Code Switching in Instagram

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ABSTRACT

Code switching is currently very common, both in direct and indirect communication and on social media. This study aims to describe the forms and factors of the use of code switching used on Instagram. Researchers know that there are three types of code switching found on Instagram accounts used by Instagram users, namely: tag switching, intersentential code switching, and intrasetential code switching. Then after analyzing by type, the researcher found the reasons for using code switching there were four points: topic change, lack of vocabulary, bilingual/multilingual, Prestige and trend. Then the researchers used qualitative research methods in conducting the analysis. This research is expected to be useful in the language learning process, especially sociolinguistic studies and language use.

Keywords; *Code-switching, Tag-Switching, Intrasenial Code Switching, Intersential Code Switching*

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INTRODUCTION

In various communities in the world, there are some people who have the ability to use more than one language or commonly referred to as bilingual or multilingual. Such people tend to change the language they use when speaking. This phenomenon is known as 'code switching'. Code switching can occur because language is one of the most important forms of symbols of human behavior and an important component of the identity of a group.

Code switching is not only a phenomenon in society where each member uses more than one language, but it is also a necessity in that society. Code switching is also useful for transferring meaning to the other person. When the language used by the speaker in conveying an intention or message cannot be understood by the interlocutor, the speaker needs to change the language used in another language that can be understood by the recipient of the message or the interlocutor.

We often see the use of code switching in everyday communication such as when talking to friends, at work, or in the teaching and learning process. In addition to daily communication, code switching is also often used in communication on social media such as; Facebook, Line, Whatsapp, Instagram, Twitter, etc. Code switching occurs because of differences in the language of each person,

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so sometimes to convey a message requires a switch to another language so that it can be understood by the recipient of the message. Code-switching generally takes place in informal situations while talking about daily life, friends, family, and so on. In formal or official situations, 'code switching' usually occurs in work communications in schools or colleges.

Code Switching

In linguistics, code-switching or language alternation occurs when a speaker alternates between two or more languages, or language varieties, in the context of a single conversation or situation. Multilinguals (speakers of more than one language) sometimes use elements of multiple languages when conversing with each other. Thus, code-switching is the use of more than one linguistic variety in a manner consistent with the syntax and phonology of each variety. There are several different reasons why code-switching is beneficial which are listed below in addition to different types of code switching and theories behind it.

Types of code switching

According to (Stockwell, 2007) There are three kind of code switching, they are: tag-switching, Intrasentential switching and Intersentential switching.

Tag-switching

Tag switching is the simple form of code switching because in this form the speaker tags and certain set phrases or words in one language are inserted into an utterance otherwise in another. Tag switching often happens caused of the lacked if vocabulary.

Intrasentential switching

This form is often occur when the conversation changed the topic Intrasentential switching occur within a clause or sentence boundary. It can take the form such as, code changing, code mixing, insertion and congruent lexicalizations. Intersentential switching, in which a change of language occurs at sentence levels, where each clause or sentence is in one language or the other.

The reasons for switching

Changing topic

Sometime the Speaker needs to switch the language when the topic of conversation is changed.

Lack of vocabulary

The lack of vocabulary between speaker and interlocutor when in conversation caused the speaker need to switch the language to other language.

Bilingual and multilingual

Multilingual and bilingual also caused the speaker switch from one language to others.

Prestige and trend

In modern era people are able to communicate to others people in the world, so that they think that it's cool when more than one language.

RESEARCH METHOD

This research is a descriptive study because this study aims to describe and look for the factors of the use of code switching used in Instagram. Then in this study the researcher used a sociolinguistic study to analyze the code switching used on Instagram. The data in this study will be taken from several posts, comments, and conversations made by Instagram users.

Analyzing data is the process of breaking down data into its constituent components to reveal the characteristics of the elements and their structure. In this study, researchers collected data from Instagram by using screenshots. Next, there are several analytical processes such as reading the conversation and underlining it.

FINDINGS AND DISCUSSION

1. Findings
Tag Switching

Tag switching, because the sentence above uses the sentence "I miss you" but in the initial sentence the speaker uses the Indonesian word "Dilanku" is transferred to English. It is considered as Intra-word switching because as we know Tag is word switching when the speaker changes the code in the form of words.
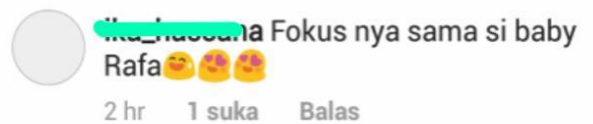
Intersentential

Intersentential switching, because in this conversation using the Indonesian language and then switching to English the word "cutting classic", as we know that intersentential switching is code switching that occurs at the sentence level, where each clause or sentence is in one language or another.

Intrasentential

Intersentential switching, because in this post it switches between Indonesian sentences. Intersentential switching is where the language change occurs at the sentence level, where each clause or sentence is in one language or another. 4. intra-sentential code switching. The sentence in the picture above uses the Indonesian sentence "the focus is the same si..." then switches to English "baby Rafa" so it is included in Intersentential switching.

CONCLUSION AND IMPLICATION

Code switching is a term in linguistics that refers to the use of more than one language or variations in conversation. Sometimes bilingual speakers have difficulty having

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conversations with other Bilinguals,

therefore they need to switch their language from one language to another so that the other person can understand the meaning. In this study found three types of code switching used in Instagram accounts, namely: code switching, inter-sentential code switching, and intrasetential code switching.

Based on the type and analysis, the researcher found the reasons for using code switching are four points:

1. Change the topic
2. Lack of vocabulary
3. Bilingual/multilingual
4. Prestige and trend

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