

THE USE OF CODE SWITCHING IN *SUNNYDAHYE'S* INSTAGRAM CAPTION

Clara and Annisa Agra Inggitajna

Sanata Dharma University, Indonesia

clara.agn3@gmail.com, annisagra@gmail.com

correspondence: clara.agn3@gmail.com

<https://doi.org/10.24071/uc.v2i1.3244>

received 26 March 2021; accepted 21 May 2021

Abstract

Instagram has become one of the most used social-networking websites. In the use of communication, Instagram also provides the user to communicate through picture and video with an addition of caption to explain the media in words. To express oneself on Instagram, some users might use the combination of their first language and English. Thus the phenomena of code-switching occurs. This paper aims to analyse the type and function of code-switching used in one Instagram account, *sunnydahye*. This paper uses a qualitative approach to provide insights to the problems. The data for this paper is selected by using a purposive sampling method by checking *sunnydahye's* Instagram post one by one. From 6 Instagram posts taken as the sample, there are 22 sentences identified with a phenomena of code switching. The result of the analysis shows that the type of code-switching which is used most in *sunnydahye's* Instagram caption is intra-sentential switching. Meanwhile the function of code-switching which is used most is code-switching as message qualification.

Keywords: code-switching, sociolinguistics, Instagram, *sunnydahye*

Introduction

English is a global language which is used by people around the world. Even though English might not be the first language to most people, there is undoubtedly a huge number of people who understand and use English to communicate with others. This is specifically true in the world of the internet. Based on Internet World Stats' data, English ranked first as the top language used for internet users followed closely by Chinese (Argaez, 2020).

The use of English on the internet (especially in social media) is very common even for people who do not speak English as their first language. Especially mentioned by Crystal (as cited in Halim, 2014) that many believe English is the language of the internet. Expressing oneself through other languages shows their competence in using the language as a multilingual person. However, in most cases, people do not write or update their social media in fully English. They might mix their first language and add bits of English in the post. The combination of more than one language used in the post is acknowledged in linguistics terms as code-switching. The use of code-switching shows the ability of the language user in choosing words according to the situational context, the topic of conversation, etc (Shay, 2015).

Code-switching can be seen in a lot of social media platforms. However, this research will focus on Instagram, a photo and video sharing social networking service. Instagram allows users to upload photos or short videos through their smartphone and add a caption to each of their posts. The focus of this paper is to analyse the code-switching which happens in Instagram captions. To limit the data, this paper will only focus on one Instagram account, *sunnydahye*. This Instagram account is owned by Sunny Dahye, a Korean vlogger who grew up in Indonesia. Due to her background, she often communicates with her fans through her Instagram by using a combination of different languages.

The reason why Sunnydahye Instagram account was chosen is because she is a bilingual who has lived in several places before. She used to live in Indonesia and America for a couple years before coming back to Korea. Her background makes her prone to many languages. She is widely known for her fluency in many languages. Her ability to switch between languages makes her accepted in the environment of the country despite the different culture because someone who is bilingual tends to understand the culture and manner of the country where the language is used (Song, 2016). She knows how to use and combine any languages that she mastered in the right place without creating any misunderstanding. As a bilingual, it is usual for her to switch between languages when talking to different people with different language mastery (Wang, 2017). This makes Sunnydahye a good example for applying code-switching in daily life.

In response to the situation, the researchers set out to answer two questions throughout this research. One of which is to question the type of code switching used in sunnydahye's instagram account. The second is to question the function of code switching used in sunnydahye's instagram account. Prior to answering those questions, several theories and definitions related to the topic are discussed in this research.

Code Switching

There are three types of language speakers. A person who can only speak one language called monolingual. A person who can speak two languages called bilingual and for a person that can speak varieties of languages called multilingual. People need to be bilingual or multilingual to do the code-switching (Hudson, 1996).

Code-switching cannot be separated from multilingual. Bullock & Toribio (2009) said that code-switching is the way of multilingual to deed the skill to speak and switch from one language to another language in similar statements. Hymes (1974) also describes code-switching as “a common term for alternative use of two or more languages, varieties of a language or even speech styles”.

