INDONESIAN-ENGLISH CODE-MIXING IN INSTAGRAM CAPTIONS OF AN INDONESIAN CELEBGRAM

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Abstract

Code-mixing becomes a massive phenomenon in social media, especially Instagram which become platforms for youngsters and Instagram influencers to express themselves. This descriptive qualitative research investigated the type of code-mixing used by an Indonesian celebgram and explored reasons for using code-mixing in Instagram captions of an Indonesian celebgram. The data for this study were collected from Instagram captions posted by an Indonesian celebgram @keanuagl from February 2020 to September 2020. The method used in this study was content or document analysis in which data triangulation was employed to check the validation of the data. The data were analyzed by using Muysken's theory of type of code-mixing. The reasons for using code-mixing were analyzed using Hoffman's theory. The findings showed three types of code-mixing found in Instagram captions of @keanuagl, namely insertion, alternation, and congruent lexicalization. Code-mixing in the form of insertions were dominated by the use of English noun and noun phrase. Meanwhile, the types of alternation used by @keanuagl cover lexical and grammatical levels. Congruent lexicalization code-mixing occurred indicated that @keanuagl mixed lexical items and grammatical structures of the Indonesian language in his English captions. Three reasons that motivated the use of code-mixing by @keanuagl in his Instagram captions were found. Those reasons were to talk about a particular topic, show empathy or solidarity, and clarify the speech content for the interlocutor.

Keywords: *celebgram, code-mixing, Instagram, reason type*

INTRODUCTION

Language is an essential tool in communication to convey thoughts, feelings, ideas, and emotions (Kamariah & Ambalegin, 2019). Recently, people

are interested in learning and using a foreign language (Kurniawan, 2016; Maheswari, Adnyani, & Suwastini, 2020; Senawati et al., 2021). According to Fitria (2020), most people know more than one language in which people master their first and second language and foreign languages. This phenomenon is called bilingualism and multilingualism, where bilinguals master two languages actively used in their daily communication (Mokibelo, 2015). Mappiasse & Siher (2014) state that English, as one of the most spoken languages globally, has extraordinary power in communication. English has been made as an important subject for academic and non-academic purposes in many countries (Artini, Padmadewi, & Suwastini, 2020; Blangsinga et al., 2021; Dhari, Suarnajaya, & Suwastini, 2017; Dwiyanti & Suwastini, 2021; Giri et al., 2020; Hutapea & Suwastini, 2019; Utami et al., 2019; Listiani et al., 2021; Manik & Suwastini, 2020; Puspawati et al., 2021; Puspitasari et al., 2021; Situmorang et al., 2020; Suwastini, Rinawati, et aal., 2021; Suwastini, Wiraningsih, & Adnyani, 2020; Suwastini & Yukti, 2017; Utami et al., 2021; Wijaya, et al., 2021). In Indonesia, most Indonesian people confidently communicate using at least two languages, such as Bahasa Indonesia and English, making them bilinguals (Hutauruk, 2016; Manik et al., 2020; Rinawati, Kay, & Agustina, 2020).

The ability to master and use two or more languages contributes to the sociolinguistics phenomenon, which is known as code-mixing, in which lexical items of two languages is found in one sentence (Bukhari et al., 2015; Purnamasari, Putra, & Suwastini, 2016; Situmorang et al., 2020). It occurs in both spoken and written communication. Code mixing is defined as any attitude of bilingual speakers who insert words or phrases into another language (Bauer, 2010). When bilinguals speak, their language productions can contain code-mixing (Muysken, 2000), including when their language use in social media. As social media become more and more ubiquitous (Tankovska, 2021), social media becomes a fertile space for language use among monolinguals and bilinguals alike, resulting in the frequent phenomenon of code-mixing in social media. Many types of code-mixing can be found in social media. Suwito (1985) classifies code-mixing into five types generally defined as insertion, namely word insertion,

phrase insertion, idiom or expression insertion, hybrid insertion, and reduplication insertion. In 1996, Siregar proposed two main types of code-mixing, which include intra-sentential mixing and extra-sentential mixing. Intra-sentential mixing covers the alternation of single words, phrases, and clauses within an utterance or sentence. Meanwhile, extra-sentential mixing occurs between sentences. Muysken (2000) mentions three types of code-mixing namely insertion, alternation, and congruent lexicalization in which those types of code-mixing covers mixing two languages in lexical and grammatical level.

