums (also known as asynchronous chatgroups), and virtual worlds. He concluded that synchronous and asynchronous chat groups, also virtual worlds, have many similarities to spoken language. Meanwhile, the web was considered the closest to the written language. However, that does not mean code-switching that occurs on the web is not suitable for CS research. There have been several researches on CS that are found on the web. One of the studies that discuss this issue is the research conducted by Darginavičienė & Ignotaitė (2020) which examines the Lithuanian-English code-switching found in computer-mediated communication, specifically in the web 2.0, such as Instagram, Facebook, YouTube, and Twitter.

Code-switching can also be found in advertising on the web. One example is the advertisements of a particular product on Instagram. As stated by Sebba (2012), if it involves the shifting between two or more languages within a text, then it is known as CS. It is still following the notion that code-switching happens in communication because, in terms of written communications, advertising or advertisement is also considered a means of communication in business. In this case, a brand or a company uses advertisements as a tool for communicating with its consumers (Hornikx et al., 2010). Therefore, the advertisers should take into consideration the language used in the advertisement.

1.2.6 Language Use in Advertisements

Advertisement or ads is some kind of public communication that is used to promote products, services, brands, etc. It is an important tool for businesses as it has a purpose to reach potential customers. Good advertising can increase brand awareness, in which the target audience would be aware of the brand so that will increase the sales as well. Also, the use of advertising can be helpful to create a brand reputation (Square, 2022).

Creating good advertising depends heavily on how language is used in ads. Tarigan (1993, as cited in Widyahening, 2015) that language is used for four distinct purposes, namely expression, exposition, art, and persuasion. The purpose of language as persuasion is the most suitable to be applied in an advertisement. In ads, language has a role in persuading the target audiences to buy the advertised products. Therefore, the target audiences will be led to believe that the statement or the claim about the products is true. In other words, the target audiences will be indirectly persuaded to buy the products through the use of language in ads.

Language holds great power in advertisements, as it can change social phenomena (Widyahening, 2015, p. 73). It means that the choice of words in ads will be memorable for the audiences and they will become the catchphrase for the advertised products as well. If there are any inappropriate words used in the ads, it will affect the attitude of the audience toward the ads. Therefore, the language used in ads should be chosen carefully.

Aside from the choice of words, the advertisement makers sometimes also take into consideration what language is used in the ads. There are many advertisements found that contain more than one language used in the ads. The

most commonly found is the phenomenon of the use of English in local language advertisements. A study by Akhtar and Khalid (2019) which analyzes the use of English words in Urdu magazine printed advertisements found that the English language is inserted in the ads to fill the lexical gap in the Urdu language. Also, the English language is used in the Urdu language printed advertisements because it will add an element of prestige to the advertised products. For that reason, Akhtar and Khalid found that the English language is many seen in advertisements for cosmetic products, appliances, etc. (2019). In addition, Hornikx et al. (2010) also state that the use of English in local advertising can create a global brand's image and increase sales to the international market.

1.2.7 Instagram Captions for Advertising

One of the most used social media nowadays is Instagram. According to the Instagram Help Center, Instagram is a social networking app that is used to share photos and videos and is available for Android and iPhone. Instagram users can upload photos and videos and share them with followers. There are also features to view, like, share posts, share stories, and even promote products in Instagram ads.

Promoting products through Instagram ads should consider a marketing strategy while utilizing the features on Instagram. One strategy to market products on Instagram is through the feature of captions. According to the glossary in the web *SproutSocial*, caption is a bunch of text that is written to give context to an image. In Instagram ads, the use of captions could allow the brand to share its voice (SproutSocial, n.d.). Using a good caption in ads has several benefits: it could create a cultivated connection with the followers, boost engagement, help

the audiences to get to know the business better, add value to the business, and help the business to get discovered (Brooks, 2019). Laura (2022) on the website of *VITAC.com*, wrote that studies have shown that combining text and images improves people's ability to recall and absorb information by up to 650%. Therefore, the use of captions in Instagram ads could make the content memorable for the audiences. Anindya (2021) even conducted research concerning the strategy to improve copywriting skills in writing Instagram captions to increase product sales in online shops. Thus, it can be concluded that the use of captions in Instagram advertisements is important in advertising products and/or brands.

