

# CHAPTER I

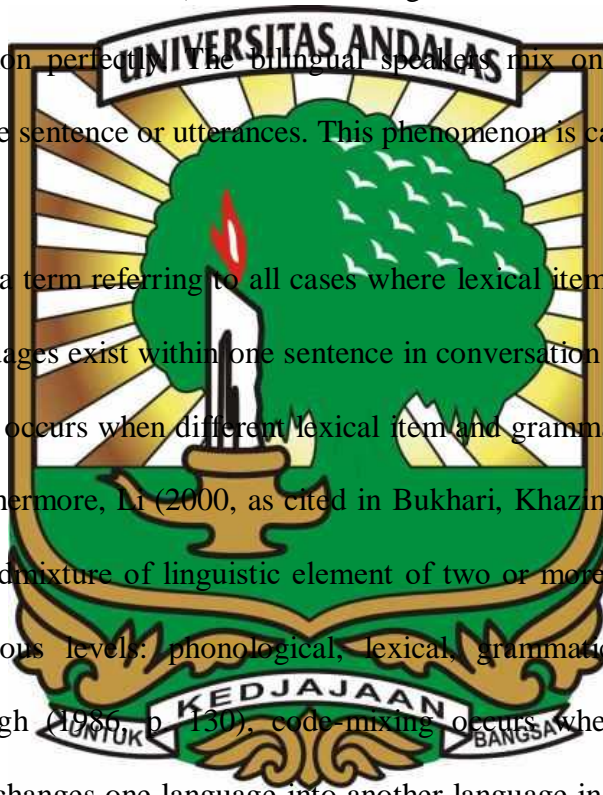
## INTRODUCTION

### 1.1 Background of the Research

A bilingual speaker is someone who can speak two languages in according to the socio cultural that exists in the society (Hoffman, 1991, p. 26). Harding–Esc and Riley (2003, as cited in Halim, Nadri, and Mahmood, 2015) add that a bilingual is someone who is able to use two languages in conversation perfectly. The bilingual speakers mix one language with another language within the same sentence or utterances. This phenomenon is called code-mixing (Leung & Chang, 2016).

Code-mixing is a term referring to all cases where lexical items and gramatical features from two different languages exist within one sentence in conversation (Muysken, 2000, p. 1). It means that code-mixing occurs when different lexical item and grammatical features are used in the same sentence. Furthermore, Li (2000, as cited in Bukhari, Khazin, Anuar, and Aziz, 2015) adds, “code mixing is admixture of linguistic element of two or more language systems in the same utterance at various levels: phonological, lexical, grammatical and orthographical.” According to Wardhaugh (1986, p. 130), code-mixing occurs when the speaker uses two languages together and changes one language into another language in single utterance. Thus, it can be inferred that code-mixing is sociolinguistic phenomenon where people mix one language to another language in their utterance or conversation.

Nowadays, the phenomena of code-mixing not only can be found in daily conversation but also via computer-mediated communication (CMC) such as social networking site. Related to social networking site, many researchers are interested to study the phenomena of code mixing. There are many of research of code mixing in social networking especially on Facebook.



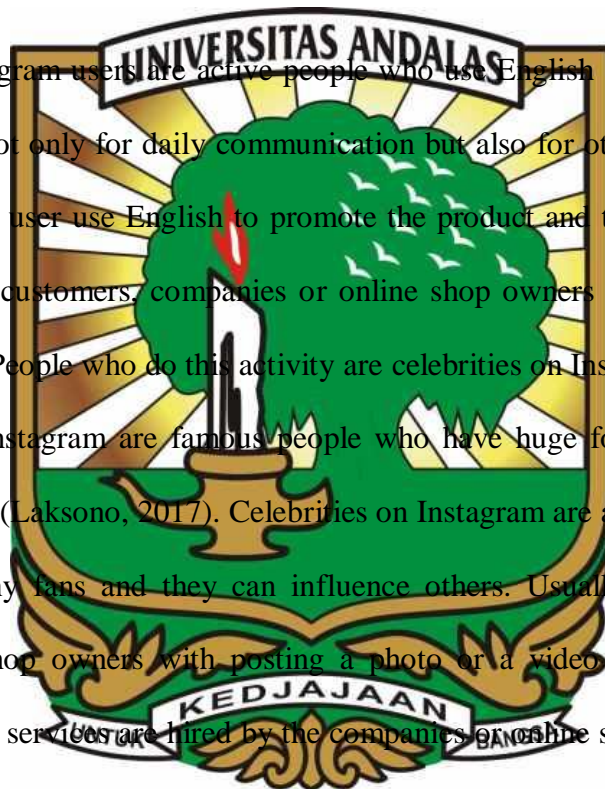
Beside that, code mixing is not only found on Facebook but also found in other social networking site such as Instagram.

