

REFERENCES

- Adihandaruni, E. H., & Fauzi, R. (2022). Efektivitas Konten Instagram Dalam Membangun Brand Awareness Pada Somethinc. *Proseding Menejemen Komunikasi*, 8(1), 5–10.
- Ahmad, M. A. (2022). *AN ANALYSIS OF CODE SWITCHING ON INSTAGRAM CAPTIONS USED BY THE STUDENTS OF UNISMUH MAKASSAR* [Universitas Muhammadiyah Makassar]. <https://ejournal.unikama.ac.id/index.php/JIBS/article/view/540%0A>
- Akhtar, H., & Khalid, H. (2019). the Use of English Words in Urdu Magazine Print Advertisements: an Analysis. *Bahria University Journal of Humanities & Social Sciences*, 2(1), 14–14.
- Almoaily, M. (2022). The Influence of Product Gender on Frequency of Code-switching in Online Advertisements: A Study on the Saudi Digital Marketing Platform Maroof. *Arab World English Journal*, 13(4), 183–195. <https://doi.org/10.24093/awej/vol13no4.12>
- Anindya, W. D. (2021). Strategi Menulis Teks Promosi (Copywriting) di Instagram untuk Meningkatkan Penjualan Onlineshop. *JAST : Jurnal Aplikasi Sains Dan Teknologi*, 5(2), 148–155.
- Appel, R., & Muysken, P. (2006). Language Contact and Bilingualism. In *Language Contact and Bilingualism*. <https://doi.org/10.5117/9789053568576>
- Banatao, M. A. B., & Malenab-Temporal, C. (2018). Code-Switching in Television Advertisements. *TESOL International Journal*, 13(4), 121–136.
- Becker, K. R. (1997). *Spanish/English Bilingual Code-switching: A Syncretic Model*. 22(1), 3–30.

- Berk-Seligson, S. (1986). Linguistic constraints on intrasentential code-switching: A study the Spanish/Hebrew bilingualism*. *Language in Society*, 15(3), 313–348. <https://doi.org/10.1017/S0047404500011799>
- Bishop, M. (2006). *The role of language codeswitching in increasing advertising effectiveness among Mexican-American youth.*
- Bloomfield, L. (1973). *Language*. George Allen & Unwin Ltd.
- Brooks, A. (2019). *3 Reasons Why You Should Never Underestimate the Value of Instagram Captions [Infographic]*. SocialMediaToday. <https://www.socialmediatoday.com/news/3-reasons-why-you-should-never-underestimate-the-value-of-instagram-caption/551294/#:~:text=Captions offer a direct line,you and your business better.>
- Collins Dictionary. (n.d.). *How are sentence tags used in English?* Grammar.Collinsdictionary.Com. Retrieved May 13, 2023, from <https://grammar.collinsdictionary.com/easy-learning/how-are-sentence-tags-used-in-english>
- Creswell, J. W. (2009). Research Design: Qualitative, Quantitative, and Mixed Methods Approach. In *Muqarnas* (3rd ed., Vol. 8). SAGE Publications, Inc. <https://doi.org/10.1163/22118993-90000268>
- Darginavičienė, I., & Ignotaitė, I. (2020). Code-switching in the computer-mediated communication. *RUDN Journal of Sociology*, 20(2), 405–415. <https://doi.org/10.22363/2313-2272-2020-20-2-405-415>
- DeFazio, A. (2023). *The 5 Biggest Reasons to Advertise on Social Media (+Pro Tips)*. WordStream. www.wordstream.com/blog/ws/2021/02/02/reasons-to-advertise-on-social-media

- Dorleijn, M., & Nortier, J. (2009). Code-switching and the internet. In B. E. Bullock & A. J. Toribio (Eds.), *The Cambridge Handbook of Linguistic Code-switching* (pp. 127–141). Cambridge University Press.
- Gerritsen, M., Nickerson, C., Van den Brandt, C., Crijns, R., Dominguez, N., Van Meurs, F., & Nederstigt, U. (2007). English in print advertising in Germany, Spain and the Netherlands: Frequency of occurrence, Comprehensibility and the Effect on Corporate Image. *The Use of English in Institutional and Business Settings: An Intercultural Perspective, 2003*(April 2016), 79–98.
- Girsang, M. L. (2015). An Analysis of Code Switching and Code Mixing as Found in Television Advertisement. *Code Mixing and Code Switching Study, VII*, 50–64.
- Gumperz, J. J. (1982). Discourse Strategies (Studies in Interactional Sociolinguistics). *Discourse*, 237.
- Hockett, C. F. (1958). *A Course in Modern Linguistics*. The Macmillan Company.
- Hoffmann, C. (1991). *An Introduction to Bilingualism*. Longman Group UK Limited.
- Holmes, J. (2013). *An Introduction to Sociolinguistics* (4th ed.). Routledge.
- Hornikx, J., van Meurs, F., & de Boer, A. (2010). English or a local language in advertising?: The appreciation of easy and difficult english slogans in the Netherlands. *Journal of Business Communication, 47*(2), 169–188.
<https://doi.org/10.1177/0021943610364524>
- Ismalia, S. (2021). *Lady Boss: Irene Ursula, Sosok di Balik “Somethinc” Skincare Lokal Yang Bikin Glowing*. FIMELA.Com.
<https://www.fimela.com/lifestyle/read/4638984/lady-boss-irene-ursula->

sosok-di-balik-somethinc-skincare-lokal-yang-bikin-glowing

Katadata. (2020). *Top 50 Merk Lokal Paling Populer*. Katadata.Co.Id.
<https://katadata.co.id/merek-lokal>

Khouloussi, K. (2020). Functions of Code-switching in Young Moroccans' Facebook Comments. *Journal of English Language Teaching and Linguistics*, 5(1), 57. <https://doi.org/10.21462/jeltl.v5i1.382>

Mainake, E. (2021). Code-Switching on Advertisement: A Case of Food Advertisements in Indonesia. *HUELE: Journal of Applied Linguistics, Literature and Culture*, 1(1), 41–52. <https://doi.org/10.30598/huele.v1.i1.p41-52>

McMillan, J., & Schumacher, S. (2014). Research in Education: Evidence-Based Inquiry. In *Pearson*. <https://eric.ed.gov/id=ED577250>

Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). Qualitative Data Analysis: A Methods Sourcebook. In *News.Ge* (3rd ed.). SAGE Publications, Inc.