Type of Code Switching

Code-switching has four types. There are inter-sentential switching, intra-sentential switching, tag switching, and intra-word switching. Before breaking down the captions from Sunny Dahye's Instagram, the understanding about the types of code switching is really important. Every type has its characteristics. All of them have similarities and carefulness is needed when deciding the types of the code-switching.

The first type is inter-sentential switching. Inter-sentential switching is a code-switching that occurs outside the clause or the sentence boundary as stated by Poplack (1980). Teachers usually use this type to teach the students. Inter-sentential switching is the most used code switching. Based on Rezvani and Razekh (2011) research, 61%

teachers classified in this type. They also found out that inter-sentential switching is usually used by teachers who teach EFL for EYL studies.

The second type is intra-sentential switching. Intra-sentential switching is a code-switching that occurs in a single sentence as stated by Rios (2013). It can be in a form of code changing, code mixing, insertion and congruent lexicalizations. In intra-sentential switching, the switch happens in the middle of the sentence without hesitating and pausing. Sometimes, the speaker doesn't realize that they do the switching. Poplack (1980) said this is because the speaker is fluent and understands both languages perfectly.

The next type is tag switching. Tag switching is a code-switching that occurs between one language to another language and it happens on the tag phrase or word, or both. In this type, the tag word and the main sentence are in different languages (Poplack, 1980). Treffers – Dallers (1998) also found out that this type switching is the combination of the two types switching before.

The last type is intra word switching. Intra word switching is a code-switching that occurs in a word. This code-switching usually happens in morpheme boundaries (Myers, 1989). In this code-switching, the switching happens in the suffix or prefix in the sentence. For example: "Traducierst du das mal bitte?". In this sentence, the Spanish verb (raducer) is used, but the sentence is conjugated to German rules. The main sentence and the suffix are in a different language.

Function of Code Switching

The use of code switching is becoming a natural activity which happens in bilingual or multilingual society. This is especially true for those who speak the same languages. In some cases, these people do not even realize they are using code switching in the conversation. However, there is always a trigger to why this phenomenon happens.

Based on Gumperz (1982), there are 6 major functions for code-switching used in communication, which are quotation, addressee specification, interjection, reiteration, message qualification, and personalization vs objectivization. Quotation refers to the use of code switching to indicate that the speaker is quoting another speaker. In addressee specification, code switching happens as the speakers specify their addressee. In a case where speakers use code switching because of emotional associations with different languages, or because specific expressions come to mind more readily in language than in another, it is called as interjection. On another hand, reiteration focuses on the repetition of the same content in each of the languages in order for the speaker to clarify or emphasize certain messages. In message qualification, code switching happens when the main content of the topic is expressed in a language while extra detail is rendered in another to provide emphasis through linguistic contrast. Lastly, personalization vs. objectivization refers to code switching which happens when certain languages in speakers' repertoire can be used to express objective facts, whereas others are associated with subjective opinion.

Method

This paper will analyse the English-Indonesian code switching which occurred in sunnydahye's Instagram caption. The source of data was taken from different posts as a sample. Each post tells a different story through the switch in language between English and Indonesian. The dominant language used in each post is English.

This paper uses a qualitative approach. As it is defined by Cropley (2019) qualitative approach is a non-experimental design in a real-life setting, involving collection of verbal reports describing respondents' construction of the situation in question. It is mainly an exploratory research which provides insights to the problems questioned.

The data for this paper were collected from an Instagram account of a quite famous person in Indonesia, SunnyDahye. The data was chosen by using a purposive sampling method. Purposive sampling method is a method in which the data is selected intentionally based on its ability to elucidate a specific theme, concept, or phenomenon (Robinson, 2014). This method is considered suitable for this paper because the researcher can choose the most appropriate data which will provide proper information for the research.

The data is then analyzed in order to see the type of code switching and the function of code switching used in sunnydahye's Instagram post. The analysis of data is done through the help of a table of categorization. This table is used to simplify the visual of the data. Afterwards, the data will also be classified for each category (for type of code switching and function of code switching). The total result of each category will later be summed and counted for its percentage. Thus will show which type and function of code-switching is used in Sunny Dahye's Instagram caption.

