An Analysis of Code Switching and Code-Mixing on Instagram Reels

I Gusti Nyoman Putra Kamayana

English Literature Study Program, Faculties of Business, Tourism, Education and Humanities, Dhyana Pura University, Padang Luwih Tegaljaya Street Dalung Kuta Utara, Bali, Indonesia

putrakamayana@undhirabali.ac.id

ABSTRACT

This study aims to analyze the code switching and code-mixing found on content creator's Instagram reels. The qualitative descriptive method is used in this study to analyze the data. The source of the data was Instagram reels by an Indonesian content creator. The sample of this study was a content creator namely Gita Savitri Devi or well-known as Gita, with her Instagram account @gitasav. Data was collected from her video reels to conduct skin-care products. The theory of code switching types by Myers-Scotton (1993), and code-mixing types by Muysken (2000) is used in this study. The result showed that there were two types of code switching found, namely inter-sentential with 5 data points and intra-sentential with 5 data points. All three types of code-mixing are found, namely alternation with 7 data points, insertion with 2 data points, and congruent lexicalization with 1 data point.

Keywords: Code switching, code mixing, Instagram reels

1. Introduction

Language is a dynamic and multidimensional tool that captures the complexity of the social environments in which we interact as well as our ideas and thoughts. Sociolinguistics offers a lens through which we can examine the complex interactions between language and its contextual usage, as Holmes (2001) persuasively states. In order to understand the phenomena of code-switching and code-mixing, we will do a sociolinguistics study within this framework. Specifically, we will explore the domain of social media, particularly *Instagram* Reels.

According to Wardhaugh (2006), a communication system consists of two or more code segments. Code is a particular dialect or language that is chosen at any given time. Every speaking culture can grasp code as a communication tool. Understanding the code known as language is the fundamental requirement for using code as a communication method. Meanwhile, code is a phrase that serves as a stand-in, according to Richards (2002: 79) for speech patterns, dialects, or language used to highlight the use of language or language variants in conversation and to facilitate the discussion of specific issues wherever the speaker is. According to Nilep (2006), code is a language, or a collection of languages. Intercommunication gives rise to code, which becomes important when both participants perceive it as such. In this dissertation, code is a term for language that can take many different forms, including words, phrases, and sentences. Furthermore, according to Holmes (1992), a conversation's code is the means of communication used by participants.

Hudson (1996) states that the knowledge, values, and life experiences of the speaker influence the language code they choose. A speaker's endeavor to make a message understandable does not indicate that the message is unclear when they employ one language code. In addition, Hudson (1996) notes that in addition to the opposites, a multilingual individual selected the code according to the circumstances. A

code switch is frequently described in terms of social alienation or solidarity and can be driven by participant identities and relationships.

Muysken (2000) distinguished between three different forms of code-mixing: congruent lexicalization, alternation, and insertion. One kind of code-mixing known as "insertion" occurs when a term is introduced into a written or spoken communication. There is a propensity for insertion to occur when no term matches or is often used in translation and conveys the same meaning. Additionally, insertion forms of code are discussed. Mixing is described as being comparable to bringing words from a lexical or phrasal category into a certain structure. Contrarily, alteration occurs between clauses. Alternation is the kind of code-mixing in which the writer or speaker combines two phrases into a sentence. The kind of code-mixing that happens when there is an influence is called congruent lexicalization. provided by the dialect used in speech. Furthermore, when a speaker uses a word that sounds foreign, this is a sign of congruent lexicalization.

There are many previous studies that have analyzed code switching and code-mixing. Here are some previous studies that relate to this study: The first study was conducted by Afryanti, Daud, and Muthalib (2021) entitled ''A Study of Code-Switching and Code-Mixing used by YouTube Channels: A Comparison of Indonesian Youtubers'' aims to to find the most which group switched and mixed language on YouTube videos. The second study conducted by Anggarini, Putra, and Suwastini (2022) entitled " An analysis of code-mixing used by the indonesian top selegram in social-media in product endorsement" the aims are to find the analysing the forms of code-mixing utilised in product endorsement by Indonesia's top selebgram on social media, analysing the causes behind code-mixing employed by Indonesia's top *selebgram* in her product endorsement captions, and analysing the words that the top Indonesian *selebgram* uses in her *Instagram* captions to promote products.

Building on the previous study and covering the study's gap, this study focuses on code switching and code-mixing by Myers-Scotton (1993) and Muysken (2000) theory on *Instagram* reels rather than in YouTube videos. According to the explanation above, the focus of this study would be guided by the following general question:

1. What types of code switching is found in the *Instagram* reels?
2. What types of code-mixing is found in the *Instagram* reels?