The reasons for mixing codes are also varied. Hoffmann (1991) explains the reasons why bilinguals mix their languages. Those reasons cover talking about a particular topic, quoting somebody else, being emphatic about something, interjection (inserting sentence connectors), repetition used for clarification, and clarifying the speech content for the interlocutor and expressing group entity. Saville-Troike (1986) adds that bilinguals use code-mixing to soften or strengthen requests or commands. Besides, the reasons motivating the speaker to mix their code are to make a variation in a communication (Sridhar and Sridhar, 1980) and fulfill the linguistic needs (Mustafa and Al-Khatib, 1994).

There are many platforms of social media, such as blogging and micro-blogging applications, social networking services, voice-over-internet applications, mapping applications, discussion applications, calendars, and applications for sharing audio, video, photo, and presentation (Ariantini et al., 2021; Chisenga, Kedemi, & Sam, 2014; Citrawati et al., 2021). Among youngsters, social media are used to share stories, information, emotion, experience, knowledge (Fitria, 2020). One social media used mainly by Indonesian youngsters is Instagram (Ariantini et al., 2021; Situmorang et al., 2020; Tankovska, 2021). According to Fitria (2020), Instagram is a social networking app designed to enable users to share photos and videos. Alper (2013) states that Instagram was released in 2010 to enable its users to share private photos and permit filtered photos. Instagram posts can be completed with a "caption" to let other users or audiences understand the story behind the pictures or videos. Turner (2006) mentions that the chance of becoming a celebrity has

increased in Instagram. Many popular Instagram users have become what has been dubbed as "celebgram" or celebrity Instagram. Hendrayati, Gaffar, and Dwiyanty (2016) use the term celebgram to refer to "celebrity endorser on Instagram," applied the famous Instagram users. The latter regularly unloaded videos that endorse certain products for financial or material gains. These celebgrams usually have thousands of followers, that their attitude to endorse particular products will affect their followers' opinions (Ersani, et al., 2021; Maghfiroh & Hapsari, 2015).

Code mixing appearing in Instagram captions has been studied by many. Previous studies reveal that code-mixing is a typical attempt to gain prestige done by youngsters through English as a foreign language (Nuraeni, Farid, & Cahyati, 2018; Situmorang et al., 2020; Tsamratul'aeni, 2019). Nuraeni et al. (2018) also mention other reasons for code-mixing, such as language practice, matching the situation, and following the trend. Nuraeni et al. (2018), Situmorang et al. (2020), and Tsamratul'aeni (2019) identified insertion, alternation, and reduplication as the types of code-mixing used by Instagram users in their caption. Meanwhile, similar code-mixing also appears in celebgrams' Instagram captions. These young popular Instagram users who become the trendsetter in Indonesia used code-mixing for various purposes such as developing English skills, signaling the change of topic, promoting products, as well as presenting themselves as trendy (Hendrayati et al., 2016; Jimmi & Davistasya, 2019; Kamariah & Ambalegin, 2019; Rezeki & Sagala, 2021; Risliyanti, Sitepu, & Tampubolon, 2019; Sutrisno & Ariesta, 2019). Some celebgrams also intentionally produced code-mixing in various forms such as intrasentential, intralexical, and change of pronunciation to set an example of learning language through social media (Jimmi & Davistasya, 2019; Risliyanti et al., 2019; Sutrisno & Ariesta, 2019).

The possibility of celebgram's impacts on their followers and their high frequency of code-mixing, as argued by Nuraeni et al. (2018), Situmorang et al. (2020), and Tsamratul'aeni (2019b), is a growing interest from the point of view of sociolinguistics. Indonesia has many celebgrams, yet the few studies conducted on the code-mixing phenomena among Indonesian celebgrams barely cover top

Indonesian celebgrams, let alone capture their unique features. Thus, the present study aimed to investigate the code-mixing included in the captions of @keanuagl's Instagram account, one of the Indonesian celebgrams. The purposes of the study were to classify the types of code-mixing used and the reasons underlying @keanuagl's code-mixing use. The findings are expected to enrich sociolinguistic studies in Indonesia's phenomena of code-mixing. More specifically, they will broaden the coverage of the studies on code-mixing in social media as one of the growing sociolinguistic phenomena of the 21st Century.

