

# THE USE OF CODE MIXING BY THE INDONESIAN YOUTH IN INSTAGRAM

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## ABSTRACT

The present descriptive qualitative research aimed at finding out types of code mixing and reasons of code-mixing use in social media, specifically *Instagram*. The subjects of this research are two Indonesian famous youth or known as *selebgram* within the age of 20's. The method used in gaining data was observation which used observation checklist as an instrument. The data used for the analysis are captions and comments on their post in their *Instagram* account. Some types of code mixing found under the analysis such as creative spelling, abbreviation, phonetic typing and word play, shorts forms and phrases. Moreover, the reasons of using code mixing found are talking about a particular reason, being emphatic and limited words or unknown translation.

**Keywords:** code mixing, Indonesian youth, Instagram

## INTRODUCTION

In our daily life, communication is something that we always do. It is so since as a human being we need other people to complete our needs in living our life. In communication, language and society are impacted and related to one another. Each society has different characteristics, especially in term of language as a part of its culture. Therefore, sociolinguistics is a study that concern about the relationship of language and society. Wardhaugh (2002) states that sociolinguistics focuses on the relationship between language and society by considering the language structure and purpose of

the language itself in term of communication.

Language as a part of communication plays an important role since it could define the success of the communication itself. Clark (1997, p. 70) in Luke (2015) mentions that "language is a tool, an invention like the slide rule or the sextant, which allows us to both accomplish tasks more efficiently and to achieve them, otherwise unattainable goals." Accordingly, language is being used by human in order to show and express their ideas, thoughts in the daily life. Moreover, through the use of language, someone's identity could be stated since one society to other has different

characteristics as it has mentioned previously.

Globalization era makes the world seems smaller; moreover, many things feel closer. People could communicate all over the world without meeting each other in real life. Technology helps many things easier and closer. Besides, this globalization era also affects society in term of language. Language is the media which could be use by people to communicate with people all over the world although they do not meet each other. Moreover, the international language that could be used and has been taught around the world is English. Recently, Indonesian youth tend to learn and use more English in their daily communication. It could be observed that recently these youth tent to use code-mix and code-switch in their communication setting. This phenomenon could be clearly seen in the social media which is one the most used communication media in this era, where they often use English to express their feeling, information or to wider their community.

Recent phenomenon occurs in this globalization era where people could easily communicate to others all over the world. By the development of

technology, people start making and using digital platform as a tool of communication. One of most common medias that used by people is social media platform. Through its use, language, definitely is a tool of communication needed by people. However, during using of the language, there is a tendency among the youth where they often mix and switching the language. Further, Das and Gamback (2014) identified the type of code-mixing appeared especially in social media which are used by many users. They state that this type of code mixing occurred because of the evolution of social media. This phenomenon brings some benefits and challenges. Some benefits given by code mixing in social media is information access is getting easier and the awareness of language technology. Besides, new challenges of the language might occur since there will be spelling error which is in purpose and also other unconventional characteristics. Some examples of them are as follows:

- 1) Creative spelling

Creative spelling is a condition when a writer spells a word uncommonly, the writer does not type the word based on what

it should be. For instance, “b4” for “before” and “gr8” for “great”.

2) Phonetic typing

Phonetic typing is a condition when a writer type something based on how the word is pronounced. The examples are: “loveya” or “misya”.

3) Word play

Word play is the use of technique which the purpose of doing it is for amusement and intended effect. For instance, a writer will type “thankyouuuuuuu” for thank you or “I am sooooooooooooooooo happy today” for stating that the writer is really happy.

4) Abbreviation

Abbreviation is a condition when a word is shortened by a writer. The examples of abbreviation are “OMG” for Oh My God or “OMW” for on my way.

5) Meta tags

Meta tags are a tag that describes some aspects of the contents of a web, such as URLs Hashtag, etc.

In addition, Ho (2007) mentions differently with Das and Gamback (2014). He states that there are seven types of code mixing. Those types are letters of alphabet, shorts forms, proper nouns, lexical words, phrases, incomplete sentences, and single full sentences. The following description will show deeper about those types of code mixing.

1) Letters of alphabet is the type of

code mixing which is closely similar to acronym. The example of this type of code mixing is “anw, I have to go now” the “anw” letters refer to “any way”.

