CHAPTER I

INTRODUCTION

This chapter is an initial description that discusses the phenomenon of code mixing in the captions of Indonesian Celebrities Instagram. This chapter consists of background of the research, statement of problem, research objectives, research significance, conceptual framework, previous studies, and definition of key terms.

1.1 Background of the Research

The people who have two or more languages are called bilingualism and multilingualism. The reason bilingualism and multilingualism mixed their language is to convey information and make good communication of their conversation. Wardhaugh (2006, p. 97) argues that multilingualism is taken for granted, and moving from one language to another in the course of a single conversation is very common. The phenomenon of mixing two or more languages in sociolinguistics is called code-mixing. Code-mixing is a language phenomenon that uses two or more languages in one sentence, it means code-mixing is insertion of several other language words in one sentence with one situation. In addition, code-mixing only change a morphology and lexical items, not changing the topic being discussed (Sutrisno & Ariesta, 2019). It means that when someone does code-mixing, the topic being discussed will not change. It's just there are changes in the lexicon and morphology.

Many people use code-mixing in their conversation in the real of life or social media. Without realizing it, humans have experienced code mixing since their infancy. This happens to children whose parents are from different regions. Usually a bilingualism mixes their language when in one condition. For example, when they tell something about the viral in these days or it has become a habit. Sometimes code-mixing is said same with the code switching because of using two languages in communication.

The phenomenon is not only found in the real conversation in the daily life but also in the media which developed, one of them is Instagram. Instagram is a media which can represent photos, videos and audios, so that people can see someone doing activities. In addition, Instagram first differentiated itself by allowing its users to take pictures and videos with filters to share with their followers. Users are free to express themselves through uploading photos or videos and add the caption in their posts. Musonera (2018, p. 2) conclude, Instagram is one of the most popular online mobile sharing social media sites in the United States, with 90 million Americans joining since its inception in 2010. Moreover, Instagram is one of social media, which popular in society.

The phenomenon of code-mixing can be found in a show or a conversation in Instagram because not a few Indonesian writing a caption on Instagram using code-mixing. This phenomenon can be found in the captions of Indonesian Celebrities Instagram. Usually, they add a caption in their posts using a mixture Indonesia and English language.

The relationship between Indonesian Celebrities Instagram and code-mixing is Indonesian Celebrities Instagram are public figure in society, especially teenagers. In their daily life, they often use a mixture Indonesia and English language. Indirectly, the people who follow their Instagram will follow their lifestyle or other activities.

(Suwito, in Hairennisa, 2018) mentions that code-mixing is divided into six forms based on the structure. There are word insertion, phrase insertion, hybrid insertion, repetition insertion, idiom or expression insertion and clause insertion. In Instagram caption, Indonesian Celebrities used code-mixing in various styles. Some of them used forms of code-mixing such as word, expression and clause insertion.

Social dimensions factor is one of the benchmarks for researcher to find out how this social dimension influences Indonesian Celebrities in using code-mixing in their Instagram captions. According to Ruchiana (2018, p. 26) social dimensions influence the way a human speak. Human can talk about the same thing but conveyed in different ways and different situations. In addition, social dimensions related of closeness between a speaker and interlocutor, social status, and related with formalities of the language used in conversation. Moreover, social dimensions and social factors have a related to each other, both explaining about factors that influence humans in speaking.

In the captions on social media, the people can see the language used and social dimensions factor by humans. Holmes (2013: 9) argues there are four of social dimensions that influence the way a human speaks. These are: a social

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distance scale is a distance that measures how close the relationship between speaker conversation to each other, a status scale is the level of status of a speaker conversation, such as a person's title or age, a formality scale is a scale that shows the formalities of language in a conversation which can be seen from the context of the content the language used by the speaker, two functional scales are relations between the choice of language in a context can sometimes be a thing easiest how different languages will be used in a different social context.

The researcher has found three previous studies that discuss related to code-mixing. The first of this study has previously been observed by Sari (2020) with the titled *"The Use of Code Mixing by Online Sellers on Facebook Page "Peken Online Buleleng (2020)."* Her research investigated the phenomenon of code-mixing in the language used in social media. Her research aimed at describing the kinds of code-mixing produced by online sellers, the online sellers' comments, captions, and hashtags on Facebook. The data were analysed based on the linguistic form of code-mixing by Suwito's theory and the reasons for the use of code-mixing by Holmes Hoffman's theory.