METHOD

This study used the descriptive qualitative method, following the interactive qualitative data analysis proposed by Miles, Huberman, and Saldaña (2014) to generate detailed data about the code-mixing that occurs in Instagram captions posted by @keanuagl in his Instagram account. It investigated the types of code-mixing and reasons underlying the occurrence of code-mixing by @keanuagl in his Instagram captions. The data were collected from @keanuagl's Instagram captions from February 2020 to September 2020.

Data were collected through observations and note-taking, where the captions in @keanuagl Instagram updates were screen-captured and recorded into tables. The data were then categorized into types of code-mixing according to Musyken's theory (2000) and reasons for the occurrence of the code-mixing according to Hoffman's theory (1991). The classified data were then elaborated into a comprehensive display, from which a conclusion was drawn. The process of data collection, classification, display, and conclusion drawing were conducted simultaneously and repeatedly. It was to ensure that all the necessary data were collected, the classification was without overlapping, the data display was complete yet concise, and the conclusion drawn represented the data accurately.

FINDINGS AND DISCUSSION

The finding of this study highlighted three types of code-mixing used in Instagram captions of Indonesian celebgram @keanuagl, namely insertion,

alternation, and congruent lexicalization. Meanwhile, the reasons for mixing Indonesian and English in @keanuagl's Instagram captions include talking about a particular topic, showing empathy or solidarity, and clarifying the speech content for the interlocutor. Table 1 presents types of code-mixing found in Instagram captions of @keanuagl.

Table 1. Types of Code-mixing in Instagram Captions of @keanuagl

No	Types of Code-mixing	Frequencies
1	Insertion	20
2	Alternation	3
3	Congruent Lexicalization	6

Table 1 showed that there were three types of Indonesian-English code-mixing in Instagram captions of @keanuagl. Insertion became the most frequent type of code-mixing found in @keanuagl's Instagram captions. Alternations and congruent lexicalization are not frequently used by @keanuagl in his Instagram captions.

1. Types of Code Mixing in Instagram Captions of @keanuagl
Insertion

First, insertion became the most frequent type of code-mixing used by @keanuagl's Instagram captions. @keanuagl inserted English words into Indonesian sentences in his Instagram captions. The insertions found in the captions were in the form of word insertion and phrase insertion.

Table 2 shows that the English words were inserted in the captions, which were in Indonesian sentences. The English word insertions were in the form of noun, verb, and adjective. The English nouns inserted in the captions were "moment," "skincare," and "videos." In the form of verbs, @keanuagl inserted the English words "endorse" and "tag." Then, the English adjective inserted in the Instagram caption was "supportive" and "happy." It can be seen that the English noun is the most dominant word that was inserted and mixed with the Indonesian language in Instagram captions of @keanuagl.

Table 2. Word insertion in Instagram captions of @keanuagl

No	Instagram Captions	Word Insertion
1	**Endorse** *bukan nyindir*	Endorse
2	**Moment** *luar biasa dikota ini diabadikan oleh* @imammfikri	Moment
3	**Tag** *sahabat kamu yang paling cantik*	Tag
4	*…seneng dong rasanya dipercaya sama* MS Glow *yang merupakan produk* **skincare** *lokal nomor 1 di Indonesia.*	Skincare
5	*Padahal cuma ada* 23 **videos** *ya allah kalian luar biasa!!*	Videos
6	*Seneng banget bos bos aku* **supportive**	Supportive
7	*buat* physical distancing *kalian jadi lebih* **happy**	Happy

Hamers & Blanc (1989) in Kasyulita (2017) state that nouns are the most frequently substituted words employed in mixing codes. It supports the finding of this research, which showed that English noun was the most dominant English word inserted in the Indonesian sentence of @keanuagl's Instagram captions. Sudanthi et al. (2020) also found that insertion in English nouns was very commonly used by celebgram and celebrities in their Instagram captions.

