INTRASENTENTIAL SWITCHING OF INDONESIAN-ENGLISH IN INSTAGRAM CAPTION (SOCIOLINGUISTICS APPROACH)

A THESIS

**Submitted to Faculty of Cultural Science Hasanuddin University
in Partial Fulfillment of the Requirements
to Obtain a Sarjana Degree in English Literature Study Program**

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APPROVAL FORM

With reference to the letter of the dean of Faculty of Cultural Sciences Hasanuddin University No. 404/UN4.9.1/KEP/2020 regarding supervision, we hereby confirm to approve the undergraduate thesis draft by Zefanya Elisabeth (F21116316) to be examined at the English Literature Study Program Faculty of Cultural Sciences.
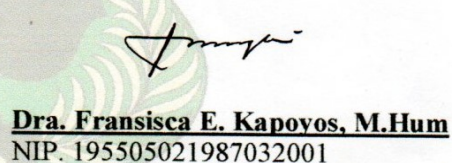
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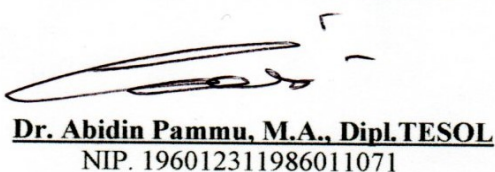
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THESIS

INTRASENTENTIAL SWITCHING OF INDONESIAN-ENGLISH IN INSTAGRAM CAPTION
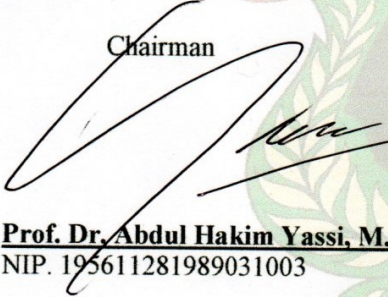
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Today, December 07th, 2020 the Board of Thesis Examination has kindly approved a thesis by ZEFANYA ELISABETH (No. F21116316) entitled, **INTRASENTENTIAL SWITCHING OF INDONESIAN-ENGLISH IN INSTAGRAM CAPTION**, submitted in fulfillment of one of the requirements of undergraduate thesis examination to obtain Sarjana Sastra (S.S.) Degree at the English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

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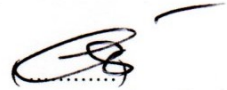
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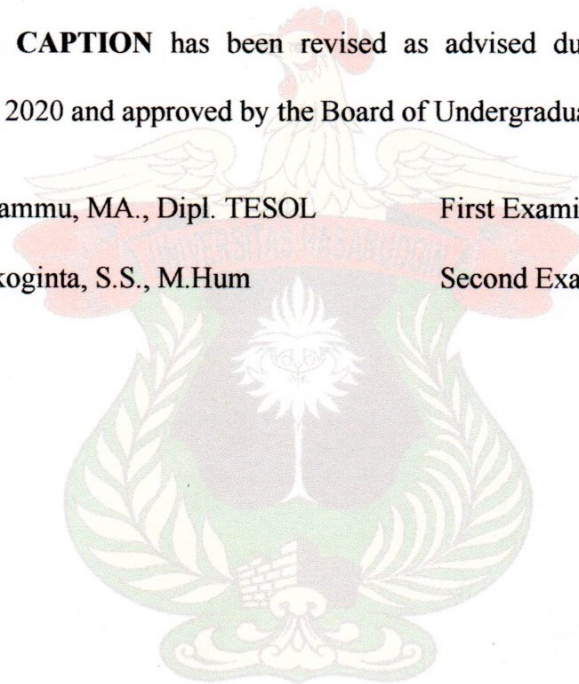This thesis by **ZEFANYA ELISABETH (No. F21116316)** entitled, **INTRASENTENTIAL SWITCHING OF INDONESIAN-ENGLISH IN INSTAGRAM CAPTION** has been revised as advised during examination on December 07th, 2020 and approved by the Board of Undergraduate Thesis Examiners:

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Dengan ini menyatakan bahwa skripsi ini benar-benar karya saya sendiri. Sepanjang pengetahuan saya tidak terdapat karya yang ditulis atau diterbitkan orang lain kecuali sebagai acuan atau kutipan, dengan mengikuti tata penulisan karya ilmiah yang lazim.

Makassar, 13 Desember 2020

Yang menyatakan,

Zefanya Elisabeth

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The researcher recognizes that this thesis is still far from perfection. Hence, the all of the constructive inputs and criticisms are highly welcomed. The researcher hopes that this thesis will be helpful for the readers, whether for the students who just love to read or for the further researchers who want to analyze a topic related to this thesis.

