

# **THE USE OF CODE-SWITCHING OF LOOKAT BALI INSTAGRAM PROMOTIONAL POSTS**

## **THESIS**

**Submitted to**

**Ganesha Education University**

**To fulfil one of the requirements**

**In Completing the Diploma Four**

**Foreign Language Major**

**Written By**

**Komang Wina Yusmeri**

**2252015012**



**FOREIGN LANGUAGE MAJOR  
FACULTY OF LANGUAGES AND ARTS  
GANESHA EDUCATION UNIVERSITY  
SINGARAJA**

**2024**

# THESIS

**SUBMITTED TO COMPLETE THE ASSIGNMENT  
AND MEET THE REQUIREMENTS  
TO ACHIEVE AN APPLIED BACHELOR'S DEGREE**



Dr. Putu Suarcaya, S.Pd., M.Sc.

NIP. 197310032000121001

Anak Agung Sri Barustyawati, S.Pd., M.Hum.

NIP. 197806082001122005

Thesis by Komang Wina Yusmeri

Has been defended before the Board of Examiners

On July 19<sup>th</sup>, 2024

Examiners,



Dr. Ni Luh Putu Eka Sulistia Dewi, S.Pd., M.Pd (Leader)  
NIP 198104192006042002



Rima Andriani Sari, S.Pd., M.Hum. (Member)  
NIP. 197605292005012003



Dr. Putu Suarcaya, S.Pd., M.Sc. (Member)  
NIP. 197310032000121001



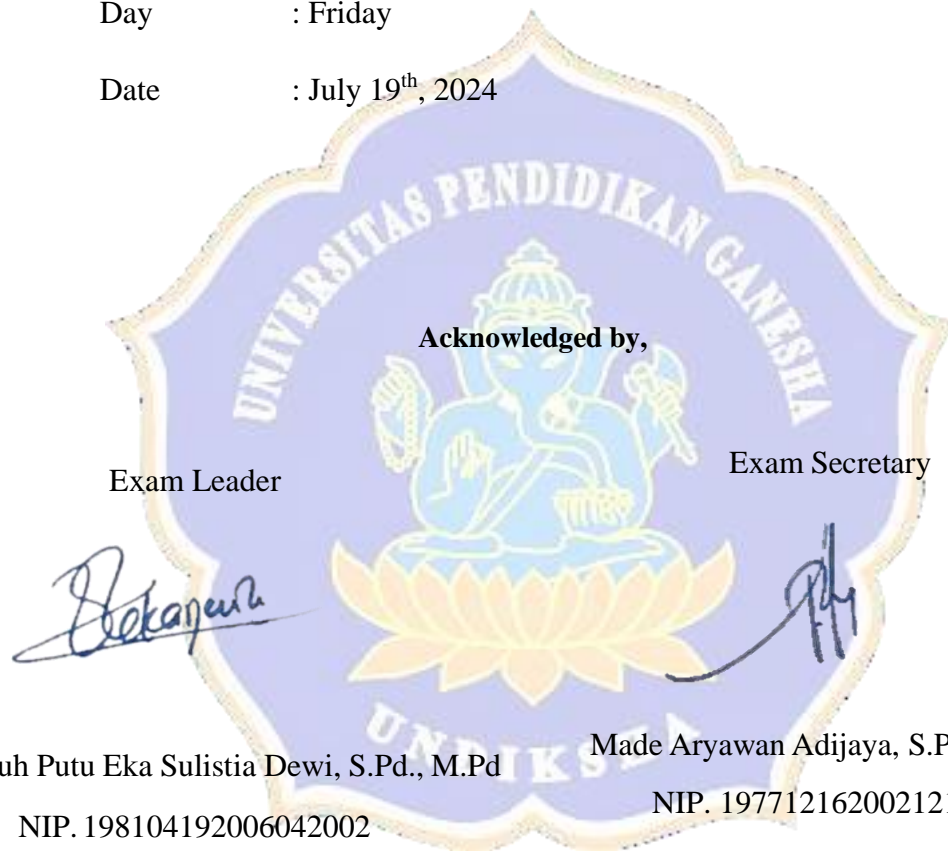
Anak Agung Sri Barustyawati, S.Pd., M.Hum. (Member)  
NIP. 197806082001122005

Accepted by the Faculty of Languages and Arts Examination Committee  
Ganesha Education University  
to fulfil the requirements for an applied bachelor's degree

