

CHAPTER I

INTRODUCTION

This chapter provides the introduction section of this research as a base and embarking on point of the research. It is separated into five sections. The sections include background of the research, research question, research significance, and definition of key terms.

1.1 Background of the Research

Language is the most important communication media for humans. A communication system that functions as a way or means of conveying messages, both through verbal and non-verbal messages (Sumartono, 2020). The message conveyed can be in the form of thoughts or feelings, from the delivery of information messages between individuals or groups. This definition includes other symbols used in communication, such as gestures, body, writing, oral, and visual. The components of language are also diverse, including vocabulary, grammar, sound, meaning, and use in social contexts. Language is a part of human life and can be seen in almost all aspects of it. Language affects the way we think, act, and relate to others; in addition to helping us communicate in our daily lives in various fields of work (Mailani et al., 2022). In the modern dynamic and interactive world, understanding and effective use of language plays a very important role.

In addition based on Book (in Deddy Mulyana, 2017) language also have has many other essential role, both in social interaction, expressing ourselves, as an education and learning, and problem solving. In the context of culture and identity, language functions in showing the identity of an individual or community and each language carries the traditions, principles, and customs of the people who speak it which helps in maintaining the customs principles in a culture when using language.

In various fields, language also has an influential role, such as technology, politics, health, entertainment media, and business. Mardianingsih et al., (2023) once said, in business, language is important because it serves as an internal and external communication media. Internal communication includes coordination

within a team, conveying the vision, mission, and policies of a company; while external communication includes negotiations, marketing, and customer service for both national and international customers. The power of good language and the mastery of multiple languages in a business gives it an edge in the global market. where in branding the use of this language greatly influences customer perceptions of the products or services of the business being implemented. Language mastery gives an edge in the career and the business world. Being able to communicate well in multiple languages can help one get better career opportunities and work with better partners and co-workers. (Mardianingsih et al., 2023)

The use multiple language in the business sector, is often a phenomenon resulting in code-switching. The use of multiple languages is commonly referred to as multilingualism (Putri, N.Y., 2024). This is a phenomenon of code switching between one language to another is the result of a response to the communication norms that occur in an environment, usually in response to the need to communicate with a variety of audiences; Where this serves to increase the accessibility of audiences who come from different cultures and languages, make the technical or specific explanations easier, build emotional connections with customers or business partners using the local language, and help ease the use of languages that do not have word equivalents especially in a multicultural work environment. Multicultural work environments greatly affect the way employees communicate, especially in large or international organizations (Pasaribu et al., 2024), as well as the businessman. Code switching in a multicultural environment demonstrates that the organization can be accepted and used in a flexible, inclusive and adaptive way. Cryptocurrency, or often referred to as crypto, is one of the modern business sectors that has a multicurtural work and customer bases all over the world.

Reported by Allianz Indonesia (2021), Crypto comes as one of the advantages provided in the business sector that reaches the global market. In this digital era, the simplicity of conducting business and transaction is one of the many factors that have made live easier. Transactions with crypto can be done quickly without intermediaries from third parties such as banks or conventional financial

institutions. This process speeds up transactions and reduces costly administrative fees on cross-border transactions. With faster service and lower operational costs, companies can increase the satisfaction. Every transaction made using crypto is recorded on the blockchain, making it easier to verify and audit. This increases transparency in the transaction process and can provide high trust between businesses and customers or partners.

In addition, the other aspects offered are varied and doing business is no longer limited to a certain place or geographical location because of the presence of an online platform. Businesses don't have to worry about the value of local currencies or the constraints of a country's banking system in this digital environment as it opens up opportunities to reach customers in new regions that were previously hard to reach. that is used as a way to open up fantastic opportunities for a businessman or entrepreneur.

The use of cryptocurrencies is also rapidly evolving to the extent that its use has become significantly easier than it was just a few years ago, and the regulation it offers is increasingly targeted with a wide reach across diverse sectors (*Website DJKN*, n.d.). With a simple and flexible interface, a digital wallet app feature for crypto use today also provides an opportunity for novice users to become more skilled in managing their crypto assets without any technical difficulties.

