THE USE OF CODE MIXING BY INDONESIAN INSTAGRAM INFLUENCERS

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Abstract

Code mixing is one of the signs of bilingualism. The increasing use of Indonesian-English code mixing is observable in social media. However, research regarding this topic is limited. This present paper was aimed at investigating the phenomenon of code mixing used by Instagram influencers. A descriptive qualitative research was conducted to investigate the types of code switching and the reasons why code mixing were used. The subject of this research were three Indonesian most famous Instagram influencers. These influencers were young mothers with the age range of 25-35. Data were collected from the caption of their Instagram posts. The categories of code mixing found in the research are insertion, alternation, and congruent lexicalization. The reasons of using code mixing found are talking about a particular topic, being emphatic, being used as a filler, sentence connector or interjection, restating famous statement, and limited words or unknown translation.

Keywords : code mixing, social media

INTRODUCTION

Rapid growth of globalization influences various aspects of human's life. One of the life spheres impacted by globalization is language. The ease of access for communication means that contact between speakers of different languages is more intense. Thus, the phenomenon of bilingualism is more and more commonly found nowadays. Artini and Nitiasih (2014:9) state that it is recently indicated that there are more bilinguals than monolinguals in the past decades. Bilinguals have an ability to communicate in two languages with other speakers of each language. Being bilingual is closely related to the use of code switching and code mixing which means that people of bilingual ability alternatively use both languages in a span of interaction. These phenomena frequently happen when bilinguals of the same languages communicate with each other (Hamers and Blanc, 2004: 258).

The term code (or variety) refers to 'a set of linguistics form used under specific social circumstances' (Holmes, 2000). Further, Holmes explains that linguistic choice is influenced by several factors, namely the participant, the setting, the topic, and the function of an interaction. For bilingual and multilingual people, codes of the different languages can be switched or mixed (Myers-Scotton, 2006). To support this, Mahootian (2012) claims that code mixing is a discourse practice used as a medium to define and promote bilingualism. Myers-Scotton then classifies three types of code switching, namely intra-sentential code switching, inter-sentential code switching and interpersonal code switching.

Code mixing is also called as intra-sentential code switching, since this occurs when a speaker switch from one language to another in a single sentence. In bilingualism context, code mixing can be defined as the use of vocabulary and grammar of more than one language in a sentence (Muysken, 2001). In general, code mixing itself can be categorized into three types, namely insertion, alternation, and congruent lexicalization (Muysken, 2001).

The phenomenon of code mixing occurs in various context in bilingual language societies. This is due to language contact between two languages spoken in a community. Several studies have been conducted to investigate this phenomenon. Senaratne (2014) inquires the phonological features of Sinhala-English code mixing. Frequent contact between Sinhala and English languages triggers the *Sinhalization* of English. This term describes how English codes are pronounced similar to Sinhala when code mixing occurs.

Another study conducted by Hasan (2016) investigates the connection between code choices and speakers' socioeconomic strata in Bangladesh. The increase of cross cultural language contact and social needs influence the use of Bangla-English code-mixing. Three functions of code mixing were found, namely social function, pragmatic function, and metalinguistic function. In accordance with the levels of code mixing in bilingual communities, Hanifiah, Rantika, and Yusuf (2018) conducted a study focusing on English-Arabic code mixing occurred in an Islamic boarding school. It was found that there are three levels of code mixing, namely word level, phrase level, clause level, and sentence level.

Code mixing between English and Bahasa Indonesia also occurs in teaching and learning activity, as found in a research conducted by Purnamasari, Putra, and Suwastini (2016). The teacher uses code mixing in order to clarify meaning, be emphatic, and classroom management. In another study (Celik, 2003) code mixing is effectively used to teach new vocabularies for Turkish students who learn English. Seen from the result of previous studies

above, it can be concluded that various levels of code mixing occurs due to frequent language contact and used to serve various sociolinguistics functions. Both languages influence each other depending on social factors.