2. Theoretical Review

Code Switching

Code-switching is a behaviour frequently observed among individuals proficient in multiple languages, wherein they spontaneously alternate between different languages in their linguistic repertoire (Lüdi, 2004, p.341). Code-switching is the use of a code that results in switching from one code to another. This linguistic phenomenon can be observed within or between utterances. Therefore, code-switching occurs when interlocutors employ two different languages during the same speech event. Holmes (1992, p.42) highlighted that this switching reflects solidarity among the speakers and indicates changes in social dimensions such as social distance, status, formality, or functionality.

To elaborate further, the description of code-switching entails a process that engages the alternative use of two languages or linguistic varieties within the same speech or conversation. This dynamic interplay reflects the complexity and adaptability of language use in various social contexts. Numerous scholars argue that code-switching is an inherent outcome of bilingual proficiency or the skill to communicate in multiple

languages. It should not be misconstrued as a deficiency in language or as the reason for a decline in the usage of a particular language (Mahootian, 2006).

Types Of Code Switching

Code-switching is a phenomenon that various experts have categorized into different types to facilitate a comprehensive understanding of its processes. McArthur (1998) identified four categories, namely tag-switching, intra-sentential switching, inter-sentential switching, and intra-word switching. McCormick (1994, p.582) expanded the classification to include six types: diglossia, situational code-switching, metaphorical code-switching, conversational code-switching (encompassing style-shifting and code-mixing), single-word code-switching/borrowing, and integrated loanwords. In the context of this study, the focus is on the framework proposed by Myers-Scotton (1993, p.4), which divides code-switching into three types based on the style-shifting distinction: inter-sentential code-switching, intra-sentential code-switching, and tag switching.

1. Inter-sentential code-switching
   This form of code-switching entails the use of a clause or transition between sentences, wherein the language changes. MacSwan (1999) explains that inter-sentential code-switching encompasses shifts at sentence boundaries within the same sentence or between the speaker's turns. In this scenario, a speaker alternates between clauses or sentences in different languages, necessitating proficiency in both languages to adhere to the rules of each.
2. Intra-sentential code-switching
   Intra-sentential refers to the shift between one language and another within the confines of a sentence, encompassing syntactic units such as words, phrases, or clauses (Saville Troike, 2008). Poplack (1980) suggests that this form is notably intricate compared to other types, as it can manifest at the level of clauses, sentences, or even individual words.
3. Tag switching
   According to Romaine (1992, p. 122), tag switching occurs when a tag is in one language, and the utterance is in another language. This switching encompasses individual words, tags, interjections, fillers, and idiomatic expressions, where elements from one language are incorporated into another. Hamers and Blanc (2000) note that this type has minimal syntactic constraints, allowing for entry into the source language without violating syntactic rules.

Code-Mixing

Utilizing code from one language in another during a conversation is commonly referred to as code-mixing. It serves as a key tool in the teaching and learning process, fostering better understanding between students and teachers. Code-mixing, as defined by Wardhaugh (2006), involves integrating elements from two languages within a sentence during informal interactions. Factors influencing code-switching, according to Nababan (1984, as cited in Sucian, 2013), include the speaker's choice, situation, behavior, and the selection of appropriate words. Holmes (1992) highlights that incompetence in choosing code-words can lead to code-mixing. Ajibola (2011, p.17) identifies the mixing of languages in speech as code-mixing.

Code mixing, described by Poplack (2004), entails borrowing components from another language. Hudson (1996) notes that code-mixing is employed to reduce ambiguity in certain words, though it may be unnecessary if the other language is more comprehensible. Wardhaugh (2006) argues that code-mixing participants should be knowledgeable and aware of societal norms. Ultimately, as long as the speech

community members effectively navigate the situation and adapt their language use to their interlocutors, code-mixing is deemed acceptable. In the broader context, code-mixing helps identify communication challenges, offering insights into grammar for bilinguals or multilinguals.

Types Of Code Mixing

Hoffman (1991) highlights various forms of code mixing based on the intersection or extent of transition in language use. These encompass intra-sentence code mixing, intra-lexical code mixing, and alterations in pronunciation. Muysken (2000) elaborates on three primary types of code mixing: insertion, substitution, and congruent lexicalization. Researchers employ this framework to examine and analyze code-mixed data.