1.3 Review of Previous Studies

Several studies have been conducted related to code-switching. The studies that are elaborated on below consist of four journal articles and one undergraduate thesis. The studies are arranged based on relevance and the closest one to the research in terms of the object of the research. Most of these studies analyze code-switching found in advertisements (both in spoken and written advertising). Then, there is one study that is different from the others, and the object of the research is not about advertising products. Yet, it has a similarity to the research of code-switching in the *Somethinc* Instagram account in which both of the research code-switching found in social media Instagram.

The first study is by Mutiara (2017) who investigates how code-switching and code-mixing are used in advertisements on Indonesian television and the factors affecting the use of code-switching and code-mixing. Mutiara recorded television advertisements from May 6th to 14th, 2017, and categorized the advertisements into different types of products: 1) food, milk, drink (FMD), 2) cosmetics, drugs,

detergents, household stuff (CDDHS), 3) motor and electronics (ME), 4) gadgets (GG), and 5) accommodation and hotels (AH). Her analysis shows the existence of 42 data for code-switching and 38 data for code-mixing in the advertisements. Referring to Muysken's code-switching and code-mixing theory, she concludes that inter-sentential switching and intra-lexical mixing were mainly used in the advertisements. Referring to Bishop's theory, Mutiara concludes the motivations for code-switching and code-mixing are language facility, language economy, euphemism/communication distance, stylistic purposes in communication, and expression of multiple identities.

This study has both strengths and weaknesses. It is good in the methods of data analysis where the advertisement is categorized based on the product categories. However, the writer is not always consistent in her argumentation for the research findings.

Another study of code-switching was conducted by Mainake (2021) who investigates the types of CS in the advertisements of some food products using Hoffman's theory (1991). She observes the occurrence of CS in the advertisements of the products on TV. Due to her restricted access to Indonesian television channels, she collected the data via YouTube. Mainake found in the study that intra-sentential switching became the most dominant type found in advertisements. She is concerned that there is a further study to explore the public's perception of such code-switching as well as the effects on the public's interest in purchasing the products. Mainake concludes that code-switching is likely to occur in Indonesian TV advertisements, particularly food products. She suggests that the use of English

in the advertisements supports the current status of English as a language of prestige for marketing.

The next study of CS in written language relevant to mention here is one by Sajib (2020). Sajib investigates the occurrence of Bangla-English code-switching in printed advertisements in the form of posters. Sajib focuses on the code-switching between the Bangla and English languages found in the poster advertisements. Sajib's study is focused on investigating the relationship between the language used in poster ads and the attitudes of customers regarding it. The objective of the research is to determine the reasons why code-switching is applied in terms of a sociocultural perspective. Sajib collects the data by interviewing 29 participants consisting of sponsors/designers, sellers, and consumers. Sajib found that there are 10 purposes of Bangla-English code-switching in poster advertisements: to have easy communication with consumers, a transaction with mass people, to draw consumers' attention to products/services, to align with a trendy strategy for business promotion, prompt delivering of the intended message, to compensate for the lack of appropriate Bangla equivalents, to create a memory effect, internationalizing the product/service, to prey the target audience, and to enhance the brand image. It is found that the positive attitude of the manufacturers, service providers/sellers, and their target clientele towards the advertisements to establish smoother communication becomes the main purpose of Bangla-English code-switching. Sajib concludes that those purposes are revealed by the participants, however, code-switching in the poster advertisements happens because the copywriters use code-switching to attract the consumers by following the technique of AIDA (Attraction, Interest, Desire, and Action).

It is confirmed that Sajib's study of the purposes of Bangla-English code-switching in poster advertisements has valid and authentic data. It is because Sajib, as the researcher, gathers all the data by taking many parties that are related to the research object into consideration. The result of the analysis will not be biased, and it becomes the strength of the research. However, Sajib states that the study also has a limitation. He only chooses Bangla text to be analyzed, while there is a possibility that code-switching of Bangla-English might occur in English text as well. Also, the study does not distinguish the types of poster advertisements so it cannot be generalized for all types of advertisements.