Instagram is one of the most popular social media in Indonesia, which is used by 45 million active users every month. Indonesia also has the largest Instagram community in the Asia Pacific with the most active users of Instagram story (Ganesha, 2017). The users in this social media could post their photos or videos in their daily activities with many captions, hastags and emoticons.

Indonesian Instagram users are active people who use English in communication. When they use English, it is not only for daily communication but also for other purposes, such as for running a business. The user use English to promote the product and to catch many customers. In order to get a lot of customers, companies or online shop owners choose famous people to endorse their products. People who do this activity are celebrities on Instagram.

Celebrities on Instagram are famous people who have huge followers on social media especially on Instagram (Laksono, 2017). Celebrities on Instagram are also known as influencers because they have many fans and they can influence others. Usually, they are endorsed by companies or online shop owners with posting a photo or a video on Instagram by giving captions. The influencer services are hired by the companies or online shop owners because they can be success in endorsing product on social media such as facebook, twitter, Instagram or youtube (Varsamis, 2018).

Lulalahfah, Arief Muhammad, and Hanggini are three famous Indonesian celebrities on instagram in 2017 (Ramadani Barus, 2017, IDN Times). There are lots of products such as food, shoes, cosmetics, applications, clothes and others they endorse on Instagram. In endorsing the



products, the celebgrams mix Indonesian language with English in their captions. The example can be seen below:

account ←



hanggini



picture ←



caption ←



24.991 suka

hanggini Aku happy bgt juga karena makanan&minuman favoritaku ikut ngeramein meja-meja di acaraku kemarin. Yuhuuu! Happy me! Thank youuu @tumpengmini @addictea @sissy\_rice 📷

@Hanggini:

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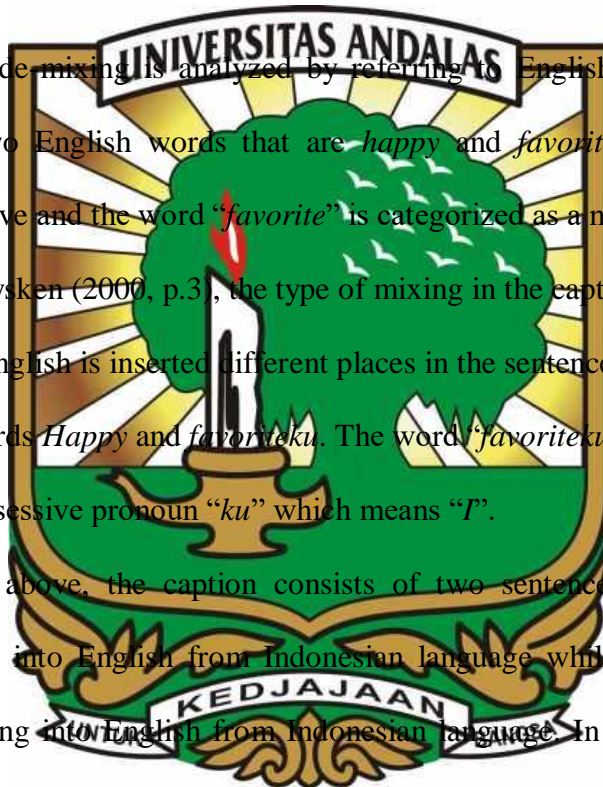
1. Aku **happy** bgt juga karena makanan & minuman favoritaku ikut ngeramein meja-meja di acaraku kemarin.
2. Yuhuuu! **Happy me! Thank you** @tumpengmini @addictea @sissy\_rice

In the first caption above, it can be seen that Hanggini uses English words *happy* and *favoriteku* in her statement in which *happy* means “*gembira*”, and *favorite* means “*kesukaan*” in Indonesian language. Besides, in the second caption she also uses English phrase, *happy me* and *thank you* which in the Indonesian words “*gembira aku*” and “*terimakasih*” respectively. The code mixing above theoretically can be analyzed by looking at English word classes by using Kolln & Funk theory to find the form of code-mixing and Pieter Muysken theory to find out the types of code-mixing.