Second, the research written by Marzona (2019) with the title is *The Use of Code Mixing between Indonesian and English in Indonesian Advertisement of Gadis (2019).* This research focused on the forms and functions of code-mixing used in advertisement in Gadis. The result showed that there were three forms of words as words, phrases and sentences. Meanwhile, there were three functions of the use of code-mixing. They were greeting, informing, and rejecting.

Third, the research written by Hairennisa (2018) with the title is *Code Mixing in Student's Whatsapp (WA) Chat at Eight Semester of English Study Program at State Islamic of University Raden Intan Lampung (2018)*. In this research, the data are classified as types and factors that cause. Theories from Musyken and Suwito were chosen to analyze factors that cause code-mixing.

Different from the previous studies, the title in this research is *"The Influence of Social Dimensions of Code-Mixing in Instagram Captions by Indonesian Celebrities*." This research will discuss code-mixing in the captions. Code-mixing is a language phenomenon that uses two or more languages in one sentence. In code-mixing there is one language that dominates and insertion of several other language words in one sentence in one situation. The factor that influences Indonesian Celebrities used code-mixing in their Instagram captions is social dimensions. This research focused on the theory of Janet Holmes which is analyze the influence social dimensions used of code-mixing. According to Holmes (2013, p. 9) there are four social dimensions that influence the way a human speaks. These are: A social distance scale concerned with participant relationships, a status scale concerned with participant relationships, a formality scale relating to the setting or type of interaction, two functional scales relating to the purposes or topic of interaction.

1.2 Statement of Problem

The language phenomenon that often occurs in Indonesian Celebrities Instagram is code-mixing. The problem of code-mixing cannot be separated from

the types and the factors that influence them in using code-mixing. In resolving this problem, the researcher concludes that there are two questions that be the main focuses of this research, they are:

1. What forms of code-mixing are used in Indonesian Celebrities Instagram captions?
2. How do social dimensions influence the use of code-mixing in their Instagram captions?

1.3 Research Objectives

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

1. To identify the forms of code-mixing in Instagram captions by Indonesian Celebrities.
2. To know the influence of social dimensions in using code-mixing on their Instagram captions.

1.4 Research Significance

The result of the research will provide benefits to the theoretical and practical use of language. Theoretically, this research is relevant to the field of science being studied especially on code-mixing. Practically, The researcher have obtained knowledge of English-Indonesia code-mixing in the social network of

Instagram. This research can be used as an additional reference for discussion of sociolinguistics study, especially about code-mixing phenomenon.

1.5   Conceptual Framework

To resolve the problems in this research, the researcher chooses the object of data from the Instagram captions of Indonesian Celebrities. Indonesian Celebrities who has chosen by the researcher are Bunga Citra Lestari, Gita Savitri Devi, Dewi Sandra and Roger Danuarta. The phenomenon of code-mixing often found in the caption of Instagram or another social media. The researcher will analyze the forms of code-mixing and the influence of social dimensions in using code-mixing in Insagram captions by Indonesian Celebrities.

To answer the statement of problem in this research, the researcher uses a qualitative method. The steps of analyzing data are determining the criteria of each category, matching each data that fit to the forms of code-mixing and interpreting the social factor in captions used by Indonesian Celebrities Instagram.

To relate this research, the researcher using theory code-mixing from Suwito (1983), he said that forms code-mixing divided into six forms based on the structure. There are word insertion, phrase insertion, hybrid insertion, repetition insertion, idiom or expression insertion, and clause insertion. The researcher thought the used of code-mixing be affected by several factor, one of them is social dimensions. So, to know the influence of social dimensions in using code-mixing in Indonseian Celebrities Instagram captions, the researcher using theory of Holmes (2013). He argues that there are four social dimensions that influence

the way a human speaks. These are: a social distance scale, status scale, a formality scale, two functional scales.

In this research, social dimensions focused on communication-related to the interlocutor's social and formalities in conversation. Social dimensions factor can see the reasons why Indonesian Celebrities used code-mixing in their captions on Instagram.

1.6 Definition of Key Terms

In this research, the researcher used some of key terms. In order to clarify the key terms, there are some of definitions:

1. Social dimensions are a factor that influence the way humans speak.

2. Code-mixing is the phenomenon that a mixture two languages in one sentence. It's means inserted some of words, phrases, idioms or clauses to other languages and does not change the topic in the sentence.

3. Instagram is one of the social media used by people to share their daily stories using features such as photo, video, caption or live broadcast.

4. Indonesian Celebrities Instagram are public figure, writer, blogger, content creator or vlogger Indonesia who has followers of more than 20.000 followers.