2) Short forms is the type of code

mixing that is commonly found in the context of course of study in form of morphological truncating lexical word. The example of this type of code mixing is “it will be my pre turn, I’m feeling so nervous right now”. The underlined word is actually means “presentation”.

3) Proper noun is the type of code

mixing which emerge when there is no option to change the real word, it is mostly related to

name of product, company or brand. The example is “*I went to Centro Mall yesterday and I bought some Top Man pants for my boyfriend*”.

- 4) Lexical words appears due to the existence of prefix or suffix that is added within a sentence. The example is “I was so shock that last night aku difollow sama Jefri Nichole”. The underlined word indicates the emerged of this type of code mixing.
- 5) Phrases is the type code mixing in a sentence in form of phrase. The example is “The last episode of Naruto akan tayang nanti sore!”
- 6) Incomplete sentences is the type of code mixing where there is a sentence that is not in a correct sentence rule. “Ok. Bye” The underlined words are the example since there is no verb or subject in it.
- 7) Single full sentences is the type of code mixing that contains subject and verb in the sentence. “I watch the movie kemarin, bagus banget!” the underlined words are the

example of this type of code mixing.

Further, *Instagram* is one of the most used social networks which is growing rapidly than the other social networks. *Instagram* is very popular in the people as a means of communication; moreover, it helps people to gain new friends in a simple way. Instead of using as the communication media, the youth also tent to use *Instagram* as an up-to-date source of information. Many accounts in *Instagram* provide information about anything all over the world. *Instagram* offers several features for its user in order to share and communicate their voices through “caption in the pictures posted, comments and also in *IG Story*”. These features facilitate people in exploring and connecting friend or family whenever or wherever.

A phenomenon related to language use appears in the use of social media, in this case is *Instagram*. The youth in Indonesia tend to use not only *Bahasa Indonesia* in their *Instagram* account but also mix their language with English. English often use by them either in caption of their photos or even in their *IG Story*. Referring to this situation, bilingualism

does exist where the youth become bilingual society. Besides, related to the occurrence of it, the result of bilingual society which are code-mixing or and code-switching does appear (Wardhaugh, 1986:101).

Holmes (2001) states that code is used by sociolinguist to describe linguistic choices. Code is related to social factors where language itself refers to language selection such as accent, social class or social dialect. On the other hand, Wardhaugh (1989) mentions that code is a system used between two or more people in term of communication. Moreover, he also states that a code is a language used by people in their daily conversation or any kind of situation or it is a system used in communication. Thus, it means that in constructing a relationship, people need something to facilitate them to communicate to one another. Therefore, the thing that is able to facilitate the communication itself is a code. By the existence of the code, people could build up interaction among each other. Code which functions as a tool for communication could also be known as language.

Hoffman (1991) identifies several reasons that lead people to do

code mixing. The reasons are: (1) Talking about a particular topic means that people prefer to talk about particular topic in any kind of subjects that makes them comfortable to express their situation, particularly informal situation; (2) Quoting somebody else is restating the statement or saying famous expression written by the well-known figures; (3) Being emphatic about something is used in an empathy and sympathy situation by mixing languages; (4) Inserting sentence fillers (interjection) in certain situation of using language switching and language mixing, people tend to unintentionally or intentionally mark the interjection or sentence connector; (5) Expressing group identity (pride) in this kind of situation, there is a motive using the code mixing to get people's attention and boost up their pride while communicating with others; and (6) Limited Words or Unknown Translation, this kind of situation avoid the misunderstanding and be more understandable by the interlocutor, people tend to mix the languages which has no translation in Indonesia.

Previous study about code-mixing on Facebook posting by EFL students has been conducted by

Kurniawan (2016). The title of his study was “Code-mixing on Facebook postings by EFL Students: A small scale study at an SMP in Tangerang”. The study was taken within the participants of 15 years old students in Tangerang, Indonesia. The study was a qualitative study. Kurniawan (2016) found that code English is frequently use by students in social media to perform code-mixing which are represented through caption, status, hashtag, and comments.