The form of code mixing is analyzed by referring to English word classes. The first sentence consists of two English words that are *happy* and *favorite*. The word “*happy*” is categorized as an adjective and the word “*favorite*” is categorized as a noun.

Referring to Muysken (2000, p.3), the type of mixing in the caption is called congruent lexicalization because English is inserted in different places in the sentence. In the caption, code-mixing occurs in the words *Happy* and *favoriteku*. The word “*favoriteku*” consists of an English word “*favorite*” and possessive pronoun “*ku*” which means “*I*”.

In the example above, the caption consists of two sentences. The first sentence is considered code-mixing into English from Indonesian language while the second sentence is considered code-switching into English from Indonesian language. In the second sentence, the phrase “*happy me*” is code switching where this adjective phrase contains an adjective word and a pronoun. Then, the word “*thank you*” is code switching which is a noun in English. Code-mixing and code switching are two bilingual phenomena. Code-switching is a process of shifting from one language to another language depending on the social context (Wardhaugh, 2010, p. 98).



This research focuses on code-mixing from Indonesian language to English in endorsement captions. From data above, it can be seen that Indonesian language is mixed with English in endorsement captions. Forms and types of code mixing of both languages are analyzed in this study.

## 1.2 Research question

Code-mixing is the ability of people to speak two different languages in one sentence. This study is to answer two research questions about code mixing. They are:

1. What are the forms of code-mixing used by Indonesian celebrities on Instagram in endorsement captions?
2. What are the types of code-mixing used by Indonesian celebrities on Instagram in endorsement captions?

## 1.3 The Objective the Research

Dealing with the research questions above, there are two purposes of this research. They are:

1. To analyze the forms of code-mixing that is used by Indonesian celebrities on Instagram in endorsement caption.
2. To identify the types of code-mixing by Indonesian celebrities on Instagram in endorsement caption.

## 1.4 Scope of the Research

Code-mixing from Indonesia to English can be found in many forms of communication such as written and spoken. This research is limited to written form specifically captions of one



social media. Kolln & Funk`s (2012) theory is used to identify the forms of code-mixing and Pieter Muysken`s (2000) theory is used to identify the types of code-mixing

## 1.5 Method of the Research

This is a descriptive study of forms and types of code mxing. The sources of data are three famous Indonesian celebrities on Instagram which only concern about cosmetic, food, and application endorsement caption contain code-mixing on their Instagram that were posted from January until August 2018. The object of the research is code mixing found in Endorsement caption.

### a. Data collection

Non-participant observation method is used in collecting the data. The data were obtained from internet. Fifteen captions about product Endorsement (cosmetic, food, and Apps) were taken which were posted and selected from all the celebrities on Instagram from January until August 2018. The captions were posted in different date and time.

There are some steps in collecting the data. Firstly, an Instagram account was signed in to follow the account of the influencers. Then, the endorsement posts that indicate code mixing were screen captured. After that, the captions were written down in order to analyze them. Every datum that contains code mixing is given a bold mark to emphasize the English language.

### b. Analyzing the data

All sentences containing code mixing are analyzed to find the forms and types of code mixing. Sentences are written and explained. Then, code mixing in the form of word or phrase is presented in order to determine the forms and types of code mixing. Next, the data are analyzed



based on the theory of English word classes by Kolln & Funk (2012) and Pieter Muysken's (2000) theory to analyze the types of code mixing as found on Instagram product endorsement captions.

### **c. Presenting the result of analysis**

The result of the analysis is presented descriptively in order to show the forms of code mixing and to explain the types of code mixing by three Indonesian celebrities on Instagram. Then, the percentage is shown in a table to show dominant forms and types of code mixing used by three Indonesian celebrities on Instagram.