Not only affecting direct, face to face interaction, bilingualism shown by code mixing can be found in indirect communication as found in a study about the mixed code between Thai and English investigated by Singhasak and Methitham (2016). The study proves how bilingualism is reflected through code mixing in written narrative text. It was found that writers who are aware of the readers' competence in bilingualism don't provide the translation for the mixed codes. Riaz (2019) does a stylistic analysis on the use of English-Urdu code mixing and code switching in Pakistani TV commercials. The result suggests that Urdu is influenced by English due to several factors namely trend, easiness of usage, and technological improvement. Thus, the use of code mixing in bilingual community also affects indirect contact between speakers.

The other form of indirect communication in which code mixing is commonly found is social media interaction. With the advanced growth of information technology, social media has become one of primary sources of communication. Studies about the use of code mixing in social media have been conducted by Sutrismi, 2004; Das and Gambäck, 2013; Kurniawan, 2016; Kasyulita, 2017; Karanjakwut, 2018. Various types and reasons of code mixing were found in indirect interaction on Facebook. Nowadays, communicating via social media is a common thing to do. This communication generally reflects patterns of communication in daily life. Thus, the phenomenon of code-mixing in social media is interesting to be studied.

In the present study, Instagram was chosen instead of other social media because it was thought that people today spend more time on it rather than on any other social media platform. Indonesia ranked the first in the number of Instagram users (Tempo, 2018). One of the main attraction of Instagram is the so

called self-made celebrity known as influencers. The phenomenon of code mixing seen in content they create, the captions of the pictures and videos posted, and the interaction between influencers and followers are interesting to be investigated. Code mixing between Indonesian and English is commonly used by these influencers. In order to understand more about bilingual phenomenon in the form of code mixing, a study on the use of code mixing by Instagram influencers is relevant to be conducted. Therefore, this research aims at finding out the types and the function of code mixing used by Indonesian Instagram influencer.

Research Method

Descriptive qualitative research was conducted to explain the phenomenon of code mixing in Instagram. This type of research was conducted to explain why a phenomenon happens. Data was taken from screenshot of three Indonesian most popular Instagram influencers' accounts namely @mrssharena and @tasyakamilla and @chelseaoliviaa. All of them are former Indonesian celebrities who had retreated from their career on TV and now focus on being influencer in Instagram. The other similarities between the three is that all of them are young mothers with the age of 25-35.

These three Instagram influencers were chosen considering the number of the follower and the use of code-mixing in their contents. With a great number of followers, these accounts have an ability to influence people on certain issues. Besides, being a young mother with bilingual tendencies might also influence the development of bilingualism in Indonesia, especially when the follower are inspired by what these influencers do. This could promote bilingualism to young parents so that more children can be bilinguals. The use of code mixing in the interaction between the influencer and the follower might also reflect the phenomenon of bilingualism in Indonesia. Twenty posts containing code mixing from each page were taken to limit the amount of the sample.

Data of code mixing from the screenshot are listed and classified by following Scherier's

(2012) framework for content analysis. Further, the data are inferred using Muysken (2001) classification of code mixing namely insertion, alternation, and congruent lexicalization. Insertion code mixing happens when a word or a phrase of a language is inserted into the structure of the other language. On the other hand, alternation mixing involves switching both grammar and lexicon of one language to another. While congruent lexicalization happens when two languages share a grammatical structure that can be lexically filled with words from either language.

After organizing the data, it was displayed in form of text quote and table. Finally, the data to be analyzed to find out the reason on the use of code switching. The verification process includes the researcher's interpretation on code mixing found in Instagram influencer accounts based on Hoffman's (1991) framework for functions of code-mixing. Those functions are:

1) Talking about a particular topic. This means that people use code mixing 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 or restating the statement or saying famous expression written by the well-known figures.
3) Being emphatic about something or showing sympathy.
4) Inserting sentence fillers (interjection) in certain situation. Code mixing can also be used as an 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.
6) Limited Words or Unknown Translation. Code mixing can be used for avoiding misunderstanding and to clarify meaning. People tend to mix the languages which has no translation in Indonesia.

Results and Discussion

a. Types of Code Mixing

In order to answer the first research question, an analysis using Muysken (2000) framework for code mixing classification was conducted. It was found that all the three types of code mixing are used by the Instagram influencers. Below is the description of the first finding of the research.

a. Examples of insertion code mixing found in the sample:

Transcript 1.