Besides word insertion, there was phrase insertion found in Instagram captions of @keanuagl. The English phrase was inserted in Indonesian sentences. The English phrases inserted in the Indonesian language sentences are also dominated by the use of noun phrases, such as "MC wedding," "new experience," and "ice cream." Meanwhile, there were a few verb phrases and adjective phrases used by @keanuagl. Table 3 shows the phrase insertion found in Instagram captions of @keanuagl.

Table 3. Phrase insertion in Instagram captions of @keanuagl

No	Instagram Captions	Phrase Insertion
1	*…Pertama kalinya jadi* **mc wedding** *hehe* **new experience.**	mc wedding, new experience
2	**Happy birthday** *ba semoga sukak!*	Happy birthday
3	**Video call** *sama* @ybrap	Video call
4	*…kita jadi harus* **stay at home** *buat jaga diri kita dan juga orang lain…*	Stay at home
5	*Beneran deh ini* **ice cream** *yang bisa bikin lo ngerasa* **feeling good** *apalagi warnanya hitam dan beda dari lainnya.*	Ice cream, feeling good
6	*Nah ini alasan aku mau jadi* **Brand Ambassador…**	Brand Ambassador
7	*…buat* **physical distancing** *kalian jadi lebih happy.*	Physical distancing

Regarding the insertion found in Instagram captions of @keanuagl, insertions became the most dominant types of code-mixing used by @keanuagl. Situmorang et al. (2020) stated that Indonesian youngsters tend to use code-mixing in the form of insertion for their Instagram captions. Insertion is the most straightforward code-mixing that youngsters can use in social media (Fitria, 2020; Kartika et al., 2020; Kasyulita, 2017; Manik et al., 2020). Fitria (2020), Manik & Suwastini (2020), Kartika et al. (2020), Manik et al. (2020), and Sudianthi et al. (2020) also found that Indonesian celebrities and Instagram influencers used insertion dominantly in their Instagram captions.

Alternation

The second type of code-mixing that occurred in @keanuagl's Instagram captions was alternation. @keanuagl alternated clauses or sentences in English to Indonesian sentences. Table 4 shows the alternation found in @keanuagl's Instagram captions.

Table 4. Alternation in Instagram captions of @keanuagl

No	Instagram Captions	Alternation
1	**Outfit top & skirt from** @sourcesorigial.id *bener2 super mega bintang*	Outfit top and skirt from
2	**Have a good day** *yaa kalian.*	Have a good day
3	*maaf ya lau kenu temen yang ga sempurna,* **laura is one of the best person I've ever had**	Laura is one of the best person I've ever had

Table 4 shows that there were three alternations found in Instagram captions of @keanuagl. @keanuagl alternated some English phrases and clauses in his Indonesian sentence. The first alternation was "outfit top and skirt from…" and then it was followed by Indonesian sentences. Second, the alternation was found in the captions "Have a good day yaa kalian." @keanuagl preferred to use the English clause "Have a good day" followed by Indonesian words "yaa kalian." Third, the alternation was found when @keanuagl used the Indonesian clause,

followed by an English clause. The alternation was, "Laura is one of the best person I've ever had."

Aini (2019) states that alternation occurs when the structures of two different languages are alternated in lexical and grammatical levels. From the findings, it can be seen that the alternation in Instagram captions of @keanuagl covered lexical level and grammatical level. Compared with insertion, the number of alternations found in Instagram captions of @keanuagl was minimal. It is because alternation is more complex than insertion, in which alternation required grammatical structures in two languages (Aini, 2019). This finding showed related results with a previous study conducted by Aini (2019), Kartika et al. (2020), Manik et al. (2020), and Situmorang et al. (2020), in which the number of alternations found was fewer than the number of insertions.

Congruent Lexicalization

The third type of code-mixing found in @keanuagl's Instagram captions was congruent lexicalization. @keanuagl combined elements and dialects of the Indonesian language in English words or phrases used in his captions. Table 5 presents the congruent lexicalization found in @keanuagl's Instagram captions.