Makassar, November 23rd, 2020

The researcher

Zefanya Elisabeth

ABSTRACT

ZEFANYA ELISABETH. 2020. *Intrasentential Switching of Indonesian-English in Instagram Caption (Sociolinguistics Approach)* supervised by **Abdul Hakim Yassi** and **Fransiscsa E. Kapoyos**.

This research aims to; (1) elaborate the types of intrasentential code-switching used by users in their Instagram caption, and (2) disclose the frequency of each intrasentential code-switching types that occurs in the captions written by the users.

The researcher used theory by Abdul Hakim Yassi in analyzing the types of code-switching. Furthermore, this research also used qualitative and quantitative methods. The qualitative method was used to describe the types of intrasentential code-switching, whereas the quantitative method was used to identify the types that are frequently used by the users. The population of this research was taken using purposive sampling, where the researcher picked a post from Instagram users with captions that contains Indonesian-English intrasentential code-switching.

The findings of this research show that : (1) there are 4 types of intrasentential code-switching (Yassi, 2016) used by the Instagram users, including: intraclausal, intraphrasal, intralexical, and interclausal; and (2) out of 20 data, the amount of intraclausal switch are 8 data (40%), intraphrasal switch are 4 data (20%), intralexical switch are 4 data (20%), and interclausal switch are 4 data (20%).

Keyword: Intrasentential, Code-switching, Instagram

ABSTRAK

ZEFANYA ELISABETH. 2020. *Intrasentential Switching of Indonesian-English in Instagram Caption (Sociolinguistics Approach)* dibimbing oleh **Abdul Hakim Yassi** dan **Fransiscsa E. Kapoyos**.

Penelitian ini bertujuan untuk; (1) mengelaborasi tipe-tipe alih kode *Intrasentential* yang digunakan pengguna pada *caption* Instagram mereka, dan (2) memperlihatkan frekuensi setiap tipe alih kode *intrasentential* yang terdapat pada *caption* pengguna.

Peneliti menggunakan teori oleh Abdul Hakim Yassi dalam menganalisis tipe-tipe alih kode. Selain itu, penelitian ini menggunakan metode kualitatif dan kuantitatif. Metode kualitatif digunakan untuk mendeskripsikan tipe-tipe alih kode, sedangkan metode kuantitatif digunakan untuk mengidentifikasi frekuensi tipe yang paling banyak digunakan. Populasi dari penelitian ini diambil dengan pencuplikan menurut tujuan, dimana peneliti memilih satu unggahan dari pengguna-pengguna Instagram dengan *caption* yang mengandung unsur alih kode Indonesia-Inggris *intrasentential*.

Hasil penelitian ini memperlihatkan bahwa: (1) ada 4 tipe alih kode *intrasentential* (Yassi, 2016) yang digunakan oleh pengguna Instagram, yaitu: *intraclausal*, *intraphrasal*, *intralexical*, dan *interclausal*, serta (2) dari 20 data, jumlah dari alih kode *intraclausal* adalah 8 data (40%), alih kode *intraphrasal* adalah 4 data (20%), alih kode *intralexical* adalah 4 data (20%), dan alih kode *interclausal* adalah 4 data (20%).

Kata Kunci: *Intrasentential, Code-switching,* Instagram

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CHAPTER I
INTRODUCTION

1.1 Background

As the international language, English has become a necessary language to be learned from people across the globe in order to adapt when communicating with foreigners, in which in this era has been simplified. Cross-country communication nowadays is easily accessible in this globalization era.

A part of this cross-country communication is mostly done through social media (e.g. Instagram, Facebook, and Twitter) which has become one of the most influential things in our daily lives. Hence, people are exposed to multilingualism particularly English, which leads to the phenomenon of code-switching. As a part of modern society, the citizen of Indonesia is also communicating with the switching of code between Bahasa Indonesia and English.

Code-switching mostly occurs when people wrote a caption in their Instagram posts, due to the exposure of multilingualism. Through the existence of social media, this phenomenon has become more widespread throughout Indonesian teenagers. On top of that, code-switching also occurs in a formal situation, although commonly used in an informal situation. Moreover, Yassi (2016) in his findings through his study on Indonesian-English code-switching, shows that 96.8% of the data belong to intra-sentential code switching. Thus, the researcher is focusing on that specific category.

Instagram is a social networking platform made for sharing photos and videos from a smartphone. Similar to Facebook or Twitter, everyone who creates an Instagram account has a profile and a news feed. When they post a photo or video on Instagram, it will be displayed on their profile. When uploading a post, Instagram users use the caption as a way to describe the media that they are uploading, or something completely unrelated, i.e. expressing what they are feeling. In writing the caption, it is very common to find users that write the caption of a post by subconsciously performing the act of code-switching.