"By the way, yang waktu itu aku post #SharenaCookWithLove di IGTV kan pake **veggie powder** ……….. Ada **variant carrot** dan kale, dll. Bahkan ada kaldu daging yang aman buat **baby** juga! Penting nih **moms**."

(By the way, the one that I posted #SharenaCookWithLove in IGTV used a lot of **veggie powder.** ………….. There are carrot and kale variant. There is even broth safe for baby. It's important, moms)."

@mrssharena

Transcript 2.

"Arrasya vs suara ngorok Nonna. Karena akupun ulang-ulang terus video ini, jadi kayaknya **feed worthy** nih postingannya. "

"Arasya vs the sound of Nonna's snoring. That's why I repeat the video again, so it seems that the posting is feed worthy."

@tasyakamilla

Transcript 3.

"Ketika foto liburan masi banyak yg belum di **upload** dan barang-barang di koper baru saja selesai **unpacking** tapi udah mulai kangen liburan lagi."

"When there are still a lot of holiday pictures not [**uploaded**] yet and the things in the suitcase has just been [**unpacked**], but [I] already miss holidays".

@chelseaoliviaa

In the first transcript, the words *veggie powder, variant carrot, baby,* and *moms* are inserted into the sentences. In the second transcript, the phrase *feed worthy* is inserted into the sentence. In the third one, the writer inserted the words *upload* and *unpacking* in the sentence.

b. Examples of Alternation code mixing found in the sample:

Transcript 4:

"**By the way,** kalo kesini tuh beli tiketnya aja bisa super antri. **I suggest** beli tiket duluan dari app @klooktravel_id sih, enak. Nyampe sana gak perlu ngantri-ngantri lagi, tinggal **scan barcode** tiket di app nya dan langsung masuk. Beneran hemat waktu banget apalagi bawa anak-anak."

(**By the way**, if you are here, there's a long queue to buy the ticket. I **suggest** [you] to buy the ticket in advance from the application @klooktravel, so it would be convenient. You don't need to queue when you are there, just **scan the barcode** of the ticket in the app and you may enter. It's really timesaving, especially when you bring children)

@mrssharena

Transcript 5:

"**A must have baby wearing tool** bikin anak pules bobok"

(**A must have baby wearing tool** that makes your baby sleep soundly")

@tasyakamilla

Transcript 6:

"……… **Nice to see you** Pacal, **see you soon yah,** jangan empat tahun lagi kita baru ketemu"

("……. **Nice to see you Pacal, see you soon yah**, don't wait for four years to meet again)

@chelseaoliviaa

In these examples, it can be seen that the three sentences begins with English and then altered to Bahasa Indonesia to the end of the sentence.

c. Examples of congruent lexicalization code mixing found in the sample:

Transcript 7
"Bayi 15 bulan sekarang yang **hobby**nya ke **supermarket**. #seaootd kali ini dari @dede_babyshop1 yang koleksinya gemes-gemes banget. Pilihannya banyak dengan **size** yang lengkap dan kualitasnya juga **premium** serta harga menyenangkan."
"This fifteen month old baby now whose **hobby** is going to **supermarket**. #seaootd this time is from @dede_babyshop1 with cute collections. There is a lot of choice with complete size and premium quality and fun prize."
In this transcripts above, the words *hobby, supermarket, size*, and *premium* share the similar grammatical structure so that they can be used with the congruent word from the other language. Changing the word into Bahasa Indonesia will not change the structure of the sentence.

To make the explanation clearer, the following table containing the percentage of code mixing found both Instagram meme pages is provided.

Table 1. Distribution of codemixing

Type of Code-mixing	@mrssharena	@tasyakamilla	@chealseaoliviaa	Full Sample
	%	%	%	%
Insertion	55	50	55	53.3
Alternation	35	45	40	40
Congruent Lexicalization	10	5	5	6.7

Seen from the total of percentage, insertion type of code mixing is mostly used by Instagram influencers with the total of 53.3%. The finding of insertion used by Instagram influencers were similar to the result of the research conducted by Purnamasari, et.al. (2016) in which Indonesian words were inserted in English sentences. However, in this study, English words were inserted in Bahasa Indonesia sentences. It is also in line with a statement by Muysken (2000) which emphasizes that insertion code mixing is a plausible option when a constituent in form of word or phrase is mixed in a sentence.