Table 5. Congruent Lexicalization in Instagram Captions of @keanuagl

No	Instagram Captions	Congruent Lexicalization
1	**Story Time my lovely husband** @okintph	Story time my lovely husband
2	*Buruan deh* **stock ice creamnya**	Stock ice cream-*nya*
3	*Makasi ka* @raffinagita1717 **face shieldnya**	Face shield-*nya*
4	*Terus tiba-tiba aku ditawarin jadi* **Brand Ambasadornya** *deh.*	Brand Ambassador-*nya*
5	*Selain emang* **direcommend** *dari banyak orang, aku juga udah nyobain sendiri, dan itu cocok banget di aku.*	*di*-recommend

Table 5 shows that there were some congruent lexicalizations found in Instagram captions of @keanuagl. The first congruent lexicalization was "story

time my lovely husband." That caption was using English words, but the grammar used was not English grammar. It seemed like @keanuagl translated Indonesian sentences into English without considering the grammar. Therefore, the sentence seemed awkward. Another type of congruent lexicalization found was the combination of the element in the Indonesian language in English words like in "ice cream-*nya*," "face shield-*nya*," "brand ambassador-*nya*," "*di*-recommend."

Kasyulita (2017) stated that congruent lexicalization is a rarely used code mixing compared with other types of code-mixing. Otherwise, the finding showed that @keanuagl used more congruent lexicalization in mixing the codes than the alternation. This finding was supported by the result of the study conducted by Aini (2019). It was found that congruent lexicalization was used more frequently by the study's subject in mixing codes than the alternation. Fitria (2020) also found that youngsters tend to insert affixes in Indonesian to English words when they make social media captions.

2. Reasons for Using Code Mixing in Instagram Captions of @keanuagl

The analysis of the reasons for code-mixing in Instagram captions of @keanuagl was done based on Hoffmann's theory. The findings showed that there were only three reasons that became the motivation of @keanuagl to mix codes in his Instagram captions. Those reasons were to talk about a particular topic, show empathy or solidarity, and clarify the speech content for the interlocutor.

To talk about a particular topic

Code mixing was found in Instagram captions of @keanuagl when a specific topic was discussed. @keanuagl used code-mixing to promote some products or brands, celebrated special events, and described his achievement. There were some captions used in order to talk about a particular topic.

Caption 1	:	Pertama kalinya jadi **mc wedding** hehe **new experience.**
Caption 2	:	**Happy birthday** ba semoga sukak!
Caption 3	:	Terus tiba-tiba aku ditawarin jadi **Brand Ambassadornya**

deh.

Caption 4 : …seneng dong rasanya dipercaya sama MS Glow yang merupakan produk **skincare** lokal nomor 1 di Indonesia.

In caption 1, @keanuagl used code-mixing to tell about his achievement for the first time becoming Master of Ceremony for a wedding. The use of code-mixing in captions 1 was to tell his followers about what he has achieved and express his feeling and pride. This finding was supported by Kurniawan (2016), who found that code-mixing strengthens or emphasizes the feeling toward the topic being described. Caption 3 also showed that @keanuagl use the phrase "Brand Ambassador" to tell about his achievement of being trusted by a brand. The use of code-mixing in caption 3 was underlined because there is limited vocabulary that can be used to express specific terms in the Indonesian language (Kurniawan, 2016; Purba et al., 2018). Therefore, @keanuagl used English terms in the captions to express the described object, "Brand Ambassador." Sudianthi et al. (2020) also found that mixing two languages in communication makes the speaker feel free and convenient to talk about a particular topic.

In terms of promoting specific products or brands, @keanuagl tended to mix his languages. It could be seen in captions 3 and 4. Code mixing was done to make the captions to be more attractive. Celebgrams tend to use code-mixing in promoting products because of the request from the sponsor to make the captions more attractive (Sutrisno & Ariesta, 2019). Moreover, mixing languages will create images for the celebgrams to show that they can speak more languages which gives additional value for their personal branding. @keanuagl also used code mixing when celebrating a special event, especially his friend's birthday. It can be seen in caption 2. The English phrase "happy birthday" was chosen by @keanuagl rather than the phrase in the Indonesian language to strengthen the sense that the event is unique. Mixing the English language in Indonesian captions can refer to the topic being discussed to become more attractive (Kurniawan, 2016). Purba et al. (2018) found that English words, phrases, or clauses are inserted to describe a particular object or event in which it needs to be emphasized.