Findings and Discussion

In the following table, the captions from Sunnydahye Instagram will be identified and grouped based on the types and the functions. The captions chosen is the one with code-switching inside of it. These are the captions chosen from the posts of Sunnydahye Instagram account:

Table 1. Types of Code-Switching

No	Types of Code-Switching	Frequency	Percentage (%)
1	Inter-Sentential switching	5	19
2	Intra-Sentential switching	20	77
3	Tag switching	0	0
4	Intra word switching	1	4

Table 2. Functions of Code-Switching

No	Types of Code-Switching	Frequency	Percentage (%)
1	Quotation	0	0
2	Addressee specification	5	22
3	Interjection	6	26
4	Reiteration	1	9
5	Message Qualification	10	43

6	Personalization vs. Objectivization	0	0
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Based on the table of analysis, the data shows information as follows:

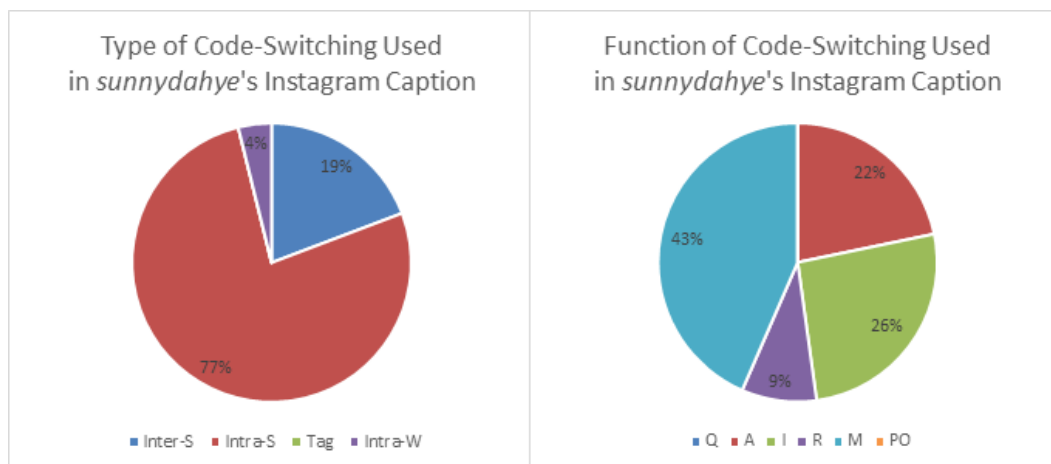


Figure 1. The percentage of the data from the table

Types of Code-switching

There are four types of code-switching that are usually used in speaking and written language. McArthur (1998) identified four major types of code-switching are intra-sentential switching, inter-sentential switching, tag switching, and intra-word switching. These types used to help the interlocutor about the meaning of the word or sentence that was influenced by code-switching.

In Sunnydahye's Instagram caption, three of the code-switching types are used. These three types are intra-sentential switching, inter-sentential switching, and intra-word switching. Based on the data gathered, there are 77% of intra-sentential code-switching, 19% of inter-sentential code-switching, and 4% of intra-word code-switching included in Sunnydahye's Instagram caption.

Intra-sentential switching is a code-switching that occurs in a single sentence as stated by Rios (2013). In Sunnydahye's Instagram caption, the most used type of code-switching is intra-sentential switching. Specifically, 77% of her Instagram captions are using intra-sentential switching. She tends to change the language in the middle of the sentence in her caption to describe something and make it more understandable. Even though she changed the language, the sentence in her caption still makes sense and the reader of her caption still understands the meaning of the sentence. It can be proved by looking at the comment section where everyone reacts positively towards the caption of the post. For example, in her post with the caption "*Temen2 please wish chris Happy Birthday di akun dia yaaa*, this would mean the world to me", the comment section filled with people congratulating the person mentioned by Sunnydahye.

Inter-sentential switching is a code-switching that occurs outside the clause or the sentence boundary as stated by Poplack (1980). This is the most used type in the multilingual community (Kebeya, 2007). This type is the second most used type in Sunnydahye's Instagram caption. There are 19% of her Instagram captions that use

inter-sentential switching. Sunnydahye uses different language for different sentences as seen in her caption, “See you again soon!!! *Sehat selalu ya kaaak*”. Although the language is different, the topic of these two sentences is the same. It is also not creating misunderstanding to the readers. This can be seen from the comment section where everyone responded positively and the person mentioned by Sunnydahye also responded in a good way.