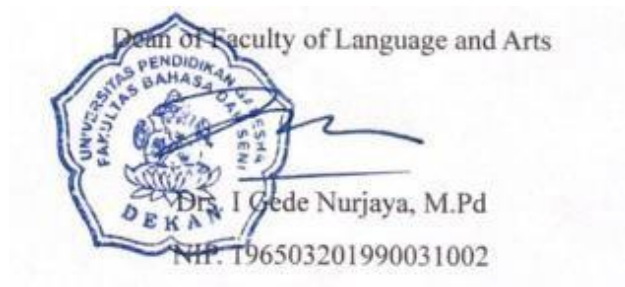
On:

Day : Friday

Date : July 19<sup>th</sup>, 2024



Approved By



## PERNYATAAN

Dengan ini saya menyatakan bahwa karya tulis yang berjudul “The Use of Code-switching of Lookat Bali Instagram Promotional Posts” beserta seluruh isinya adalah benar-benar karya sendiri dan saya tidak melakukan penjiplakan dan pengutipan dengan cara-cara yang tidak sesuai dengan etika yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung resiko/sanksi yang dijatuhkan kepada saya apabila kemudian ditemukan adanya pelanggaran atas etika keilmuan dalam karya saya ini atau ada klaim terhadap keaslian karya saya ini.

Singaraja, 30 June 2024

Yang membuat pernyataan,



*Komang Wina Yusmeri*  
Komang Wina Yusmeri

## ACKNOWLEDGEMENTS

First, Thank to the presence of Ida Sang Hyang Widhi Wasa, or Almighty God. Thanks to His grace, the researcher completed the final assignment, "The Use of Code-switching of Lookat Bali Instagram Promotional Posts. This mini thesis was prepared as one of the requirements for completing the four (4) Diploma Program or Applied Bachelor of Foreign Languages Department, Faculty of Languages and Arts, Ganesha Education University.

In preparing this Final Assignment, the researcher remembers to express her gratitude for the support and input from various parties during the preparation of this final assignment. For this reason, on this occasion, without reducing respect, the author would like to express his sincere thanks to:

1. As the advisors of the researcher, Dr. Putu Suarcaya, S.Pd., M.Sc., and Anak Agung Sri Barustyawati, S.Pd., M.Hum., who give all the guidance, suggestions, and various ideas during the process of preparing this report.
2. Made Aryawan Adijaya, S.Pd, M.Pd., the head of the Diploma 4 English for Business and Professional Communication study
3. Rima Andriani Sari, S.Pd., M.Hum as the examining lecturer.
4. Komang Nita Rosita Cintya Dewi, the owner of Lookat Bali, who has given permission to research the Lookat Bali Instagram account and has taken the time to act as a resource for this research.
5. I Gede Putu Maharyadi, S.Pd., and Ni Ketut Sumarheni, S.Pd., are beloved parents who always support and pray for the research researcher so that he can complete this research well.
6. All dearest researcher's family and friends who always support the researcher.
7. Last but not least, I am entirely grateful to myself as a researcher for being able to complete the Final Project at this stage. Thank you for the hard work that has been done well.

## TABLE OF CONTENTS

ABSTRACT .....	iv
ABSTRAK .....	v
ACKNOWLEDGEMENTS .....	vi
TABLE OF CONTENTS .....	vii
LIST OF TABLES .....	ix
LIST OF PICTURES .....	ix
LIST OF FIGURES.....	x
CHAPTER I .....	1
1.1 Background of Study.....	1
1.2 Problem Identification.....	5
1.3 The Limitation of The Problem.....	6
1.4 Statements of Problem.....	6
1.5 Purposes of Study .....	6
CHAPTER II.....	9
2.1 Theoretical Review.....	9
2.2 Empirical Review .....	18
2.3 Theoretical Framework.....	22
CHAPTER III.....	25
3.1 Research Design .....	25
3.2 Source of Data .....	26
3.3 Method of Data Collection and Instruments .....	26
3.4 Methods and Techniques of Data Analysis.....	28
CHAPTER IV .....	32
4.1 Findings .....	32