To show empathy or solidarity

Another reason that motivated @keanuagl to use code-mixing in his Instagram captions was to express empathy and solidarity. The captions that were used to express empathy and solidarity can be seen below.

Caption 5	:	…kita jadi harus **stay at home** buat jaga diri kita dan juga orang lain…
Caption 6	:	**Have a good day** yaa kalian.
Caption 7	:	Maaf ya lau kenu temen yang ga sempurna, **laura is one of the best person I've ever had.**.

Caption 5 showed that @keanuagl expressed his empathy toward the current situation related to the pandemic outbreak of Covid-19. It could be seen on the captions in which @keanuagl, as a celebgram asked his followers to minimize outdoor activities and stay at home to keep their health. @keanuagl preferred to insert the English phrase "stay at home" in his captions. The use of code-mixing to show empathy is proven to be impactful by the celebgrams since they have a more substantial influence than ordinary Instagram users. In captions 6 and 7, @keanuagl wrote the captions for his best friends. In order to express his sincere feeling to his friends, Keanu preferred to use code-mixing. In caption7, @keanuagl wrote, "Laura is one of the best person I've ever had." It showed his good and close relation to the one that he called Laura. It made readers focus on the English sentence rather than the Indonesian sentence, which were combined in the captions. Therefore, @keanuagl used code-mixing to express his solidarity with his friends. The use of code-mixing in social media to show empathy and solidarity was also found by Kurniawan (2016) and Purba et al. (2018). Purba et al. (2018) found that youngsters use code-mixing to show affections to family, friends, and beloved ones.

Intention to clarify the speech content for the interlocutor

The third reason that motivated @keanuagl to use code-mixing was to clarify the message that he wanted to deliver to his followers. The captions below were several captions that @keanuagl used to clarify the content of his captions.

Caption 8   :   **Endorse** bukan nyindir.

Caption 9   :   Nah ini alasan aku mau jadi **Brand Ambassador…**

Caption 8 showed that @keanuagl inserted the English word "endorse." In caption 9, @keanuagl inserted the English word "brand ambassador." The words "endorse" and "brand ambassador" were more familiar and easily understood in English than in Indonesian. Indonesian people could clearly understand the meaning of "endorse" and "brand ambassador" since those words were general terms used and inserted in Indonesian sentences. It was supported by Kurniawan (2016), who states that several terms are not provided by the vernacular, so that it is better to express them in English. It means that the use of foreign terms can help to clarify the meaning of the sentences or utterances.

CONCLUSION

The findings of this study indicated that Instagram captions of Indonesian celebgram @keanuagl contain three types of code-mixing: insertion, alternation, and congruent lexicalization. Insertion became the most frequent type of code-mixing that occurred in Instagram captions of @keanuagl, which included word insertion and phrase insertion. The insertions which occur in Instagram captions of @keanuagl were dominated by the use of noun words and noun phrases. It is motivated by the characteristic of insertion, which is the most effortless code-mixing. Alternation became the most minor used type of code-mixing that occurred in @keanuagl's Instagram captions. It is because alternation is more complex than insertion, in which alternation required grammatical structures in two languages. Lastly, there were six congruent lexicalizations found in @keanuagl's Instagram captions.

Regarding the reasons for using code-mixing, it was found that three reasons motivate @keanuagl to use code-mixing based on Hoffman's theory (1991). The first reason was to talk about a particular topic. It was found that @keanuagl used code-mixing in his Instagram captions to tell about his achievement, to describe special events, and to promote products or brands. The second reason was to express empathy and solidarity. @keanuagl used code-mixing to express his empathy to the current situation due to the pandemic outbreak of Covid-19. He reminded his follower to stay at home in order to keep themselves and others healthy. To express solidarity, @keanuagl used code-mixing to express his close relationship and affections to his friends. The third reason was the intention to clarify the content of speech for his follower. @keanuagl preferred to insert English words in his caption in order to clarify the message. It was motivated by the fact that some terms such as "endorse" and "brand ambassador" are more popular and understood in English rather than Indonesian.

This conclusion was limited to this study. Further study needs to be conducted to investigate whether the frequency of using code-mixing is still similar when the celebgrams are balance bilinguals and to explore the reasons that motivate the use of code-mixing of different celebgram.

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