The second type of code mixing found in the data is alternation with the total 40%. Purnamasari, et.al. (2016) also found the similar result in their study, in which Indonesian sentence structure is mixed with English utterance. It is in accordance with Muysken's (2000) theory about alternation code mixing which states that grammar and words in English are used alternately in a sentence of other language.

Just like the result of previous study conducted by Purnamasari, et.al. (2000), he least used type of code mixing found in this study is congruent lexicalization with total of only 6.7%. Muysken (2000) theorizes that congruent lexicalization happens when lexicon

of two different languages share the similar grammatical structure.

Seen from the amount per-page, there are differences between the number of insertion and alternation type in the two pages. The account @mrssharena and @chelseaoliviaa uses more insertion type of code mixing (55%). The account @tasyakamilla uses 50% of code mixing. For alternation code mixing, the account @mrssharena uses 35%, @tasyakamilla uses 45%, while @chelseaolivia uses 40%.

Congruent lexicalization is the least used type of code mixing. Seen from the data, @mrssharena only used 10% of congruent lexicalization, while @tasyakamilla and @chelesaoliviaa use only 5%. The finding on the percentage of the type of code mixing is similar to the result of the research conducted by Purnamasari, et.al. (2016). Insertion type of code mixing is mostly used, alternation takes the second place, while congruent lexicalization is the least used.

b. Reasons for using code mixing

Besides describing the types of code mixing found in Instagram meme pages, this study is also aimed at finding out the reason behind the use of code mixing in social media, especially in Instagram influencer account. The data taken from the sample was analyzed using Hoffman's (1991) definition of reason to code mixing in order to investigate why a certain type of code mixing is used. Of the six reasons classified by Hoffman, only five reasons of code mixing are found in this study, namely: the topic of the conversation, limited equivalent word or unknown translation, showing empathy, as a filler or sentence connector, and restatement of famous sentences.Below is the example for the description of each reason.

Transcript 8

"Harus cobain banget kenikmatan salmon super empuk yang bisa kaya meleleh dimulut. Bisa buat mpASI minus **salt&pepper** dan diblender untuk anak yang belum bisa makan bertekstur. Nope! I'm not a chef! Sejujurnya aku dulu sama sekali gak bisa masak, tapi doyan makan yang sesuai selera lidah sendiri. **So**, pas baru nikah sama @tail_wagging minta diajarin **basic cooking** sama my mom dan **after that** senang **experiment** sendiri yang super **simple recipe** walau kadang **ingredients**-nya itu2 aja. **Now**, I **figure**, **with this igtv video**, aku pengen nunjukkin kalo beberapa masakan tuh super gampang bikinnya! **Home-cook meal** rasa restoran buat suami dan anak2ku. Yang udah coba masak ini, **tag** aku donk #SharenaCookWithLove Do you want more cooking video like this one? **Comment below** yah"

(You got to try the deliciousness of this super soft salmon which feels like melting in your mouth. It can be used as mpASI [i.e., baby food] without **salt and pepper** for babies who couldn't eat textured food. Nope, I'm not a chef! To be honest, I couldn't cook at all, but I love to eat my favorite meals. **So,** when I was just married to @tail_wagging I asked to be taught **basic cooking** by my mom and **after that** I liked to **experiment** by myself with **simple recipe** even if the **ingredients** are just so-so. **Now, I figure, with this IGTV video**, I want to show that some of my cooking is super easy to make! **Home-cook meal** with restaurant taste for my husband and children. If you have tried cooking this one, please tag me #SharenaCookWithLove Do you want more cooking video like this one? **Comment below,** okay?"

@mrssharena

Assessing from the situation, it can be inferred that there are several functions of

mixing found in this sample, namely to clarify topic of conversation, as a filler and connector and to avoid misunderstanding. The use of code mixing due to the topic of conversation can be seen from the choice of English words related to cooking, for example **salt and pepper**, **simple recipe, ingredients,** and **home-cook meal**. The other function for using code mixing in this sample is as sentence fillers and connectors, for example in the use of the word and phrases **so, after that,** and **now**. In the last sentence, the influencer begins the sentence with English and finished it with the word *"yah"* in Bahasa Indonesia. This word means another form of saying "yes". However, in this context, the word is used as an interjection.