This research is limited to the accounts that has been followed by the researches personal account. The main reason for this is because the accounts that the researcher has followed on her personal Instagram account is relatively diverse, which consists of influencers, online shops, close friends, and other random accounts, so that the data that has been obtained is variative.

In this thesis, the writer would like to analyze the code-switching usage as seen on the writer Instagram following. Therefore, the writer chooses the title of this research is "Intrasentential Switching of Indonesian-English in Instagram Caption"

1.2 Identification of Problems

According to the background above, the researcher identifies the problems as follow:

1. The majority of social media user, particularly Instagram, performs the act of code-switching.

2. There are several types of intra-sentential code-switching that is performed by Instagram users.

1.3 Scope of Problems

This research will be focusing on the types of intrasentential code-switching and the frequency of its occurrence, with the object of the research focused on Instagram captions by Instagram users that the researcher has followed on her personal account.

1.4 Research Questions

The following are the research questions formulated based on the background above:

1. What types of intrasentential code-switching are used by the Instagram users?

2. How frequent does each type of intrasentential code-switching occur in the captions written by the users?

1.5 Objectives of the Research

The objective that are aimed to be achieved by this research are as follows:

1. To elaborate the types of intrasentential code switching used by users in their Instagram captions.

2. To disclose the frequency of each intrasentential code-switching types that occur in the captions written by the users.

1.6 Significance of the Research

The researcher hopes that this research can to assist readers to develop their knowledge about the types and frequency of intrasentential code-switching. The researcher is also hoping that with this knowledge people may be more knowledgeable in identifying the usage of code-switching either in daily conversation or social media and also to improve their English capability.

CHAPTER II
LITERATURE REVIEW

2.1 Previous Studies

Several studies related to this topic have been previously conducted by researchers who are also interested in the topic of code-switching or topics related to code-switching. They are as follows:

Mukhlisa (2018) conducted research entitled "An Analysis Code-Switching Used by Radio Broadcasters in Sunset Trip program of Prambors Radio 105,1 FM Makassar." The samples of her research were three broadcasters of the program mentioned above. She described the types and frequency of code-switching that occurred in the "Sunset Trip" program and the reasons why the act of code-switching occurred.

Yansen P. (2012) wrote a thesis entitled "Code-Switching in Facebook Conversation Among Indonesian Users". The writer collected 35 data from 7 users on Facebook and classified the data into 4 types of code-switching, including; inter-sentential code-switching, intra-sentential code-switching, tag switching, and intra-lexical switching. Afterward, the writer determined the percentage of the frequency of code usage.

Rusdi A. (2019) wrote a thesis entitled "Code Switching used by host and guest in "HITAM PUTIH" Selected Episode: a Sociolinguistic Analysis". The writer collected the data from all utterances made by the host and guest of HITAM PUTIH in the

episode "Cinta laura, Eksis Di Kancah Internasional. The writer then classified the data into 5 types of code-switching, including; Tag switching, Intra-sentential switching, Inter-sentential switching, Intra-lexical switching, and Intra-phrasal switching, and also 4 reasons why the host and guest of HITAM PUTIH used code-switching that were collected from a questionnaire filled by online respondents, including; habit, topic, express idea freely, and lack of vocabulary.

Based on the previous studies mentioned above, the researcher will identify the types of code-switching, specifically intrasentential code-switching, as seen on the social media platform Instagram, with the samples taken from the Instagram accounts that the researcher followed on her personal account.

2.2 Theoretical Background

2.2.1 Sociolinguistics

The first definition of sociolinguistic is from Holmes (2001:1) who defined sociolinguistics as a study of the relationship between language and society. They are interested in multilingual communication. The speaker uses his or her ability in another language, style, or anything it served by the speaker, depending on the addressee in various situations.

The second is Wardhaugh and Fuller (2015:1) state that "Sociolinguistics is the study of our everyday lives-how language works in our casual conversations and the media we are exposed to, and the presence of societal norms, policies, and laws which

address language". It means sociolinguistics is not a study of facts but the study of ideas about how a member of a particular society may influence the terms with our language use.

The third is Chambers (1995: 11) described Sociolinguistic as the study of the relationship between language and society with the goal of understanding the structure of language. He defines the main point of sociolinguistic as the study that concentrates on the relationship between language and society. Generally, what is stated by Chambers is similar to Wardhaugh's. Both of them define the main point of sociolinguistic as the study that concentrates on the relationship of both language and society. In addition, according to Chambers, the purpose of sociolinguistics studies is to be understood by people, especially in the case of language structure that occurs in a speech community.