1. Insertion code-mixing
   Insertion, as defined by Muysken (2000), involves incorporating elements like individual words or entire components, both spoken and written, from one language into another during a conversation
2. Alternation code-mixing
   Substitution takes place within clauses when speakers blend languages in a phrase and transition from one language to another during a speech. Although these instances can sometimes occur within a single clause, they are typically clearly distinguished. Muysken (2000) categorizes substitution into two forms: marking and duplicating.
3. Congruent lexicalization
   Muysken (2000) clarifies that congruent lexicalization takes place when both languages share similar grammatical structures. This phenomenon can be attributed to dialectal influences on language use, allowing for the lexical replacement of elements from one language while maintaining grammatical congruence.

3. Materials and methods

This study used the qualitative method to analyze the data. Based from Flick (2018:9), qualitative method is a situated activity that situates the observer in the world that consists of a collection of interpretive and material acts that make the world visible. Myers-Scotton (1993) theory of code-switching types, and Muysken (2000) theory of code-mixing types was applied in this study's analysis to find the code switching and code-mixing from Gitasav's *Instagram* reels. The descriptive method was employed to describe the research findings, which in analyzing the code switching and code-mixing found from the data.

The selection data was taken from *Instagram* reels by Indonesian content creator, Gita Savitri Devi with her *Instagram* account @gitasav. She is a content creator, influencer, blogger, writer, and cosmetic chemist from Indonesia who studied and lives in Germany. Her *Instagram* account provides up-to-date information about skin-care products with 922K people following her.

The data was analyzed descriptively based on the theory of code- switching types by Myers-Scotton (1993) and code-mixing types by Muysken (2000). The technique in analyzing data was discovering the code switching and code-mixing found on Gita's *Instagram* reels, applying a theory to categorize and analyze all data to three categories of code switching and code-mixing.

4. Results and discussion

Types of Code Switching

Based on the data gathered, the frequency of the different types of code switching was found and is shown in the following table.

Table 1. Code Switching Found

No	Date of Posting	Data	Types of Code Switching
1	September, 6th 2023, 00:04	karena seperti biasa *I'm running out of it.*	Intra-sentential
2	September, 6th 2023, 00:56	gue tinggal *fill in finish product*-nya supaya bisa dipakai.	Inter-sentential
3	November, 5th 2023, 00:03	karena ini hand cream, gue mau bikin dia *thick but not greasy.*	Intra-sentential
4	November, 5th 2023, 00:29	you might have noticed that im using a lot of lipids in the formula *soalnya gue mau hand creamnya itu moisturizing banget.*	Intra-sentential
5	November, 5th 2023, 00:53	this is how it looks in the end, it's glossy, it feels luxurious and has soft touch *mau dipake banyak di tanganpun dia ngga lengket atau berminyak.*	Inter-sentential
6	October, 29th 2023, 00:34	due to the nature of the formula, *gue bisa bikin ini dengan metode* cold process.	Inter-sentential
7	October, 29th 2023, 00:39	in a way, *gue menghemat energi karena gue ga perlu pakai panas buat melarutkan bahan-bahannya.*	Inter-sentential
8	October, 23th 2023, 00:28	I am incorporating a high amount of water here *makanya gue make sure untuk taruh enough emulsifier dan nambahin inorganic salt untuk menghindari Ostwald Ripening supaya emulsionnya tetap stabil.*	Intra-sentential
9	October, 23th 2023, 00:47	kalau udah selesai diaduk dan dingin *final product fill in di glass jar.*	Intra-sentential
10	October, 23th 2023, 00:55	dan pas dipakai, *it spreads beautifully on the skin.*	Inter-sentential

From the data 1, intra-sentential type code switching occurs, because language switching occurs in one sentence from Indonesian ''*karena seperti biasa''* switched to English '' I'm running out of it.''

In the data 2, the language switch from English to Indonesian occurs from one clause to another, so that inter-sentential occurs. From Indonesia ''*gue tinggal,''* and then it switched to English '' fill in finish product.''

Same as data 1, in data 3 intra-sentential type code switching occurs, because language switching occurs in one sentence.

In the data 4, the sentence provided displays Intra-sentential code-switching as Indonesian is used *"soalnya gue mau hand creamnya itu moisturizing banget,"* and within it, the English word "moisturizing" is integrated. This highlights the practice of alternating between two languages within a single sentence.

Data 5, in this particular sentence, there is a blend of English and Indonesian, evident in terms like "glossy," "luxurious," and "soft touch," alongside Indonesian phrases like *"mau dipake banyak di tanganpun dia ngga lengket atau berminyak."* This linguistic alternation within a single sentence exemplifies the characteristics of Inter-sentential code-switching.

In data 6, a transition is observed between English ''due to the nature of the formula'' to Indonesian *"gue bisa bikin ini dengan metode cold process."* This language alternation takes place within a single sentence, illustrating the features of Intra-sentential code-switching.