Based on data obtained from the Ministry of Trade of the Republic of Indonesia, there are around 19 million crypto investors, which is predicted to continue to rise (RI, 2024). Also, a recent report from blockchain analytics firm Chainalysis ranked Indonesia as third in the global crypto adoption index, surpassing countries such as the United States and Russia. Data from the Commodity Futures Trading Supervisory Agency (Bappebti) also shows that until July 2024, the transaction value and number of crypto investors in Indonesia continue to show a positive growth trend. This is the reason why literacy or knowledge about crypto crucial. As a business that reaches global markets and the origin of cryptocurrency, this leads new terms related to the crypto field based on the use of English terms that will eventually start to gain acceptance. In other words,

the term will be used as it is or not translated into Indonesian and other languages or has no equivalent. Terms that cannot be translated into Indonesian or any other language because do not have an exact equivalent are referred to as code switching. The use of foreign terms like this is often done to maintain the original meaning or because the term is already commonly used in certain situations. Therefore, code switching can be a useful method to ensure communication in cross-language situations remains clear and precise.

Code switching is a relevant topic that reflects the complexity of social interaction and the richness of communication strategies used by people in multilingual societies. Code switching is crucial in communication and education, as it helps to increase global audience engagement and enhance understanding and engagement with technology. In sociolinguistics code-switching is a phenomenon of switching one language to another during conversation or communication. Communication is important in conveying something, either thoughts or emotions. And an understanding of this phenomenon becomes more complete if we know the types and functions, because every code switching has a different purpose and pattern.

In general, there are three types of code switching based on Poplack (1980), namely intra-sentential code switching (switching that exists in one sentence), inter-sentential code switching (switching that occurs between sentences), and tag switching (insertion of words or short phrases from other languages). Besides dealing with types, there are also functions in code switching. The functions of code switching based on the theory of Janet Holmes (2001), there are five functions including referential functions, social identity functions, affective functions, phatic functions, and directive functions; where the functions are different, it can be used for filling vocabulary gaps, showing group identity, expressing emotions, maintaining smooth communication, to direct or influence interlocutors. By understanding the various types and functions of code switching, people can be more flexible in communicating and adjusting the style of speaking to various contexts. Communication is not limited to communication that is carried out

directly but with the increasingly sophisticated technology, communication can reach widely and globally such as the use of social media.

Social media is a type of online media that allows people to easily participate, share and create content. Some examples of social media include Instagram, Facebook, YouTube, Twitter, and many more. (Tongkotow, Fonny J., 2022). If considered from a positive perspective, social media has many advantages besides its usage as a research platform. From the description of social media, those social media platforms are some of the varieties that are frequently the subject of research, especially in code-switching research.

There are many previous studies related to code-switching that used in this research. The previous researches related to code-switching that motivated the researcher include Code Switching and Code Mixing used by Sarah Sechan & Cinta Laura in Sarah Sechan Talk Show (2018). This study investigates the use of code-switching and code-mixing in the conversation between Sarah Sechan and Cinta Laura on the talk show Sarah Sechan, an Indonesian talk show hosted by Sarah Sechan on NET television. Each show discusses a particular theme with some humour. Interesting items will be added to the program, which will engage the audience both in the studio and at home. In a fun, entertaining, and amusing way, while still providing useful information for the audience. The focus of the study is to identify four types of code-switching and code-mixing and three types of code-mixing, and six reasons why the usage is conducted in the context of the talk show.

Secondly, Code Switching and Code Mixing In Leonardo Edwin's YouTube Videos: A Sociolinguistic Study (2021). This research focuses on the types and factors that cause code-switching and code-mixing that occur in Leonardo Edwin's YouTube videos. Leo, an Indonesian content maker, talks about his daily experiences as a student in America. His contents bring light on everyday life, American culture, and self-service commerce systems. Leo's vlogs encourage young Indonesians to follow their aspirations in addition to providing a platform for English language development. Through seminars and educational institutions, he is gaining more recognition in Indonesia. The study focuses on explaining the

different types of code-switching and code-mixing, in addition to the factors that influence these phenomena. The results show that there is external code-switching occurring between Indonesian and English, and word code-mix is one of the mostly common code-mixes. Factors causing code-switching and code-mixing include the background of the speakers, the function and purpose of the conversation, and the context of the conversation.

Thirdly, Code Switching and Code Mixing in Suhay Salim's Video Content Youtube (2021). This study focuses on the forms of code-switching and code-mixing that occur in Suhay Salim's video content and the factors that cause the phenomenon to occur. Suhay Salim is a beauty content creator who often shares knowledge about beauty, her YouTube and Instagram content often discusses cooking, baking, and living at home. The results of the study published in this journal show code switching from Indonesian to English and vice versa, and code switching involving the addition of English word elements. Speakers, audience, and urgency are the causes of code-switching and code-mixing.