Intra word switching is a code-switching that occurs in a word. This code-switching usually happens in morpheme boundaries (Myers, 1989). Oco and Roxas (2012) stated that intra-word code-switching is really hard to be made as a dictionary-based approach. There are 4% of Sunnydahye’s Instagram captions using intra-word code-switching. To use this type, you need to understand the function of the language in morpheme boundaries and understand the grammar of the language. In this case, the caption, “*Makasih udah say hi di pesawat @garuda.indonesia top notch banget servicenya, bakalan langganan naik Garuda*”, the word *servicenya* uses intra-word code switching. The word “service” is in English but the suffix “-nya” is in Indonesia. Even though the main word and the prefix are in different languages, the word is still understandable. As long as the grammar and the function of the suffix is used in the right place, it won’t cause any problem to the word and the reader of the sentence still understands perfectly the meaning of the word.

Function of Code-Switching

There are a number of different functions in which people use code-switching. Some of them are quotation, addressee specification, interjection, reiteration, message qualification, and personalization vs objectivization. These different functions explain the reason behind why a code-switching is used in communicating, be that in spoken or written communication.

For Sunny Dahye case, the code-switching function which are commonly used in her Instagram caption appear as addressee specification, interjection, reiteration, or message qualification. Based on the data and analysis, 43% of code-switching which happen on Sunny Dahye’s Instagram caption are considered as the implementation of message qualification, 26% of them are interjection, 22% are addressee specification, and the rest 9% are reiteration.

Message qualification means that the main content of the sentence in communication is expressed in a language while extra detail is rendered in another to provide emphasis through linguistic contrast. This function is shown a lot in sunnydahye’s Instagram caption. One example can be seen in the sentence “*Bagi temen-temen yang pengen kami collab lagi kasih ide di bawah yaaa enaknya collab apa.*” The use of collaboration as a short of collaboration is the only English word used in the sentence. The sentence is expressed fully in Indonesian, but the speaker decided to use the word *collab* (English) instead of *kolaborasi* (Indonesian) to emphasize the message.

The next function used in the caption is interjection. Interjection is a code-switching function in which speakers may switch because of emotional associations with different languages, or because specific expressions come to mind more readily in one language than in another. For example in one sentence of the caption written “*Last day in Jakarta well spent with kak @raffinagita1717*”. In this sentence *kak* is written in Indonesia to display a special expression on how one would call someone else who is older. This utterance which is commonly used in Indonesia can be

translated to English as *bro/sis*. However, the use will be uncommon because in English people normally address other people just by their name, regardless of their age.

The third function which is commonly used in sunnydahye's caption is addressee specification. This function shows that speakers may switch their language in order to specify their addressee, be that to include other people or to exclude someone from the communication. One example which can be seen is "*Temen² please wish chris Happy Birthday di akun dia yaaa, this would mean the world to me*". The speaker's first write in Indonesia to address her followers (*temen-temen*) and continue the sentence in English which later changed into Indonesian again when she said "*di akun dia yaaa*". The second Indonesian phrase written in the caption is as if addressed only to the followers (*temen-temen*) which she mentions in the beginning of the sentence.

The last function used in sunnydahye's caption is reiteration. Reiteration means that speakers may repeat the same content in each of their languages in order to clarify or emphasize certain messages. The example given in the data is the sentence "*Wishing you nothing but the best bebskiii, sukses selalu ya*". In this sentence, the speaker has given wishes to someone in English by saying "*Wishing you nothing but the best*", and afterwards it is continued with a similar vibe of wishes but written in Indonesian, "*sukses selalu ya*". This is used by the speaker to emphasize a certain message to the interlocutor.

Conclusion

Based on the results of the data, the most used code-switching type in Sunnydahye's Instagram caption is intra-sentential switching and the most used function in Sunnydahye's Instagram caption is message qualification. This shows that Sunnydahye tends to emphasize the word that shows her feelings through different languages using code-switching. She uses English language because her followers are mostly Indonesian people, so using English to emphasize the words will be more distinct. The least used type in code-switching is tag switching and the least function in code switching. Both are not used by Sunnydahye in her Instagram caption. This can happen because tag switching is usually used for spoken form. In personalization vs. objectivization usually used in academic terms.

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