Code-Mixing on Instagram Captions Posted by the Fashion Influencer "AMELIA ELLE"

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Article Info	ABSTRACT
	This research aimed to find out the types and the reasons for code-mixing used by fashion influencer Amelia Elle on her Instagram captions. This research was a mixed-method. The subject of this research was Amelia Elle. The data in this research were features of code-mixing used by Amelia Elle, a fashion influencer, in her Instagram captions. The data source in this research is Instagram captions. In analyzing the data, the researchers only took the captions which contain code-mixing. The result of this research shows that Amelia Elle used a type of code-mixing most dominantly in her Instagram captions insertion. Based on the interview, co reason dominantly used is being emphatic about something. In conclusion types and reasons for code-mixing appears to be the personal interest of young Indonesian speakers.

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1. INTRODUCTION

A tendency of sociolinguistics which relates to society in the use of languages consists of using elements of these languages interchangeably and in a state where many people can understand two or more languages. In sociolinguistics itself, it is referred to as code-mixing. According to Nababan (1994), the situation of code-mixing is where the speakers mix a kind of language in a speech act without a condition or even the situation that needs mixing of language. Wardhaugh (2002), states that, is called code-mixing when the tendency of mixing one language with another language. Holmes (1992), also stated that code-mixing is the use of 2 languages when someone wants to speak. The uses two languages in one conversation without changing the grammar of the first language used it's called code-mixing (Mabule, 2015).

The situation where one language mixes with another language is code-mixing. The mixing of language can be in phrases, words, sentence forms, and clauses. According to Subyakto (1992), the use of two languages or more is called code-mixing, language kinds in a relaxed situation between speakers with other people who have a near relationship with one another. Wardhaugh (1986) agreed that code-mixing happens when conversations use both languages simultaneously to the extent that the key alternation from one language to the other in the course of a single utterance. It correlates positively with the educational achievement of individuals. Code-mixing is a tendency that stands in a multilingual society when people master at least two languages and apply them in communication, and also a process of mixing two languages or more which happens without turning the topic.

Concerning code-mixing, Bhatia and Ritchie (2004) state that most bilinguals themselves have a negative view of mixed code speech. They perceive language switching or mixing as a sign of impurities, accidental speech acts, laziness, and examples of linguistics decadence and potential harm to their linguistics performance. In the Indonesian context, the speaker's language behaviors, especially in mixing code for unacceptable reasons could spoil the government's efforts to maintain the Indonesian language as the national language. This is possible when young speakers mix Indonesian language words and phrases with those of foreign languages in

their verbal interactions. It is possible that in the long run, the typical spoken Indonesian language would comprise such code-mixing elements. As code-mixing can harm the retention status of the Indonesian language, the code-mixing behaviors of some Indonesian speakers must be researched to sustain the national language.

The sustainability of the national language is crucial since the Indonesian language represents very important cultural values that unite the Indonesian people. If the Indonesian speakers mix code without any strong, logical, and acceptable reasons, this behavior can affect the national language severely. It is impossible if the language would experience language damage such as that experienced by the Philippines national language. Dreisbach and Demeterio (2020) state that their respondents in the Philippines mostly favored English to be the language used for formal communication due to its stature as an international language and its association with high socioeconomic standing. If such an experience occurs in the Indonesian language, many of the national values would be lost forever, and the nation as a whole will become disadvantaged. Language behavior should reflect nationalism aspects to maintain our national language. Because one factor that makes Indonesia united is the Indonesian language. If we do not care about it, the consequences may not be good for our nation.

However, the fact is that code-mixing is very often used in verbal communication. On the one hand, code-mixing is constantly evolving and it's unavoidable. One of the goals of mixing one's code is as a communication strategy. Effendy (2011) states that effective delivering messages in planning communication strategies so that one can accept what has been conveyed so that it can change behavior or a person's attitude and they are easily realized by the communicant. For example, when a student is just learning English and doesn't know what the word "sophisticated" means when he communicates with a native speaker, he knows and can use it when communicating with that word easily. One of the media platforms that are easily accessible by everyone to be able to communicate with native speakers is social media.

Code-mixing establish in conversations on social media. In this digital era, communication does not only happen in a face-to-face moment but also on many platforms, such as social media. According to Obar, and Wildman (2015), social media are computer-mediated technologies that facilitate the creation and sharing of ideas, information, interests in the career, and other forms of expression via virtual communities and networks. One of the social media that many users nowadays is Instagram. Users can apply filters to edit their photos or videos, upload photos digitally, and share the photos with other users (Landsverk, 2014). Instagram began to be popularized on October 6, 2010, which started its initial release on the app store and can be accessed also on google play. Code-mixing can be found on every Instagram user account and can also be found on Instagram accounts that have many followers who are often referred to as selebgram abbreviations from celebrities on Instagram.