In data 7, the clause '' in a way,'' switch from English to *Indonesian ''gue menghemat energi karena gue ga perlu pakai panas buat melarutkan bahan-bahannya.''* occurs from one clause to another so that Inter-sentential occurs.

In data 9, intra-sentential occurs because it changes in one sentence form Indonesia *''kalau udah selesai diaduk dan dingin''* to English '' final product fill in di glass jar.''

In data 10, inter-sentential occurs because language changes occur between one sentence to another sentence from Indonesia *''dan pas dipakai,''* to English '' it spreds beautifully on the skin.''

Types of Code-Mixing

Based on the data gathered, the frequency of the different types of code-mixing was found and is shown in the following table.

Table 2. Code-Mixing Found

No	Date of Posting	Data	Types of Code-Mixing
1	December, 17th 2023, 00:10	kali ini gue bikin *formula*-nya *simple* banget.	Alternation
2	December, 17th 2023, 00:18	kenapa? soalnya dua oils ini compatible buat kulit dan mereka cukup consistency yang cukup ringan	Alternation
3	December, 17th 2023, 00:27	supaya benefitnya lebih mantap lagi.	Alternation
4	December, 17th 2023, 00:32	cukup diaduk di room temperature sampai semuanya tercampur.	Alternation
5	December, 17th 2023, 00:39	terus finish productnya ditaruh di brown glass bottle kaya gini supaya terlindungi dari sinar matahari.	Congruent lexicalization
6	December, 6th 2023, 00:03	hari ini gue pengen bikin hair mask.	Alternation

7	December, 6th 2023, 00:15	karena rambut, terutama yang rusak, punya negative charge.	Insertion
8	December, 6th 2023, 00:25	gue juga tambahin minyak kemiri di oil phase dan ini semua gue panasin terus gue campur air.	Alternation
9	December, 6th 2023, 00:33	habis itu semuanya harus gue aduk sampai tercampur dan temperaturnya turun.	Insertion
10	December, 6th 2023, 00:39	kalo campurannya udah dingin, gue tambahin ingredient yang heat sensitive, contohnya parfum.	Alternation

From the data 1, an alternation type of code mixing was found due to the combination of languages alternately from Indonesian *''kali ini gue bikin''* then to English ''formula, simple'' and finally to Indonesian *''banget.''* Alternation code-mixing takes place when the incorporation of foreign languages or components from other languages alternates with the primary language within a single discourse or sentence.

In data 2, code mixing occurs alternately from Indonesian *"kenapa? soalnya dua"* to English "oils" then to Indonesian *"ini"* and to English again "compatible" and then to Indonesian *"buat kulit dan mereka cukup"* and to English "consistency" and finally to Indonesian *"yang cukup ringan."*

There is a code-mixing type of alternation in data 3 because the change between Indonesian and English occurs repeatedly, from Indonesian *"supaya"* to English "benefit" to Indonesian *"lebih mantap lagi."*

In the data 4, there is a shift between Indonesian *"cukup diaduk di* room temperature *sampai semuanya tercampur"* and English ''room temperature.'' This shift results in a mixed use of languages in an alternating fashion.

In data 7, code mixing of the insertion type was found because there was language inserted, namely the English "negative charge" into the Indonesian sentence which dominates "*karena rambut, terutama yang rusak, punya*"

In data 8, an alternation type of code mixing was found due to repeated changes from Indonesian *"gue juga tambahin minyak kemiri di"* to English "oil phase" then finally to Indonesian "*dan ini semua gue panasin terus gue campur air.*"

In data 9, sentence *"habis itu semuanya harus gue aduk sampai tercampur dan temperature-nya turun,"* It is included in code-mixing insertion because there are words from one language inserted into the sentence structure of another language. For example, the word "temperature" because it uses words or phrases from English in sentences that are mostly in Indonesian.

In the data 10, there is a shift between Indonesian *"kalo campurannya udah dingin, gue tambahin ingredient yang heat sensitive, contohnya parfum"* and English "ingredient, heat sensitive." This shift results in a mixed use of languages in an alternating fashion.

5. Conclusion

Based on the analyses, there are 10 code switchings and 10 code mixings that have been found in @gitasav's *Instagram* reels. The analysis shows that there are two

types of code switching found, namely inter-sentential with 5 data points and intra-sentential with 5 data points. All three types of code-mixing are found, namely alternation with 7 data points, insertion with 2 data points, and congruent lexicalization with 1 data point. It is concluded that both code switching and code mixing are used in @gitasav's *Instagram r*eels.

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