

CHAPTER I

INTRODUCTION

1.1 Background of Study

Nowadays, most people can communicate in more than one language freely, and it is usual to hear people use two languages daily. In language study, this phenomenon is called Bilingualism. Bilingualism comes from two syllables: "bi," which means two, and "lingual," which means language. Hurlock (1993) stated that Bilingualism is the ability to use two languages to speak, write, and understand communication with other people both directly and in writing. A bilingual person can master this ability for several reasons, including the influence of the family environment, which communicates daily in Bilingualism, and the factor of immigrants who have an excellent opportunity to learn the national or regional language of their overseas location—some desire to be able to master languages other than their mother tongue. As time progresses, more and more people are mastering bilingual skills.

Following the definition, namely the ability to use two languages in communication, bilingualism is closely related to the phenomenon of code-mixing and code-switching. These two phenomena are often found in the speech of a group of bilingual people which is usually caused by the speaker's inability to inhibit the

delivery of words that appear in different languages. Apart from that, the use of code-mixing and code-switching in the speech of bilingual people is also usually intended to facilitate understanding by speakers and listeners in order to avoid misunderstandings. Code-mixing and code-switching are phenomenon that are closely related to each other. However, the difference between that theory is that code-mixing is, as the name suggests, this theory refers more to the mixing (hybridization) of two languages in one word. Muysken (2000:1) states that code-mixing is one sentence that contains lexical and grammatical elements from two different languages. Code-mixing refers to the absorption of words or phrases from one language into another by a bilingual speaker (Siregar, 2016, p. 3).

Meanwhile, code-switching means exchanging or switching between languages in one conversation. Code-switching has become a common term for alternative use of two or more languages, language varieties, or speech styles (Hymes, 1975). Hoffman (1991) argues that code-switching is generally described as using two languages in the same expression or conversation. Hoffman (1991) argues that code-switching is generally described as using two languages in the same expression or conversation. Code-switching transfers one code to another, creating a new code in the conversation process (Wardough, 1986). Social identity, education, or other special intentions motivate someone to code-switch in communication. Apart from these several driving factors, Yudhistira (2021) explains two reasons why someone does code-switch. The first reason is situational reasons, where code-switching occurs due to changing situations, such as setting, topic, participants, and purpose of interaction. The second reason is metaphorical; Holmes (2001) in Yudhistira (2021) explains that metaphorical reasons mean code-

switching carried out by a bilingual to enrich his speech or sentences in communication.

In the current technological era, code-switching and code-mixing are common, especially among the younger generation. The younger generation applies code-switching not only in their daily direct communication but also in their virtual life, namely social media. Several studies on code-switching in social media platforms, especially Instagram, have been conducted by several scholars. Kamariah and Ambalegin (2019) found that code-switching is a term in linguistics that refers to the skill of the bilingual speaker when communicating using more than one language of variety in conversation. The results of the study proved that 120 cases of code-switching occurred in writing photo or video captions and comments on Instagram, which were then classified into Inter-sentential Switching, Intra-sentential Switching, and Emblematic Switching (Kalangit, 2016). The study by Marita Anjarani (2021) also showed that 43.2% of students prefer to use Tag Switching, 32.4% use Inter-sentential Switching, and another 24.3% use intra-sentential switching. Another study by Alif Mahendra (2020) showed that the type of code-switching most widely used by Instagram users followed by researchers is Inter-sentential Switching, followed by Intra-sentential Switching, and the last one is Emblematic Switching. The author also found reasons why Instagram users use code-switching, namely expressing a topic, interjection (inserting body sentences or connecting sentences), repetition for clarification and reporting of the identity of evidence groups, and confirmation (conveying solidarity).

The rapidly growing application of code-switching in social media, especially Instagram, is used to facilitate understanding in communication or enrich the

language of a bilingual person and attract social media followers' attention for various purposes. For example, entrepreneurs use code-switching techniques in their promotion content on Instagram to attract potential customers to their products or services. Instagram is used to share information and moments about its users and has also been widely used as a trading platform to promote sales of various products. Therefore, promoting community on Instagram is considered more efficient than other types of social media such as Facebook and YouTube. In addition, promotion using Instagram is also very easy because there are many features available, so Instagram users can choose for themselves what features will be used to make posts neater. Instagram is also an application that is very loved by millennials, so promotions using Instagram look very appropriate and ideal (Amini, 2020). To attract the interest of potential consumers, entrepreneurs make promotional content as attractive as possible through attractive visual images and captions that can attract their interest. For this reason, it is not uncommon for entrepreneurs to adapt code-switching techniques in their promotional content captions, as found in the caption of the @lookat.bali Instagram promotional post, which applies the code-switching of Indonesian and English in almost all of their posts.

