

CHAPTER 1

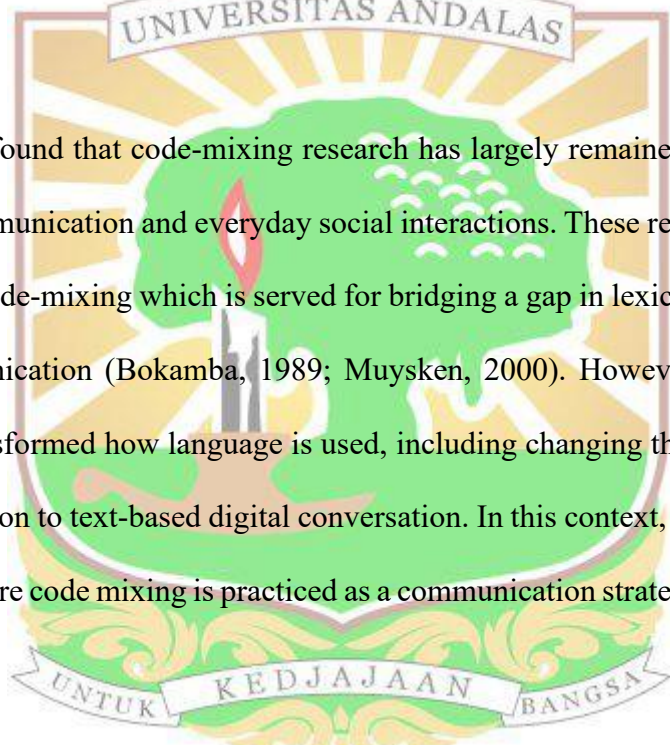
INTRODUCTION

1.1 Background of the Research

Code-mixing phenomenon, which involves combining or mixing more than one language in one sentence or at times in one word, has become popular (Purba et al., 2024). For example, “Tolong *follow up* klien yang tadi ya, *deadline*-nya besok”. This occurred due to the effects of globalization as a result of the usage of English as an international language or *lingua franca*.

It has been found that code-mixing research has largely remained within the domains of face-to-face communication and everyday social interactions. These researches comprehend the pragmatics of code-mixing which is served for bridging a gap in lexical and also as a social strategy in communication (Bokamba, 1989; Muysken, 2000). However, nowadays, digital platforms have transformed how language is used, including changing the use of code-mixing from real conversation to text-based digital conversation. In this context, social media has now become a space where code mixing is practiced as a communication strategy in the digital space (Nani, 2024).

Text-based social media platforms have become particularly relevant sites for sociolinguistic study as textual forms of digital communication become increasingly popular (Shahwani et al., 2024). Since social media communication involves writing, unlike oral communication, the process enables the use of selectively chosen language resources in the message construction of the social media text. This emphasizes the idea of code-mixing as a communication strategy in these situations (Androutsopoulos, 2013).



Threads, is a text-centered social media platform developed as an extension of Instagram, offers a space where users primarily engage through written posts (Vailshery, 2025). Threads environment encourages users to craft more elaborate and nuanced expressions, making it possible to do research on code-mixing. The user usually focusses on topic and discussion which encouraging users to employ creative, humorous, or unconventional language practices to maximize engagement.

Threads was chosen as the primary data source based on the relevance to the characteristics of the research respondents as well as to the phenomenon of language to be examined. Previous research studies carried out by sociolinguists have shown that younger generations, such as Generation Z, have shown greater participation in the act of code-mixing through online communication, including social media. Previous research studies that specifically focused on university students from Generation Z have shown that the phenomenon of code-mixing is indeed a successful means of communication since most respondents clearly stated that they feel that code-mixing makes social media messages more relevant, facilitates the process of message transmission, and is a manifestation of their bilingual identity and creativity (Sintia et al., 2025).

In line with these findings, statistical data from Statista indicate that as of the fourth quarter of 2024, Threads had more than 275 million monthly active users, with a user composition dominated by younger age groups. Approximately 28.9% of Threads users were aged 25–34, while 20.36% were between 18 and 24 years old, indicating a strong presence of Generation Z and young adults on the platform (Vailshery, 2025). Given these user characteristics and the affordances of social media that support identity expression and linguistic creativity, Threads provided a relevant criterion for examining code-mixing practices in the digital communication.

Recent studies on code mixing mostly focused on popular platforms such as Instagram and Twitter, especially in Asian context. For example, Cao (2025) examined how users mix codes in Instagram comments as a strategy to build identity and show solidarity. Similarly, Nabila and Idayani (2022) examined how Indonesian influencers mix English and Indonesian in their Twitter posts. These studies highlight how code-mixing helps shape online identity, but they have not yet explored how this occurs in newer platforms like Threads.

Previous studies, including research on Instagram Cao (2025) and Twitter, Nabila and Idayani (2022), explored the process that multilingual individuals express their identity through code-mixing. However, limited research has specifically addressed Indonesian–English code-mixing in standalone Threads posts by focusing simultaneously on its types and communicative functions. Therefore, this creates a gap in understanding the patterns of Indonesian–English code-mixing used in Threads posts by Indonesian users and the communicative functions served by these practices.

This gap is significant because Threads provides conditions that differ from both Instagram and Twitter. Threads offers a context in which users choose language choices with consideration of their audience, which leads to a unique type of linguistic expression. In order to convey a personality and strengthen an awareness of in-group solidarity, users in this field frequently use hilarious or highly emotional English insertions.

This research seeks to contribute to bridging this gap by investigating how Indonesian speakers use Indonesian and English code-mixing in Threads, especially focusing on the types and functions of code-mixing through language choices in written posts. This research investigates Indonesian-English code-mixing in Threads in relation to its types, as well as the functions based on typologies for code-mixing explained by Muysken (2000).