The other study about code-mixing has been done by Amelilia, et al (2017). The title of their study was “An Analysis of Code Mixing Used in Instagram by the Students of English Language Education”. The purposes of the study were to find out the type of code-mixing used in social media and also the reasons of the use of code-mixing in the daily conversation. The study was using descriptive qualitative method. They found that the dominant type of code-mixing used by the students was lexical words, while the reason dominantly is talking about particular topic. However, they also found additional reason based on Hoffman (1991) which is vocabulary

limitation, prestige, and practicing English mastery.

Another study which talked about code mixing was conducted by Sutrismi (2004). The title of her research was “The Use of Indonesian English Code Mixing in Social Media Networking (Facebook) by Indonesian Youngsters”. The study aimed at finding out two things. Firstly, the study was conducted to know the type of code mixing used by the Indonesian youngsters. Secondly, it aimed at identifying the reason of using code mixing in social media networking (Facebook) by the Indonesian youngsters. The method applied was descriptive qualitative study. The data was analysed based on the linguistics form of code mixing by using Suwito’s theory and the reasons of code mixing was analysed by using Hockett’s theory. It is found that there were six types of linguistics forms of code mixing used, they are word, blending, hybrid, word reduplication, phrase, and clause. Meanwhile, there were three reasons of the use of code-mixing: (1) they needed filling motive, (2) prestige filling motive and (3) other reasons, such as (a) to make simple and familiar, (b) to show personal habit, (c) to stress

the message, (d) to practice English, (e) to show the trend, (f) to match with the situation, (g) to show their prestige and (h) to differentiate with others.

Therefore, based on those empirical reviews, the researcher conducted a study which concerning the use of code mixing in social media platform which is *Instagram*. This study aims to investigate the use of code mixing by the Indonesian youth in social media platform, *Instagram*. The subjects of this research were Indonesian famous youths or commonly known as *selebgram*. The difference between this research and the previous researches is the subject used in this research is Indonesian famous youths which have power to influence the other youths in daily life. Thus, this research is conducted to know what is the most type of code mixing used and what is the reason of the use of code mixing in social media platform, specifically *Instagram*.

## **RESEARCH METHODS**

The design of the present research is descriptive qualitative research. The research is descriptive qualitative research since this present research described about what type of

code mixing used in the social media and also the reason of why code mixing is used in social media. The data was collected from *Instagram*, in addition, the subjects of this research are two famous youths in Indonesia or known as *selebgram* which are @ybrap and @awkarin. Sampling technique used is purposive sampling technique in which the samples were chosen since they have their capability to share or influence something to the other youths. Meanwhile, the object of the study were their caption and some comments on their posts which contained code mixing.

During conducting this research, the method used by the researcher was observation then it was continued by doing analysis of the data found. Instrument used in this research was observation checklist. While doing observation, the data of the research was taken from the subjects' *Instagram* account in the form of captions of the photos they posted and comments appeared between the account owners and their friends in in their *Instagram* account. As what has been mentioned previously, the focus of the research is to find out the use of code mixing in social media, thus, the observation was

seeking the data containing code mixing in captions and comments of their social media account. The data was collected by capturing the photos posted by the subjects, moreover, it is used as a documentation of the research.

After gaining the data, they were analysed based on some theories from some experts. As what has been mentioned earlier, there were two discussion under this study. The first one is what type of code mixing used in social media and the second one is the reason of using code mixing in social media. Therefore, the types of code mixing used in social media was analysed by based on Dam and Gamback's theory (2014) and Ho's theory (2007). Meanwhile, the reason of the use of code mixing in social media was analysed by using Hoffman's theory (1991).

## FINDINGS AND DISCUSSION

In order to answer the research problems, the data was analysed through the type of code mixing used and the reason of the use of code mixing from the subjects' *Instagram* account. There were two subjects taken under this research, they were @ybrap

and @awkarin. They are two Indonesian famous youths which active in sharing creative content in *Instagram*. There were five posts from each account which becoming the data of this research; consequently, there were 10 pictures at all as the data of the research. According to what has been mentioned above, those data were analysed by using Dam and Gamback (2014) and Ho (2007)'s theories for analysing the type of code mixing used in social media, in addition, the theory of Hoffman (1991) was used for analysing the reason of the use of code mixing in social media.