Another study is conducted by Saputra (2018) who examines CS found in printed advertisements of Honda motorcycles. Also, Saputra discovers the most frequent type that occurs in the advertisements and what type of Honda motorcycle contains code-switching within the advertisement at the most. Saputra collects printed advertisements for several types of Honda motorcycles, such as Revo, Beat, Vario, CS1, Blade, and Mega Pro. In analyzing data, Saputra applies the theory of types of code-switching proposed by Poplack. Saputra found 31 Honda advertisements that contain code-switching in them. Then, all of the data that are collected are analyzed using the observation method. The data that are found are categorized based on three types of code-switching and then Saputra put them into a table to discover the frequency of code-switching that occurs. Based on its types, it is found that intra-sentential switching is the most frequent type of code-switching that occurs with 9 data (75%), followed by inter-sentential switching with 3 data (25%). Meanwhile, there is no data found for tag-switching. After that, Saputra examines the distribution of code-switching in the advertisement of each type of

Honda motorcycle. It is found that the Honda Beat advertisement contains code-switching items the most with a percentage of 56.9%.

Saputra's study has both a strength and a weakness. The strength of the study is that the study is unique, as there are no studies that have examined code-switching in Honda advertisements. As for the weakness of the study, Saputra does not give a clear description of his research objectives. In the part of the discussion, Saputra identifies the reasons for the use of code-switching, even though he just includes two reasons: talking about a particular topic and interjection. However, Saputra does not mention that he would identify the reasons for code-switching in the objectives of the research, nor does he explain the theory that he uses.

Then, another study was conducted by Ahmad (2022) who investigated code-switching found in the Instagram captions used by the students of Unismuh Makassar. This study is different from the preceding studies which mainly focus on advertisements. However, it is the closest one to the research of code-switching in the *Somethinc* Instagram account as it also identifies the code-switching that occurs in Instagram captions as its object of research. Ahmad examines the use of code-switching in the Instagram captions used by the students of Universitas Muhammadiyah Makassar. The study aims to investigate the types of code-switching employed by Unismuh Makassar students in their Instagram captions and to determine the most common type that occurs. In this research, Ahmad applies the theory of the types of code-switching proposed by Hoffmann (1991). There are 110 samples for the study. As for the findings, the researcher found 5 types out of 6 types of code-switching proposed by Hoffmann. They are inter-sentential switches, intra-sentential switches, emblematic switching, inter-emblematic

switching, and intra-emblematic switching. The most frequent type of code-switching that occurs based on the data is inter-sentential switches showing a total of 60% of the data.

The strength of the study is that the researcher applies a different theory than other studies have applied. There are many theories about the types of code-switching and the one by Hoffmann is a bit rare to be found in other studies. As for the weakness of the study, the objectives of the study are quite simple just analyzing the types of code-switching and the most frequent type that occurs. It would be better if a further study could present an in-depth analysis concerning the topic.

This study indeed has some differences compared to the previous studies above. The differences lie in the subject of research, data sources, and the theory used. In contrast to the previous studies, this study examines the types and motivations for the use of code-switching found in the advertising posts on *Something*'s Instagram account feeds. There are still limited studies that analyze CS in Instagram advertising, not to mention analyzing *Something* as the subject of the research. Also, there are not many studies that apply Bishop's theory for motivation for CS in Instagram advertising. Applying a theory that is still rarely used is expected to be a good development in research. Thus, the writer expects that this research will be a better study of CS found in ads compared to the previous ones.

1.4 Research Questions

This study aims to answer three research questions:

- 1) What are the types of code-switching found in the captions of *Something* advertising posts on Instagram?

- 2) What are the motivations behind the use of code-switching in the *Somethinc* advertising posts on Instagram?

1.5 Objectives of the Research

This research has two main objectives. First, this study is useful to investigate the types of code-switching which are found in the captions of *Somethinc* advertising posts on the brand's official Instagram account. Then, it describes the motivations why code-switching is used in the captions of *Somethinc* advertising posts on the Instagram account.

1.6 Scope of the Research

This research focuses on the use of code-switching found in the captions of *Somethinc* advertisements on the official Instagram account of the brand. Therefore, it will be focused on finding out the types of code-switching using the theory of Poplack (1980) and also examine the motivations for the use of code-switching by using the idea of Bishop (2006). The analysis will be done by collecting the Instagram posts of *Somethinc* that contain code-switching. The types of code-switching are analyzed by examining the structure of the utterances. Then, the contexts found in the advertising posts would be taken into account to discover the motivations for the use of code-switching in *Somethinc*'s Instagram advertising posts. The contexts are seen by connecting the meaning of the forms of utterances and the images attached to the Instagram advertising posts. The Instagram advertising posts are categorized into several kinds of skin care products, namely body care, cleanser, moisturizer, serum, sunscreen, and toner. All of them are the advertised products of *Somethinc* which are promoted through the Instagram posts of the brand's official account.