Lastly, Code Switching Used by Cinta Laura and Maudy Ayunda on YouTube Channel (2024). This study focuses on the types of code switching used by Cinta Laura and Maudy Ayunda in their conversations on Daniel Mananta Network's YouTube Channel. Daniel Mananta is an Indonesian presenter, actor, and entrepreneur who is best known as the former host of Indonesian Idol. Daniel Mananta has a YouTube channel called Daniel Mananta Network, where he features inspirational content and interviews with famous people. Faith and spiritual experiences, motivation and self-development, and the life and career journeys of famous figures are often discussed on this channel as well. The focus of the research is to evaluate the types of code switching used by Cinta Laura and Maudy Ayunda as well as the meaning of the use of code switching which resulted in the discovery of 147 code switching data, consisting of 76 sentential switching data, 62 intersentential switching data, and 9 tag switching data.

Based on previous studies, in general outline of the previous research the focus of media platforms was limited to specific television shows and YouTube

channels. There is no exploration of other media platforms, such as social media Instagram or other social media where code-switching can also occur frequently. Also In addition, the code-switching used is more tend to media as entertainment, not code-switching in professional fields such as business sector in crypto.

Similar to the previous research, this research will discuss code-switching in multilingual communication that incorporates colloquialisms, but what distinguishes it from the previous research is that technical terms in crypto are maintained in English to provide a professional and more accurate explanation of complex concepts to general public in business sector where the word has no equivalent. Technical terms in cryptography include 'blockchain', 'hold', and 'fiat'.

The researcher choose the Instagram of Timothy Ronald account @timothyronaldd as the object of the research because it relates to the use of English code switching in the context and Instagram has many advantages over YouTube, especially in terms of real-time response, fast interaction behavior, and distribution of short visual content. Therefore, research on Instagram can concentrate more on how short content has an immediate impact on users, how trends develop, and how high audience engagement emerges in a short period of time which triggered more active discussions and interactions among Instagram users on the topic.

Timothy, a professional in business sector as entrepreneur, educator of crypto academy, and motivator in crypto. In addition, this ability to provide easily understood information on the Instagram platform media as a research object can be proven by content created with a wide range of information, such as a short video which is called as reels. This highlights the importance of information literacy that can be extended beyond the perspective of digital education strategy. Many people need motivation to grow their business or increase their capabilities, and the content from the expert is always inspiring to them.

Based on the information above, the researcher is interested in researching the types and functions of code switching that occur in the @timothyronaldd

Instagram video reels, where speaker use dominantly Indonesian and only at certain point of time speaker use English terms because some terms have no equivalent word in Indonesian or the term because it is common so it is clearer to use the main language without the need to translate into Indonesian. This research is entitled *“CODE SWITCHING IN THE BUSINESS SECTOR IN THE INSTAGRAM @TIMOTHYRONALDD”*

1.2 Research Question

Based on the explanation of code-switching, this case often occurs in various situations for several reasons, including as mentioned above, specifically because of the components of language use through an investigation of the various ways that multilingual and bilingual; Other reasons can include adaptability, flexibility, and communication intelligence in interactions with audiences (Alawiyah et al., 2021).

By using this strategy, it can build a self-image as a professional who is intelligent, knowledgeable, and able to adapt to a multicultural environment, which is highly valued in the business world. However, based on the explanation given by the researcher in this research, the researcher concludes that this research will primarily focus on two questions:

1. What are the types of code-switching related to words that have no equivalent in the business sector found in the Instagram @timothyronaldd?
2. What are the functions of code-switching related to words that have no equivalent in the business sector found in the in the Instagram @timothyronaldd?

1.3 Research Purpose

Based on the formulation of the research question above, the researcher is intended:

1. To identify the types of code-switching related to words that have no equivalent in the business sector in the Instagram @timothyronaldd.
2. To analysis the functions of code-switching related to words that have no equivalent in the business sector in the Instagram @timothyronaldd.

1.4 Research Significance

As one of the linguistic phenomena in sociolinguistics, code-switching is an interesting topic that requires further research, especially in terms of the topic research by researcher. The researcher intended that this study would have practical applications including understanding language use in everyday communication, identifying motivators and factors that encourage individuals or groups to engage in language learning, understanding how language can be used in formal or informal situations, and understanding how language develops in bilingual or multilingual communities. This knowledge can also be applied in various fields such as education, technology, and business.