Based on the phenomenon above of using code-switching in people's daily lives, especially on the Instagram platform, the researcher aims to study this phenomenon in more detail. The existence of several previous studies regarding the use of code-switching on the Instagram platform also further supports and convinces researchers to carry out this research. However, different from previous studies, which only examined the use of code-switching on people's personal

accounts and research on the use of the Instagram application as a business promotion medium in general, this research will be more specific regarding the classification of code-switching types on the @lookat.bali Instagram account which aims to promote accommodation rentals in Bali and also the reason why the Instagram account manager @lookat.bali implements code-switching in their posts. Researchers chose the Lookat Bali Instagram account as a data source because this account is a travel agent account that routinely uploads promotional photos or videos daily with various interesting captions, most of which contain code-switching. Therefore, this research aims to analyze the types of code-switching and the reason for implementing code-switching in @lookat.bali promotional posts, which can later become a reference for other business Instagram accounts promoting the products or services offered.

1.2 Problem Identification

This study results from an exciting phenomenon of code-switching used by a tour operator's Instagram account, Lookat Bali. Lookat Bali is a tour operator in Bali that intermediaries for accommodation (villa) rentals throughout Bali with various types and prices and offers tour packages for tourists. Lookat Bali has 3.343 followers on Instagram and has uploaded 880 posts consisting of promotional photos and videos, which indicate that Lookat Bali is a trusted tour operator in Bali. However, nowadays, many people can communicate in more than one language, and people are expected to use two or three languages in daily communication, both in real life and on social media. On the other hand, there were previous studies that already investigated code-switching on social media Instagram, such as "Code Switching as an Advertisement Approach Used by Makassar Online Platform on

Instagram Application Nurfitriana Zainal," "An Analysis of Using Code-switching on Instagram," and "Social Media Instagram Untuk Promosi Usaha Perjalanan Wisata di Banjar Puseh Batubulan Kangin Gianyar Bali". Therefore, this study is interested in investigating code-switching used by Lookat Bali to promote their service because there are no in-depth studies investigating code-switching by a tour operator's Instagram account, Lookat Bali.

1.3 The Limitation of The Problem

Based on the problems, the study focuses on investigating the type of code-switching used by Lookat Bali's Instagram account based on the types of code-switching theory by Hoffman (1991) and the reason for implementing code-switching in Lookat Bali's Instagram account, a tour operator in Bali. This study analyses promotional posts from October to November 2023 posted by the Lookat Bali's Instagram account.

1.4 Statements of Problem

From previous research background, the problem of this study is formulated as follows:

1. What are the types of code-switching used by Lookat Bali's Instagram account to promote their service?
2. What are the reasons of the use of code-switching in Lookat Bali Instagram promotional posts?

1.5 Purposes of Study

Based on the problem statement above, this study is intended to:

1. To identify the type of code-switching used by Lookat Bali's Instagram account to promote their services.
2. To describe the reason of Lookat Bali Instagram account on implementing code-switching in their promotional posts.

1.6 Significance of the study

The significance of the study is that it gives benefits theoretically and practically. These significances are discussed in the following section below:

a. Theoretical

This research provides significant benefits and contributions to the analysis of the use of code-switching in promoting a product or service on Instagram social media and also enriches sociolinguistic studies, especially on code-switching. Code-switching is a widespread phenomenon in the daily life of bilingual people.

b. Practical

In practice, this study is expected to benefit entrepreneurs and other researchers. A further explanation of the practical significance of this study is expected to be presented in the following section.

1. For Entrepreneurs

This study can be a reference for entrepreneurs who use code-switching when promoting their products or services, especially on Instagram accounts.

2. For Other Researchers

Hopefully, this research can benefit other researchers in conducting similar research, and the results of this study can be used as an empirical review. On the other hand, other researchers can use this research as a guide in researching and

analyzing code-switching on Instagram. This research can also be used to find other things that have yet to be discussed and can also be used as a comparison for other researchers.