Finally, the use of the insertion mixing "**tag"** is used to avoid misunderstanding. The influencer could use the translation of the word "**tag"**, but this word is more commonly used in Indonesian social media rather than the Indonesian term.

Transcript 9:

"Arrasya kan sudah 6 bulan, sudah lulus ASI eksklusif dan sekarang sudah makan MPASI. Dia awal makan memang pas banget kita lagi liburan ke Korea dan Jepang, jadi Arrasya masih makan MPASI terfortifikasi (instan) sesuai saran dokter untuk pengenalan makan **plus** biar akunya juga ga ribet masak-masak ketika **traveling**. Nah kalo sekarang aku sudah mulai bikin **homemade food**. Tentunya butuh banget inspirasi resep MPASI yang pas buat bayi. Aku udah **browsing** nih banyak banget menu2 MPASI menarik di website Nutriclub."

@tasyakamilla

"Arrasya is 6 months now, [he] has finished being fed breastmilk exclusively and now has already started to eat MPASI [baby food]. He started to eat when we were on holiday to Korea and Japan, so Arrasya ate fortified baby food just like doctor's advice to introduce him to food,

plus it also allow me not to cook while **travelling**. Surely I need inspiring recipes for the right baby food. I have started **browsing** for interesting baby food menu in Nutriclub website."

Several mixed codes can be found in the example above. The main reason for the code mixing used in the example is limited relevant word in Bahasa Indonesia. The term **plus** can be literally translated as "terlebih lagi" (i., e moreover), but the use of the word *plus* is more effective. The phrase **travelling** and **browsing** is also more commonly used in the language of social media. Therefore, it is easier to use code mixing with these two terms.

Transcript 10:

"Mami rindu kamu, **see you very soon, Bunny."**

@chelseaoliviaa

"Mommy miss you, **see you very soon, Bunny**"

In this example, the alternation code mixing is used for being emphatic. In this caption, the influencer shows her emotion using Indonesian and English code-mixing.

Transcript 11:
"Buat kaula muda, **enjoy your life to the max."**
"For you youngsters, enjoy your life to the max."
In this example, the reason of code mixing is to restate famous statement. The sentence feels more logical to be said in English rather than in Bahasa Indonesia. Therefore, code mixing is most appropriate to be used in this situation.

The table below shows the percentage of the reasons used in code-mixing in the three Instagram influencer accounts.

Table 2. Reasons of using codemixing

Reason for Code-mixing	@mrssharena	@tasyakamilla	@chealseaoliviaa	Full Sample
	%	%	%	%
Topic of the conversation	35	40	20	31.7
Restatement of famous sentence	15	5	30	16.7
Showing empathy	10	15	15	13.3
Fillers, interjection, and connector	15	10	5	10
Limited word/unknown translation	25	30	30	28.3

Table 2 shows that mostly (31.7%) code mixing is used because of the topic of the conversation. The next top reason for code mixing found in the three accounts is limited relevant word (28.5%). The third is restatement of famous statement (16,7%). The percentage of code mixing used for showing empathy found in the sample is 13.3%, while the least function of code mixing is as a filler or interjection. From the sample, there are no data of the use of code mixing for showing identity. The result of this study about of the reason for code mixing is partially in line with a study conducted by Kurniawan (2016) whose finding proves all the six reason for code mixing according to Hoffman's theory.

Conclusion

Code mixing is a communicative strategy closely related to bilingualism. The phenomenon of code mixing in Indonesia can be observed in the language used in social media. From the analysis of code mixing used by three popular Instagram influencer in Indonesia, conclusions can be drawn. First, there are three types of code mixing found, namely insertion, alternation, and congruent lexicalization. Second, from the six reasons of code mixing

defined by Hoffman (1991), there are only five reasons found. The reasons code switching found in the study are the topic of the conversation, the limited relevant words and unknown translation, as an interjection, showing empathy, and restatement of famous sentence. It is hoped that this study would be beneficial for other researchers as an insight to the phenomena of code switching in social media. Due to the limitation of the research, further study on the use of code mixing with a bigger number of sample and a more detailed design is needed.

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