The analysis of the data could be seen as the following:

### Data 1

- Caption :  
Fortnite cake with OG Skull Trooper by @wendywalters wkwkw komukny ajg bgt tp maaci cyg wuff u 🤪❤  
(Retrieved from @ybrap)
- Comments :  
HBD anak buahku ❤❤❤ Hepibedey raaaaap  
(Retrieved from @ybrap)
- Type of Code Mixing  
Code mixing is found in the caption and the comments of the post above. He posted a photo with caption in *Bahasa*



*Indonesia* and English. Besides, based on his English, the type of code mixing found in the caption is “creative spelling” which could be seen by the word “wuff u”. Meanwhile, according to the comment “Hepibedey raaaaap”, the type of code mixing used is “phonetic typing”. Those analysis of type of code mixing used are based on Dan and Gamback (2007) theory.

- Reason of the use of Code Mixing  
Based on the theory from Hoffman (1991), the reason of the use of code mixing in the caption and comment of that post is talking about a particular topic since as what it is seen, they are talking about birthday and expressing their feeling and intention clearly.

Data 2

- Caption :  
*Internet is a place to show yourself for being stupid so ppl won't recognize that in real life you're actually stupid. thank you @lxybali for having us @weird.genius x @kristenhanby and the gang 11.11* (Retrieved from @ybrap)

- Comments :  
*Slide ke2 gay anj.* (Retrieved from @ybrap)

- Type of code mixing

The caption on the post above indicate the use of code mixing. The object analysed in this caption is “ppl” which based on Dam and Gmaback (2007), the type of code mixing used is “abbreviation”. In addition, the meaning of “ppl” itself is “people”. Meanwhile, the comment also indicates code mixing since he uses both *Bahasa Indonesia* and English in a sentence.

- Reason of the use of code mixing  
According to the caption, it could be analysed that the reason of the code mixing used is to talking about a particular thing. However, the comment shows that the reason of code mixing used in that sentence refers to the limited word or unknown translation. The word “slide” is used since there is no word match with the meaning in *Bahasa Indonesia*.

Data 3

- Caption :  
*Welcoming this kid @slippydoor who eats aglio olio like he eats indomie cuz he cut everything wit a spoon to my music label @plus.music 🍷🍷🍷🍷 yall say something nice to him also he will release his first track on my label*

*very berry soon* 🍓 📺 📺  
(Retrieved from @ybrap)

- Comment :  
*Di like sama Diplo dong wkwk* (Retrieved from @ybrap)
- Type of code mixing used  
Code mixing is found in the caption and comment of that post. Based on the analysis, the word “wit” in the caption indicates “shorts forms” type of code mixing based on the Ho (2007) theory. In addition, the phrase “very berry” refers to the “word play” type of code mixing based on Dam and Gamback (2014) theory. The “berry” itself could be translated as an expression of “very very”. Whereas, the comment contains both *Bahasa Indonesia* and English which clearly shows the existence of code mixing.
- Reason of the use of code mixing  
Based on the analysis, the reason of the use of code mixing in both caption and comment is talking about a particular topic. Where the topic on the post shows that the he wants to share information about his friend.

Data 4

- Caption :

*I've posted this video on my twitter acc 2 weeks ago. But I didn't tell anything except the price of the ring lol. Since I know there's a system called 'Marriage', I never trust and believe the system/concept of marriage. Time flies, I growing up, till now I still don't believe that system. I'm the only one who afraid of so many things bout marriage. I'm a man who always craving for freedom. I told her everything. But, I have faith on this beautiful digimon that I captured few years ago. We've been through so many ~~bullshit~~, ups and downs, tears and smiles, loves and scars on both of our body. Thank you for every single person who doubt on this relationship. She growing up so well. I wanna ~~fuck~~ this girl everyday on the couch, kitchen, or maybe on the stream lol jk. so yea....I'm still thinking bout the hashtag but whatever. I'll see you in white. NOVEMBER 2020 🥰👤 \*semoga kaga ada apa apa yg aneh aneh dah doain ya kalo masih pada doa ke Tuhan yang mana aja serah dah wkwk* (Retrieved from @ybrap)

- Comment :  
*Congrats man.* (Retrieved from @ybrap)

- Type of code mixing  
The words analysed from that caption are “acc” and “bout”. Both of them are classified into “shorts forms” type of code mixing, according to Ho (2007). The word “acc” means “account” and the word “bout” means “about”. Same as the caption, the word “congrats” on the comment indicates the “shorts forms” type of code mixing, according to Ho (2007). Where the meaning of “congrats” is congratulation.
- Reason of the use of code mixing  
Based on the analysis, the reason that cause the use of code mixing both in the caption is to talk about a particular topic. Where he shares some information on it. On the other side, the word “congrats” in the comment section is intended to be being emphatic to him. He commentator use English to express his feeling.