Mutiara, S. (2017). CODE-SWITCHING AND CODE-MIXING ON PERSUASION IN INDONESIAN TELEVISION ADVERTISEMENTS. In A. Subianto, H. Purwoko, K. Rahayu, W. O. Nisrawati, N. F. Naimah, & A. S. E. Rachmatika (Eds.), *International Seminar "Language Maintenance and Shift"* (pp. 630–811). Master Program in Linguistics, Diponegoro University.

Muysken, P. (2000). *Bilingual Speech: A Typology of Code-Mixing*. Cambridge University Press.

Muysken, P. (2011). Code-switching. In R. Mesthrie (Ed.), *The Cambridge Handbook of Sociolinguistics* (pp. 301–314). Cambridge University Press.

Myers-Scotton, C. (2006). *Multiple Voices: An Introduction to Bilingualism*.

Blackwell Publishing Ltd.

Noerindah, P. V., & Bernarto, I. (2022). Factors Affecting Customer Satisfaction on Skincare Brand: Somethinc. *Enrichment: Journal of Management*, 12(4) (2022), 12(4). <https://doi.org/10.35335/enrichment.v12i4.724>

Poplack, S. (1980). Sometimes I'll start a sentence in Spanish y termino en español: Toward a typology of codeswitching. *Linguistics*, 18(7-8), 581-618. <https://doi.org/10.1515/ling.1980.18.7-8.581>

Poplack, S. (2001). Code-switching: Linguistic. In *International Encyclopedia of the Social and Behavioral Sciences* (pp. 2062-2065). Elsevier Science Ltd.

Romaine, S. (1995). *Bilingualism* (2nd ed.). Blackwell Publishers.

Rose, H., McKinley, J., & Baffoe-Djan, J. B. (2020). *Data Collection Research Methods in Applied Linguistics*. Bloomsbury Publishing Plc.

Sajib, M. N. F. (2020). Code-switching in Advertisement Posters: A Sociolinguistic Analysis. *BELTA Journal*, 4(1), 44-57. <https://doi.org/10.36832/beltaj.2020.0401.04>

Saleh, N. J., & Sahib, H. (2021). Code Switching as an Advertisement Approach Used by Makassar On-line Platform on Instagram Application Nurfitriana Zainal. *International Journal of Innovative Science and Research Technology*, 6(12). www.ijisrt.com936

Saputra, M. H. (2018). An Analysis of Code-Switching Used in Honda Advertisement in Indonesia. *Iosr*, 23(4). <https://doi.org/10.9790/0837-2304031622>

Sebba, M. (2012). Researching and Theorising Multilingual Texts. In M. Sebba, S. Mahootian, & C. Jonsson (Eds.), *Language-Mixing and Code-switching in*

- Writing: Approaches to Mixed-Language Written Discourse* (1st ed., pp. 1–17). Taylor & Francis Group.
- Siyoto, S., & Sodik, M. A. (2015). Dasar Metodologi Penelitian. In *Dasar Metodologi Penelitian*. Literasi Media Publishing.
- Somethinc. (2022). *SOMETHINC*. [instagram.com/somethincofficial](https://www.instagram.com/somethincofficial)
- SproutSocial. (n.d.). *Instagram caption*. SproutSocial. Retrieved October 12, 2022, from <https://sproutsocial.com/glossary/instagram-caption/>
- Square. (2022). *How can Advertising Work for My Business?* Square. squareup.com/au/en/townsquare/what-is-an-advertisement
- Sugiyono. (2015). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Swanson, L. (2022). *[Blue Peacock Absolutely Nails Solo]: How Advertisers are Seeing the Hidden Benefits of Captioning*. VITAC. <https://vitac.com/some-advertisers-seeing-hidden-benefits-of-captioning/>
- Tajolosa, T. D. (2013). Motivations for Code-switching in Advertising and the Construction of Consumers' Multiple Identities: The Case of Philippine TV Commercials. *Philippine ESL Journal*, 11, 48–85.
- Trudgill, P. (2000). *Sociolinguistics: an introduction to language and society* (4th ed.). Penguin Group.
- Wardhaugh, R. (2006). *An Introduction to Sociolinguistics* (5th ed.). Blackwell Publishing Ltd.
- Widyahening, C. E. T. (2015). THE ROLE OF LANGUAGE IN ADVERTISEMENT. *Business Ethics in ASEAN Economic Community 2015 from the Perspective of Economics, Law, and Public Policy*, 70–74.

- Wijaya, A. D., & Bram, B. (2021). A Sociolinguistic Analysis of Indoglish Phenomenon in South Jakarta. *PROJECT (Professional Journal of English Education)*, 4(4), 672. <https://doi.org/10.22460/project.v4i4.p672-684>
- Yasmin, R. A. (2020). *Apa itu Computer Mediated Communication?* Binus.Ac.Id.

