

CHAPTER IV

CONCLUSION AND SUGGESTION

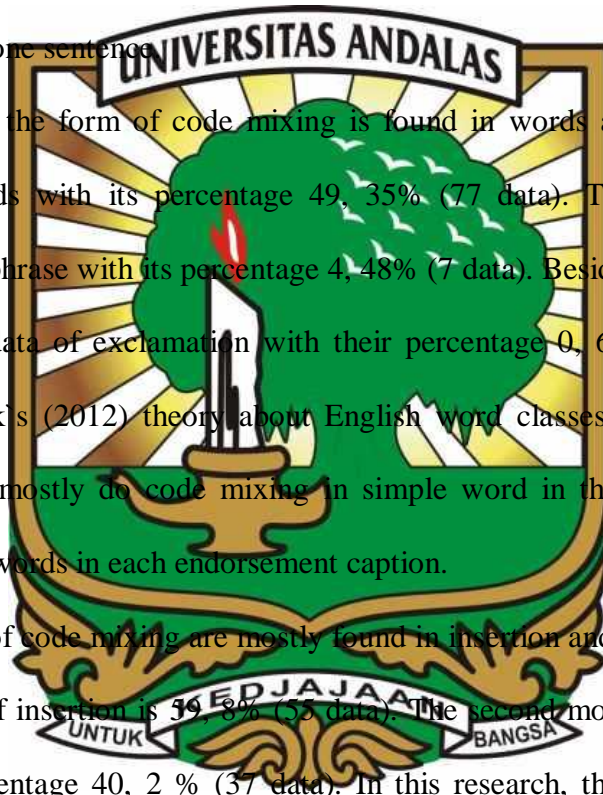
4.1 Conclusion

This research shows that English words and phrases are inserted in endorsement caption by three Indonesian celebrities on Instagram (celebgram). The use of English word and phrase by three celebgram is categorized as code mixing because the celebgram insert English into Indonesian language in one sentence.

In this research, the form of code mixing is found in words and phrases. Noun is the dominant form of words with its percentage 49, 35% (77 data). Then, the form of phrase frequently used is verb phrase with its percentage 4, 48% (7 data). Besides, it is also found 1 data of abbreviation and 1 data of exclamation with their percentage 0, 64%. These form are not stated in Kolln & Funk's (2012) theory about English word classes. Based on the analysis, Indonesian celebgrams mostly do code mixing in simple word in their endorsement caption. They also use the same words in each endorsement caption.

Then, the types of code mixing are mostly found in insertion and congruent lexicalization types. The percentage of insertion is 59, 3% (53 data). The second most used type is congruent lexicalization with percentage 40, 2 % (37 data). In this research, there is no data indicating alternation. Insertion is the dominant type of code mixing used by three Indonesian celebgram.

In conclusion, Indonesian celebgrams tend to use insertion type. They generally insert simple word related to endorsement on their caption. Probably, the simple word used in their caption easy to remember for follower.



4.2 Suggestion

The writer realizes that this research is not perfect study. Some studies related studies can be extended in order to develop the study of code mixing. Therefore, the writer suggest to the next researcher to continue the research about code mixing from another aspect.