#### Data 5

- Caption :  
*Actually, kami berdua don't have indo blood yknow @sihksihk*  
(Retrieved from @ybrap)
- Comments : -
- Type of code mixing

The caption shows the existence of code mixing since the language use is not only *Bahasa Indonesia* but also using English. The word “yknow” is classified into “shorts forms” type of code mixing based on Ho (2007). The meaning of that word is “you know”. There is no comment that could be analysed on this post.

- Reason of the use of code mixing  
Based on the analysis, the subject tells an information on his post, therefore it is shown that the reason of the use of code mixing in that caption is to talk about a particular topic.

#### Data 6

- Caption :  
*GIVE AWAYYYYY AKHIR TAHUN*  
*Halo, kali ini aku mau bagi-bagi hadiah buat kalian! Ada Iphone 11 (Green and Yellow), kamera DSLR, dan uang tunai. Mau dapetin ini semua? Caranya mudah banget!* (Retrieved from @awkarin)
- Comment :  
*Keep namaku buat jadi pemenang ip green minggu ini ya kak!* (Retrieved from @awkarin)

- Type of code mixing  
Code mixing is found on the post above. Based on the analysis, the word “GIVE AWAYYYYY” shows the type of code mixing used on the caption is “word play” based on Dam and Gamback (2014). That word is showing the excitement of her on her post. Meanwhile, the word “keep” on the comment also shows the use of code mixing since the language used in is not only *Bahasa Indonesia* but also English.
- Reason of the use of code mixing  
Based on the analysis, the reason of the use of code mixing in the caption and in the comment of the post is to talk about a particular topic. It could be seen so since she delivers some information through it.

Data 7

- Caption :  
*Wild spirit, soft heart, and sweet soul.*  
*Mau liburan mudah dan murah?*  
*@hotel\_murahmeriah solusinya! Transaksi tiket pesawat dan booking hotel jadi lebih mudah dan 30% lebih murah hanya di @hotel\_murahmeriah! Yuk cek testimonialnya sekarang di Instagram*

*mereka* ❤️ (Retrieved from @awkarin)



- Comment :  
Luvvvv kak Karin  
❤️❤️❤️ (Retrieved from @awkarin)
- Type of code mixing  
Based to the theory from Ho (2007) the type of code mixing used on the post above is “phrases”. It could be seen through “Wild spirit, soft heart, and sweet soul”. Moreover, the word “Luvvvv” in the comment, based on Dam and Gamback (2014) showing the “word play” type of code mixing since the word shows her feeling truly.
- Reason of the use of code mixing  
Based on the analysis, the reason of the code mixing used both in the caption and the comment is to talk about a particular topic. Where both of them are using English to express their feeling.

Data 8

- Caption :  
*Biar gak keliatan bucyn bucyn banget (BBB) aplod foto sama temen dulu deh wqwqwq*  
(Retrieved from @awkarin)
- Comment : -

- Type of code mixing  
Based on the analysis, code mixing is used in the caption above. It could be seen where there is not only *Bahasa Indonesia* that is used there but also English. The type of code mixing used is “phonetic typing” where she typed the word based on how it is pronounced. In addition, there is no comment to be discussed.
- Reason of the use of code mixing  
The reason of why code mixing is used in the caption is to talk about a particular topic. Where in this case she tells what she is going to do.

#### Data 9

- Caption :  
*2020am ready for you!*  
 *Bag from @qqwallet*  
(Retrieved from @awkarin)
- Comment :  
*AWKARIN FASHION ACC HERE *  
(Retrieved from @awkarin)
- Type of code mixing  
Based on the analysis, code mixing is found both I caption and comment of the post. The word “am” in the caption classified as “shorts forms” type of

code mixing based on the theory of Ho (2007). The word “am” there means “I am” which is shorten to be just “am”. Besides, the word “acc” in the comment is also classified into “shorts forms” type of code mixing based on the theory of Ho (2007). The meaning of “acc” there is “account”.