The fact that many public figures do code-mixing on various social media platforms reflects the reality that the language behaviors of the young generation are changing. This is normal as living languages keep developing and changing. However, code-mixing acts that are done without taking care of the grammatical structures of the languages involved and of the rules of speaking in the society can harm the national language of a country. In the case of Indonesia, the language is Bahasa Indonesia as a lingua franca. The researchers are concerned that it will affect the sustainability of the Indonesian language in the future if it is no longer used in everyday language. Therefore, this research attempts to reveal code-mixing.

There are some previous studies related to this research. Nuraeni and Farid (2018), investigated the code-mixing contained in the captions of Instagram application users. The result showed that the reasons Indonesian Instagram users use code-mixing, namely: to practice English, show trends, adapt to situations, and show their prestige. Another previous study was conducted by Syafaat et al. (2016) who tried to find out code-mixing in social media users: Twitter. The result showed that students have the potential to use code-mixing and they found that morphemes were very dominant in the tweet's on the students' Twitter accounts with a total of thirty-nine which is the main type in Bokamba's theory (1989). Kurniawan (2016) investigated the mixing code used by EFL students on Facebook, entitled "Code-Mixing on Facebook posts by EFL students: Small-scale study in SMP in Tangerang". The result showed that the participants were interested in using English words in their posts on Facebook. Most of the participants posted on the hashtags, status, captions, and comment features on Facebook. Pratiwi et al. (2018) also investigated the code-mixing found on the Facebook status of English Study Program students. The subjects were four registrations, the result showed that there were differences in the form of code-mixing used by English Study Program students.

Regarding the previous studies above, they mostly used several subjects as their research subjects. Meanwhile, this research is different from the previous one, in this research subject only one person; is Amelia Elle. And also this research has received approval from the subject who is a very famous celebrity which is marked by a blue check on her Instagram account which shows that she has been verified directly by Instagram as someone who can influence many people.

2. METHOD

This research used mixed-method research. Sugiyono (2011: 404) states that the combination research method (mixed method) is a research method that combines or combines quantitative methods and qualitative methods to be used together in a research activity so that more comprehensive, valid, and comprehensive data is obtained reliable and objective. Mixed-method is a method that uses a combination of research procedures where one method is more dominant over the other method. The method that is more dominant in this research is the qualitative method and a complementary method is quantitative. Therefore, this research attempted to describe the types and reasons of code-mixing used by Amelia Elle in her Instagram account. The subject in this study was Amelia Elle, she is a fashion influencer with 523k followers on Instagram.

The researchers used documentation as the tool to collect the data collection. There were some steps the researchers in collecting the data. Firstly, the researchers read Amelia Elle's Instagram captions from January until September 2020. Secondly, the researchers divided the Instagram captions into several topics such as endorsement, lifestyle, and travel. Thirdly, the researcher screenshotted the captions that contain code-mixing that fulfilled the criteria. Fourthly, after the researchers got the captions that used code-mixing, the researchers classified the data in the form of a table analysis based on Muysken's theory. After that, the researchers exported the data to a table of analysis to identify and categorized the types of code-mixing contained in Instagram captions. To find the reasons used code-mixing on Instagram captions, the researchers gave an online questionnaire via personal message on Instagram and give an online web link. The questionnaire was aimed to find her reasons for using code-mixing on Instagram captions.

In this research, there were several steps that the researchers did to analyze the data: Firstly, Collected the data of captions on Instagram by screenshot the captions into the picture. Secondly, analyzed and categorized types of code-mixing were used by Amelia Elle in her Instagram captions. Thirdly, analyzed and described the data from questionnaires to know Amelia Elle's reasons for code-mixing the languages. Fourthly, analyze the data found to conclude the result by using percentage measurement (according to Arikunto 1996), adapted by Rosanda in 2013).

3. RESULTS AND DISCUSSION

3.1 Types of code-mixing

The first objective of this research is to find out the types of code-mixing written by Amelia Elle on her Instagram captions. From Amelia Elle's Instagram captions, there were three code-mixing types performed by Amelia Elle based on Muysken's (2000) theory namely: insertion, alternation, and congruent lexicalization. The data of types of code-mixing are summarized in the table below.

Table 1. Number and Percentage of Code-Mixing Types

No	Types of Code-Mixing	Frequency (F)	Percentage
1.	Insertion	36	48 %
2.	Alternation	10	13.3 %
3.	Congruent Lexicalization	29	38.6 %
	Total	75	100

Table 1 shows that there were three types of code-mixing found in the data, namely: insertion, alternation, and congruent lexicalization which are used by Amelia Elle in the captions of her Instagram account. The total number of sentences was 75 collected from 26 Instagram captions that fulfilled the requirements of types of code-mixing outlined by Muysken (2000). The type of code-mixing that Amelia Elle dominantly used in her Instagram captions was insertion with a percentage of 48%. The second dominant type was congruent lexicalization with a percentage of 38.6% and the less dominant one was alternation with a percentage of 13.3%.

1. Insertion

> *Kerudungnya pasti pakai belle <u>shawl</u> kolaborasi aku bareng @daissy.id yang udah aku pakai dari tahun 2017 belum ada gantinya.*

In the example above, the word belle is the name of the hijab product collaboration between Amelia Elle and the brand Daissy. The word "shawl" here can be described as a noun in English that is inserted into a sentence.