1.2 Research Questions

This research was designed to analyze Indonesian–English code-mixing on the Threads platform by examining its types and communicative functions in Threads posts. Therefore, this study seeks to answer the following research questions:

1. What types of Indonesian–English code-mixing are used in Indonesian users' Threads posts?
2. What communicative functions are served by Indonesian–English code-mixing in Threads posts?

1.3 The Objective of the Research

The objectives of this research are:

1. To identify and classify the types of Indonesian–English code-mixing used in Indonesian users' Threads posts.
2. To describe the primary communicative functions served by Indonesian–English code-mixing in Threads posts.

1.4 Focus of the Research

After establishing the research questions above, the main focus of this research is to identify and analyze the use of Indonesian–English code-mixing among Indonesian users on the Threads platform by examining its types and communicative functions in Threads posts. Specifically, this research seeks to identify the types of code-mixing used and describe the communicative functions served by these linguistic choices in the posts. In addition, this study employs established typologies of code-mixing as the primary analytical framework to understand how multilingual users on Threads use code-mixing as a communicative resource.

In order to answer the research questions, Muysken's (2000) typology of bilingual speech which consists of the following code-mixing types: insertion, alternation, and congruent lexicalization is used. Furthermore, functional approach developed by Appel and Muysken (1987) which consists: referential, directive, phatic, expressive, metalinguistics, and poetic function is used to investigate the communicative function of these code-mixed languages.

1.5 Method of the Research

This study employed a qualitative approach which was classified as library research, digital field research, and descriptive research. The library research involved in establishing the theoretical base through the review of literature in the fields of sociolinguistics and code-mixing. The digital field research involved the processing of text data from the Threads platform. Meanwhile, the descriptive research was utilized to systematically identify, classify, and describe the specific types and communicative functions of the Indonesian–English code-mixing found within the collected posts. The following are the steps involved in the data collection and analysis.

1.5.1 Data Collection

The data collection process in this research is designed to obtain a set of natural Indonesian–English code-mixed texts from Threads. The primary data source consists of public text-based posts available on the Threads platform. The population of this research consists of publicly available Threads posts produced by Indonesian users that contain instances of Indonesian–English code-mixing.

A purposive sampling technique was used to select posts that explicitly contained intra-sentential blending of English and Indonesian. This approach was employed because the method assisted the researcher in concentrating on the posts were most relevant to the topic of the research. To make the information relevant to the subject as well as clear to the researcher

for the purpose of the study, the gathering of the information was limited to a specific time period from May 1-31, 2026. Hashtags commonly used by Indonesian users such as #kerjaremate, and #Upwork were used as filters for posts on topics for content analysis. These hashtags were chosen because they are usually used in the context of conversations carried out by Indonesian Internet users regarding remote working, freelancing, and job opportunities on the web. Moreover, such conversations are often conducted using terms in English, specifically relating to digital technologies and freelancing. Thus, the hashtags served as an appropriate means of finding Indonesian Threads posts containing possible Indonesian–English code-mixing examples.

The data was collected by taking screenshots of public Threads posts that met the predetermined criteria. The following key data for each post was systematically recorded in a dataset for each of the posts selected in this research. A maximum of three posts were collected per day. If more than three relevant posts were found, the researcher selected posts based on purposive sampling criteria, including the clarity of code-mixing, linguistic relevance, and variation of patterns. From the total collected data, 30% was selected for in-depth analysis.

1.5.2 Data Analysis

The collected data were analyzed using a content analysis method, emphasizing the identification and analysis of the English-Indonesian code-mixing in the Threads posts. This study used the typologies of code-mixing as the main theory to identify the forms as well as the functions of code-mixing in the Threads posts. These typologies provided analytical categories for understanding how users employed code-mixing as a communicative resource in digital communication.

The familiarization and organization of the gathered data was the starting point in the analysis. This included a careful reading and systematic organization of all the postings on

Threads. The intra-sentential contexts where English-Indonesian code-mixing took place were identified and marked. The data then were then categorized and analyzed based on the theory types of code-mixing explained by Muysken (2000), which include insertion, alternation, and congruent lexicalization.

After the classification process, the data were analyzed in order to determine their principal functions for communication in the posts based on the function outlined by Appel & Muysken (1987) in their study, including referential functions, directive and integrative, expressive, phatic, metalinguistic, and poetic functions.

The findings of the analysis were discussed to describe how the different types of code-mixing acted as a communicative resource in Threads posts. Based on the method of the study, the findings illustrated how the Indonesian users used code-mixing as a communicative strategy to convey meaning, stances and engage with audiences in Threads posts.

1.6 Definition of Key Terms

This section provides operational definitions for the key terms used in this study to ensure a consistent and unambiguous understanding of the core concepts.

Code-Mixing: A sociolinguistic phenomenon in which elements from two or more languages are combined within a single utterance or discourse. Code-mixing refers to the combination of one into another language (Muysken, 2000).

Types of Code-Mixing: Based on Muysken (2000), code-mixing can be classified into three main types: insertion, alternation, and congruent lexicalization. These types describe the structural patterns through which elements from different languages are integrated within a discourse.

Communicative Functions of Code-Mixing: Communicative functions refer to the purposes served by the use of code-mixing in interaction. Drawing on Appel and Muysken (1987), this study examines

functions such as referential, expressive, and interpersonal or solidarity-building functions.

Threads:

A text-centric social networking platform launched by Meta Platforms, Inc. In this study, "Threads" refers to the digital environment where the data is collected specifically, the public posts made by Indonesian users that constitute the primary source of analysis for this research.

Sociolinguistics:

According to Holmes (2013), sociolinguistics is the study of the use of language in society. It is the exploration of how people speak differently in different situations as reflecting power relations in a society or to create meaning through identity.