- Reason of the use of code mixing  
The reason of the use of code mixing both in caption and comment is to talk about a particular topic since they use English in telling what is going on and also telling her feeling.

#### Data 10

- Caption :  
*Left: 2019*  
*Right: 2020*  
*Happy New Year*  
*everyone!*  
*Harapanku di tahun baru ini tidak lain tidak bukan adalah semoga kita semua mendapatkan kebahagiaan yang kita patut dapatkan. Semoga di tahun ini kita bisa jauh lebih kuat menghadapi hidup.*  
(Retrieved from @awkarin)
- Comment :  
*Direply Karin rasanya gimana si?* (Retrieved from @awkarin)

- Type of code mixing  
Based on the analysis, code mixing is found in the post above. The type of code mixing used on the caption is “phrases” based on Ho (2007). Moreover, code mixing also found in the comment of the post. It could be seen as the language used is not only *Bahasa Indonesia* but also English.
- Reason of the use of code mixing  
As what have been analysed, the reason of the use of code mixing is

to talk about a particular topic. It could be seen since they tell the reader what some information, especially their feeling.

The analysis of the code-mixing type and the reason of the code mixing used in the social media platform, specifically in *Instagram* has been done based on the theories from Dam and Gamback (2014), Ho (2007) and Hoffman (1991). In order to make the findings clearer, the following table will describe the percentage of the data.

Table 1 : Type and percentage

No.	Source	Type of Code Mixing					
		Dam and Gamback (2014)				Ho (2007)	
		Creative Spelling	Abbreviation	Phonetic Typing	Word Play	Shorts Forms	Phrases
1	@ybrap	12.5%	12.5%	12.5%	12.5%	50%	
2	@awkarin			14.2%	28.6%	28.6%	28.6%
Mean		6.25%	6.25%	13.35%	20.55%	39.3%	14.3%

Note: The table only contain the types appeared on the analysis.

Based on the data table above, it can be seen that the subjects have some differences in term of type of code mixing. The most used type of code mixing of both subjects is “shorts forms” which is about 39.3%. The second most used type of code mixing of both subjects is “word play” which is about 20.55%. The other type of code mixing using by them is “phrases”

which is about 14.3%. Besides, “phonetic typing” also often used by them which is about 13.35%. Then, about 6.255%, “creative spelling” and “abbreviation” are used by the subject. Therefore, it could be concluded that the most frequently used type of code mixing is the “short form” where the theory is based in Ho (2007).

Table 2 : Reason and percentage

No.	Source	Hoffman (1991)		
		Talking about a Particular Topic	Being Emphatic	Limited Words/Unknown Translation
1	@ybrap	75%	12.5%	12.5%
2	@awkarin	100%		
Mean		87.5%	6.25%	6.25%

Note: The table only contain the reasons appeared on the analysis.

According to Hoffman (1991) there are seven reasons of the use of code mixing. However, based on the analysis of the data, there are only three reasons found on it. The table above providing the result of the analysis. From the table, it could be seen that the most frequently reasons of the use of code mixing is “talking about a particular topic”. The table shows that about 87.5% from both subjects use code mixing in order to talk about a particular topic. Meanwhile, about 6.25% reasons are code mixing used to be emphatic to others in term of communication through social media and another reason is code mixing used because of limited words/unknown translation.

## CONCLUSION

Based on the result of this research, it could be concluded that there are four types of code-mixing found regarding to Dam and Gamback

(2014) based on the analysis of the two subjects in this research, they are creative spelling, abbreviation, phonetic typing and word play. Besides, regarding to Ho (2007), there are two types of code mixing found, such as shorts forms and phrases. Another discussion was the reasons of the use of code mixing. According to Hoffman (1991), there are six reasons, nevertheless, based on the analysis, there are only three reasons found. The reasons found are talking about a particular reason, being emphatic and limited words or unknown translation. Thus, further research about the use of code mixing in *Instagram* is needed to conduct to complete and enrich the references about code mixing. Hopefully, this present research could be beneficial to others.

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