2. Congruent Lexicalization

Rekomendasi <u>cafe, beach club, hotel</u> atau <u>villa</u> yang bagus di Bali dong.

In this caption, more than one word is inserted randomly in one sentence. The main code used in the sentence is Indonesian and inserts the English word "café, beach, hotel" and continued with the Indonesian word "atau" and inserts the English word "villa".

3. Alternation

Umur 26 ditanggal 26. <u>I am beyond blessed & grateful</u>

Based on the status above, it had two lines. She wrote one phrase in Indonesian "Umur 26 ditanggal 26" and then she alternated another phrase in one sentence in English "I am beyond blessed & grateful".

Reasons of Code-Mixing

The researchers posed several questions to Amelia Elle via questionnaire about why she uses code-mixing when writing captions on her Instagram, in what situations she tends to use it, what she thinks of someone using code-mixing, and what is her purpose, does she agree that code-mixing is on Instagram captions can affect other people and whether someone using code-mixing can show their inability to produce complete English sentences. Based on the answers to the results of the questionnaire that the researchers gave to Amelia Elle Of the 7 reasons based on Hoffman's (1991) theory, namely : (1) Talking about a Particular Topic, (2) Quoting somebody else, (3) Being empathetic about something, (4) Interjection, (5) Repetition used for clarification, (6) Intention of clarifying the speech content for the interlocutor, and (7) Code-Mixing can also be used to express group identity. Only 3 reasons were found in the questionnaire answers. (Talking about a particular topic, Being emphatic about something, and expressing group identity).

1. Being Emphatic About Something

Situasi apapun, bisa jadi karena lupa bahasa indonya atau lupa bahasa inggrisnya.

Explain that she can use both languages (English-Indonesian) in any situation. So here it can be concluded that she uses language at will and prefers language that makes her comfortable when using it in any condition whether she forgets her native language or vice versa.

2. Talking About Particular Topic

Fashion dan traveling

In this case, Amelia Elle mentioned that the two topics used mixed language very often when she wrote her Instagram caption (Fashion and Traveling). Because she is a fashion influencer and a person who loves to travel, she also works in that field so the topic often appears in every post on her Instagram.

3. Express Group Identity

Bisa meningkatkan kemampuan kognitif dan ada rasa percaya diri

In this case, Amelia Elle is a public figure who is of concern to many people, so she must have sufficient knowledge and self-confidence.

This research aimed to find the types of code-mixing used by the Instagram influencer Amelia Elle and the reasons for using code-mixing. Based on data analysis, it is found that Amelia Elle used all types of code-mixing. From the results, the researchers found that Amelia Elle uses all three types of code-mixing, insertion, alternation, and congruent lexicalization based on Muysken's (2000) theory in her Instagram captions. It was also found that Amelia Elle used code-mixing for several reasons based on Hoofman's (1991) theory. And the major reason for doing code-mixing done by Amelia Elle is being emphatic about something. But, two other reasons also exist in the data.

The presented results in this research enrich several previous findings in literature research because there were similarities and differences between them. The similarity between this research and other previous ones

conducted by Pratiwi et al. (2018) examined code-mixing contained in the status of English Study Program students. They found a student's Facebook status that can indicate the "travel" topic that the student used. And also, Amelia Elle used two languages (English-Indonesian) in her daily life due to neighborhood factors in the workplace, families, and friends. Therefore she feels comfortable using mixed languages even though she is often not aware or just writes Instagram captions with code-mixing. A similar reason was also found by Kurniawan (2016) he found that students tended to use English words when they felt sympathy and empathy for someone or something. They find it much more comfortable to say it in English than in Indonesian. In addition, there was a differentiation between this research and previous ones, that none of the researchers were looking for reasons why someone used code-mixing in their posts on social media. So that the reference is very minimal because few have reviewed it.

4. CONCLUSION

This research aimed to find out the types and the reasons for code-mixing by fashion influencer Amelia Elle in her Instagram captions. Based on the result and discussion from the previous chapter, it was concluded that Amelia Elle's code-mixing types cover all types of code-mixing (insertion, congruent lexicalization, and alternation) but the proportion of each type was not proportionate because of the type of code-mixing insertion which is almost occurred 50 % among all the data. And the main reasons given belong to being emphatic about something among 7 reasons (Talking about a particular topic, Quoting somebody else, Interjection, Repetition used for clarification, Intention of clarifying the speech content for the interlocutor, and expressing group identity) of code-mixing. She used two languages (English-Indonesian) in her daily life due to neighborhood factors either intentionally or unintentionally will mix the languages from her second language to her first language.

The researchers expect the teachers can analyzing code-mixing as the material of language behaviors of young generations because they are the preserver of the Indonesian language in the future. And also future researchers can be interviewing the subject directly to get more optimal information so that the research becomes clearer and more detailed and the future researcher can research more than 1 selebgram to represent several numbers of selebgram so that the responses given can be more accountable for representing the selebgram.

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