2.2.2 Code Switching

a. Definition of Code Switching

There are various definitions of code-switching as stated by different scholars. Gumperz (1982) defines code switching as the juxtaposition within the same speech exchange of passages of speech belonging to two different grammatical systems or sub-systems.

Another definition is "Code-switching/mixing can be defined as the use of more than one language, variety, or style by a speaker within an utterance or discourse, or between different interlocutors or situations" Romaine, (1992).

Based on these definitions, the researcher can conclude that inherently code-switching is the usage of two different languages, may it be in grammatical or in lexical level, alternating between the two on one utterance.

b. Types of Code Switching

Similar to the definition, the types of code-switching also differ among scholars. However, due to the nature of this research that focuses solely on Indolish (Indonesian-English) code-switching occurrence, the researcher will mainly refer to the types as theorized by Poplack, and Yassi.

Poplack (1980) divides code-switching into three different categories, which are Intra-sentential switching, Inter-sentential switching, and Tag switching. Yassi (2016) in his research, however, finds that the majority (96.81%) of Indolish speakers utilizes Intra-sentential switching (as per Poplack's notion, 1980). Thus, Yassi (2016) divides code-switching into four different categories, which are Intraclausal (Iracla), Intraphrasal (Iraphra), Intralexical (Iralex), and Interclausal. Intraclausal is defined as a switch that occurs within clause boundary, Intraphrasal is defined as a switch that occurs within phrase boundary, Intralexical is defined as a switch that occurs within a word boundary, and lastly Interclausal is defined as a switch between clauses.

The researcher also thinks that Yassi's (2016) notion of the types of code-switching covers all three types that were coined by Poplack (1980), albeit exists only on sentence boundaries. Moreover, the data that has been collected by the researcher are mostly comprised of single sentences, thus the researcher deemed it to be relevant to refer to Yassi's (2016) notion.

2.2.3 Multilingualism

Fasold (1990) stated that the purpose of multilingualism is an interactional device at the individual level. Generally, multilingual society usually uses different language or language variation for a different task (e.g. one language is used for daily casual conversation, and another language or language variation is for a formal form of speech such as in business)

According to Gumperz (1967), multilingual societies choose a language over the other is an equivalent of lexical alternation in society that is linguistically homogeneous.

Referring to the previous statement, the writer concludes that multilingualism is a way for an individual to communicate within the proper manner in different situations, and not only does it focus on most significant types of language, but it also potentially able to determine the language behavior itself

2.3 Social Media

Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. By design, social media is internet-based and gives users quick electronic communication of content. Content includes personal information, documents, videos, and photos. Users engage with social media via computer, tablet or smartphone via web-based software or web application, often utilizing it for messaging. Social media originated as a way to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously.

Social media may take the form of a variety of tech-enabled activities. These activities include photo sharing, blogging, social gaming, social networks, video sharing, business networks, virtual worlds, reviews and much more. Even governments and politicians utilize social media to engage with constituents and voters. For individuals, social media is used to keep in touch with friends and extended family. Some people will use various social media applications to network career opportunities, find people across the globe with like interests, and share their thought, feelings, insight, and emotions. Those who engage in these activities are part of a virtual social network.

2.3.1 Instagram

Instagram is a free, online photo-sharing application and social network that was acquired by Facebook back in 2012. Instagram allows its users to upload photos and short videos through the mobile app or the desktop site, and each user may add a caption to their posts (which can also be edited after uploading), and also use hashtag and geotag (location-based tag) in order to index these posts and also to make them accessible by other Instagram users. The post that the user uploads will appear on their followers' Instagram feed, or explore, and can also be viewed by the public when they used a hashtag or geotag. However, if privacy is of importance, users also have the option to make their accounts private so that their posts will only appear on their approved followers' feed, and thus their posts became invisible on the explore tab and unsearchable by hashtag or geotag.

Instagram users can also like, comment, or save other users' posts, and also they are able to send private messages through the Instagram Direct feature, similar to Twitter's Direct Message. Instagram posts can also be shared to other social media platforms, such as Twitter or Facebook, as long as the user itself still has a public account. Aside from personal use, Instagram also offers a business feature for companies to start a business account. This feature includes additional benefits, such as impression metrics when promoting a post as an advertisement. According to Instagram's website, more than 1 million advertisers worldwide use Instagram to share their stories and drive business results. Additionally, 60% of Instagram users say that they discovered new products through the Instagram app.