4.1.1 Types of Code-switching Used by Lookat Bali’s Instagram Account ..	33
4.1.2 The Reason of The Use of Code-switching in Lookat Bali Instagram Promotional Posts .....	51
4.2 Discussion.....	54
4.2.1 Types of Code-switching Used by Lookat Bali’s Instagram Account ..	54
4.2.2 The Reason of The Use of Code-switching on Lookat Bali Instagram Promotional Posts .....	57
CHAPTER V .....	52
5.1 Conclusion.....	52
5.2 Suggestion .....	53
REFERENCES.....	54
APPENDIX.....	56
A. Appendix I List of Captions.....	57
B. Appendix II List of Interview Question.....	65
C. Appendix III The Transcript of Interview .....	66
D. Appendix IV Interview Documentation.....	70
E. Appendix V Research Permission Letter .....	72



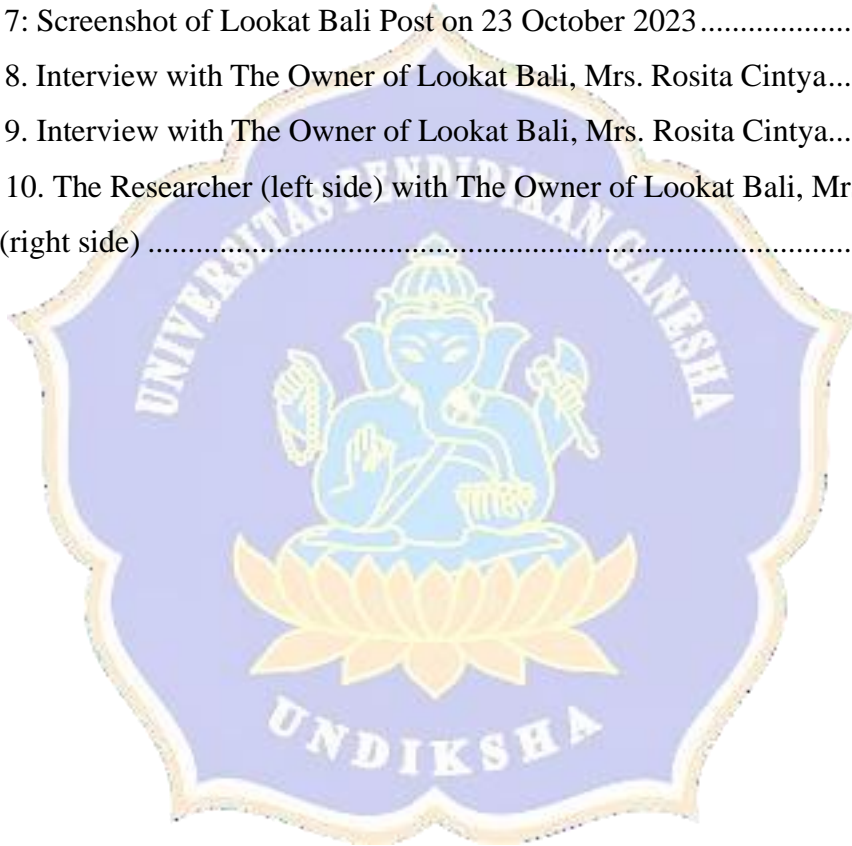
## LIST OF TABLES

Table 4.1 Inter-sentential Switching List .....	33
Table 4.2 Intra-sentential Switching Lists.....	35
Table 4.3 Tag Switching Lists .....	36
Table 4.4 The Reason of Using Code-switching on Lookat Bali Instagram Account .....	37
Table 1. Appendix of List of Captions.....	57



## LIST OF PICTURES

Picture 1: Screenshot of Lookat Bali Post on 11 October 2023 .....	40
Picture 2: Screenshot of Lookat Bali Post on 20 October 2023 .....	41
Picture 3: Screenshot of Lookat Bali Post on 30 October 2023 .....	42
Picture 4: Screenshot of Lookat Bali Post on 25 October 2023 .....	47
Picture 5: Screenshot of Lookat Bali Post on 7 November 2023 .....	48
Picture 6: Screenshot of Lookat Bali Post on 20 November 2023 .....	49
Picture 7: Screenshot of Lookat Bali Post on 23 October 2023 .....	50
Picture 8. Interview with The Owner of Lookat Bali, Mrs. Rosita Cintya.....	70
Picture 9. Interview with The Owner of Lookat Bali, Mrs. Rosita Cintya.....	70
Picture 10. The Researcher (left side) with The Owner of Lookat Bali, Mrs. Rosita Cintya (right side) .....	71



## LIST OF FIGURES

Figure 2.1 Diagram of Theoretical Framework.....23