In the business field of this research, the use of code switching on the object of research about crypto concerns financial freedom (economic) activities for audiences on Instagram accounts is important, because as the opinion of Lusardi & Mitchell (2014) Individuals with good knowledge and literacy tend to make better financial decisions, which can improve their economic well-being. Because in learning something there is a need for learning so that each individual has good knowledge and be able to apply these concepts in everyday life, which then also contributes to increasing economic welfare. So it can be concluded that learning the language of terms that have no equivalent in this research of code-switching is closely related to everyday life and provides significant benefits, especially for people interested in the business sector, including the crypto industry. By understanding and applying the concept of code-switching, audiences or readers can improve their communication skills and adaptability in various social and professional contexts.

1.5 Definition of Key Terms

This section explains in detail about the material related to the research topic, including code switching, business sector, cryptocurrency, Instagram, and @timothyronald.

1.5.1 Sociolinguistics

Sociolinguistics based on Sumarsono (2004) is an academic field that investigates how language relates to society. Specifically, it analyses how social factors influence the way people use language in various social contexts. Sociolinguistics also includes a field that investigates the relationship between linguists and language communities, as well as language characteristics and distinction (Marni 2016: 3).

1.5.2 Code Switching

Code switching is a linguistic phenomenon where an individual speaks two or more languages in a conversation where the “code” itself refers to varieties or dialects of different languages Auer (1998). It is also affecting multilingual individuals' ability to actively use one language in their social interactions by influencing social context and culture. Based on Suwito (1985) and Hymes (in Chaer and Agustina, 2004) key aspects of code switching include communicability flexibility, language learning, socio-linguistic aspects, cognitive processes, and language education. It helps individuals optimize communication, maintain language structure, and understand the social dynamics in multilingual communities. Understanding code switching can help teachers develop effective teaching strategies for multilingual students. It is crucial in multilingualism studies, contributing to language learning and social identity.

1.5.3 Textual Interaction

Textual interaction is a term that refers to the way people communicate through text based on M.A.K. Halliday (1994). It includes the communication of meaning

between the writer and the reader as well as the conversations and interpretations carried out by both. Sumarlan (2010) states that form (cohesion) and meaning (coherence) are internal elements of the text that serve as the center of text analysis. These two elements play an important part in the production of consistent meaning.

1.5.4 Business Sector

The business sector is a subdivision or division of economic activity, where there are many people involved in this field, most of whom cooperate on an international scale. In accordance with Accurate.id web page (2023), the business sector is one aspect of economic activity that consists of various categories of industries or business fields. Every fields, from the acquisition of natural resources to the provision of professional services, play an important role in economics country. Businesses are usually divided into categories, with the primary sector concentrating on the exploitation of natural resources such as agriculture and mining, the secondary sector consisting of manufacturing processes and the production of finished goods, the tertiary sector which includes service provision such as retail and banking. These sectors complement each other to drive the economy. The business sector is changing both conventionally and digitally as technology advances.

1.5.5 Cryptocurrency

Gramedia (2025) explained that Cryptocurrency is a type of digital currency that records and secures each transaction using blockchain technology. Due to decentralization of blockchain, crypto transactions are not subject to government or bank regulation and are not linked to the traditional financial system, opening the door to more secure and transparent transactions. Transactions in the digital world can be done without geographical barriers with crypto, which is in line with advances in communication technology (Puskomedia, 2025). For example, multilingual guides and links are often used by crypto and blockchain platforms to reach users from all over the world. To ensure that non-technical people and those living in developing countries can access relevant information, translations of educational materials on crypto are essential.

1.5.6 Instagram

Instagram is an application or social media network that is used to share photos and videos and helps users to interact or connect with other users in a large, internationally distributed area. The content offered by Instagram is very diverse among the contents, one of it is content that provides education (Atmoko, 2012).

In this case, the researcher specifically investigated the @timothyronaldd Instagram account of audience engagement in cryptocurrency educational content to find out what kind of code-switching interactions occur, especially regarding the types and functions of code-switching used, also how does the level audience engagement affected by code-switching. These include improving the understanding of the audience about bilingualism, giving the creator a professional image, creating a social connection between the audience and the creator, increasing the attractiveness of the content, and facilitating multilingual discussions.

1.5.7 @Timothyronaldd

Born in September 2000, Timothy Ronald is a talented Indonesian investor, content creator, and entrepreneur. He has accomplished plenty at an early age because of his knowledge and skills in bitcoin space. Timothy established the Akademi Crypto Com in 2022, a platform for cryptocurrency education that educates thousands of traders and investor through social media according to Sari A.M (2025), in *IDN TIMES* website. Timothy is also a co-founder of Ternak Uang, a website that provides guidance on successful handling finances. @timothyronaldd is name of his instagram.