CHAPTER I

INTRODUCTION

This chapter introduces the study by presenting six crucial points: background of the study, research questions, purposes of the study, scope of the study, significance of the study, and definition of the key term. Each of them will be elaborated as follows:

1.1 Background of the Study

In today's era, technological development is something that could not be denied. Technology affects many parts of our daily life. The kind of life we live today is due to the great improvement of technology. According to the Oxford Dictionary, technology can be defined as an application of scientific knowledge which deals with machinery or industrial objects. Due to the emergence of technology, many things in our present life are better, faster, easier, and more convenient. Decades ago, the invention of the telephone played an important role in the development of technology. Before this invention, it took days to months to deliver information from one place to another, however, with technological advancement, communication becomes much easier and efficient in the matter of time and energy.

One of the most crucial technological invention is the Internet. The Internet is considered to be a source of knowledge and information that is unavoidable due to its richness, accessibility, and its content diversity. (Antonijević, 2018). The Internet is not merely used in terms of professional purposes, but also widely used in terms of personal use. In this modern era, the internet seems to be one of the

primary communication devices used by individuals, institutions, organizations, as a means of communication, a learning source, or even as an entertainment medium.

In terms of educational purposes, Anderson & Garrison (2003) mention that the internet has played a role in learning purposes for many years. In addition, (Garrison & Arbaugh, 2007) mentions that through the development of the internet, the area of education is also developed. Education is not merely conducted offline but it could be done online which is known as distance learning or online learning. Not only being beneficial for online education, the internet could be used to publish and gather many sources of learning materials. Scientific writings could be published on online scientific journals which then could be accessed widely from anywhere by anyone. Thus, the existence of the internet seems to be advantageous in the field of education.

The existence of internet, is not only beneficial for educational purposes. Internet is also a crucial media to assist personal and business purposes. Recently, the rapid growth of technology, supported by the assistance of the internet has led society to communicate not merely through face-to-face communication, but also through the internet. Social media has become one of the media used by society nowadays to communicate with one another. Through social media, people can communicate with others all over the world. Many kinds of social media are used by people such as Twitter, Facebook, Snapchat, Tumblr, Instagram, etc. for personal and business purposes. Instagram is one of the most famous and most used social media in today's era. According to Instagram.com, there are around 600 million users of Instagram all over the world. It has many users due to its features which allow the users to share pictures and videos as well as for communicating

with 'followers'. The popularity of Instagram as a social media offers opportunities for content creators to express themselves and gain fans, which are known as 'followers'. Famous content creators of Instagram are known as *Selebgram*.

In its use as a communication device, a phenomenon related to language use has emerged within the Instagram platform. Many Instagram users write down interesting captions for the videos and pictures they post. While posting pictures and videos, Instagram users tend to use more than one language in the caption. Among Indonesian Instagram users, for example, they are not merely using Bahasa Indonesia in their captions and conversations, but most of the time they mix the language with English. This phenomenon is known as code-mixing. According to Wardhaugh (2010) code-mixing occurs when there is a mixing of a language with another language. In Indonesian context, Sofiatun, (2019) mentions that there is a tendency that the youths in Indonesia use code-mixing during the use of Instagram as a communication device. The use of code mixing in Instagram is an interesting to be observed since it implies many sociolinguistics phenomenon.

As has been pointed out previously, nowadays, the internet has become a crucial part of human life since it serves educational, personal, and business purposes. With the outbreak of of Covid-19, the use of digital platforms is increasing, especially the use of social media. Since the World Health Organization declared this pandemic situation, people were asked to avoid close contact with others by staying at home. This condition affects the lifestyle of the society including the economic sector. Restaurants, shops, and other stores were not allowed to open, which forced the economic agents to find a way to keep selling their products while their stores could not be opened. Consequently, during this

pandemic, the productivity of selling products online is getting higher. Therefore, in order to support the selling of the products, many businessmen use the service of influencers in Instagram or well known as *selebgram*. The term *selebgram* comes from the words *selebriti* (celebrity) and Instagram.

The phenomenon of product endorsement in Instagram can be clearly seen in many *selebgram* accounts. Since *selebgrams* are considered as celebrities on Instagram, they have many followers and are famous because of his/her attractive and useful content. They share pictures or videos about their daily activities, their feelings, moreover, helping online shops to promote their products. Usually, the pictures and videos shared is completed with interesting captions. To make the posts more interesting, they do not merely use Bahasa Indonesia, but they also combine English often. An influencer is someone that has the ability or power to spread influence to other people (Sutrisno & Ariesta, 2019). *Selebgram*, in this context, can influence their followers in terms of language use and at the same time, they also help the economic agents to promote their products. Sofiatun (2019) in her research mentions that the influence of those *selebgrams* regarding the language used to their followers can be seen in the comment section. Many of them leave their comment by using both Bahasa Indonesia and English, as a result, code-mixing does exist between those *selebgrams* and their followers.

One of the Indonesian top *selebgrams* which often used code-mixing on her social media is Karin Novilda with her Instagram account @awkarin. According to IDN Times (2019), she is one of the most popular *selebgrams* in Indonesia. In addition, she has gained 7 million followers on her Instagram account. Her content was adequately attractive as she could produce content that could influence and

persuade her followers to check or buy the product she endorses or promotes. During this pandemic of Covid-19, her activity on Instagram has been increasing due to the demand of many online shops to promote their product. Not to mention, in this pandemic, the World Health Organization has declared that society should do social distancing as a prevention of the spread of the disease. Many stores were closed, as a result, to keep the business running, the service of influencers through social media is needed to promote their products.

A sociolinguistics phenomena namely code-mixing emerged in her content on social media. She tend to mix her language with Bahasa Indonesia and English. This phenomenon is adequately attractive to be discussed due to her status as an influencer, besides, many online shops trust her to promote their products. As mentioned in Sutrisno & Ariesta (2019) an influencer is someone that has the ability to spread influence to other people. Consequently, to suggest her followers, the language produced should be adequately meaningful and attractive so that the aim of the utterances could be delivered well.

A recent study by Sutrisno & Ariesta (2019) entitled "Beyond the Use of Code Mixing by Social Media Influencers in Instagram" investigates sociolinguistics phenomenon in Instagram. The sample of this study was captions posted by the influencers chosen which contained code-mixing. This study aimed to find out and analyze the use of code-mixing on their captions. It is found that the reasons for the code-mixing were to influence their followers to learn foreign languages in such a fun and attractive way. The finding showed that it is effective in raising their followers' interest and motivation in learning English and using English during their daily life. In addition, another study was conducted by

Marzona (2017) Marzona entitled "The Use of Code Mixing between Indonesian and English in Indonesian Advertisement on Gadis". This study was conducted by aiming at finding the forms and functions of code-mixing on advertisements in Gadis magazine. The result showed that there were three forms of code-mixing found, they are words, phrases, and sentences. Besides, the functions of code-mixing found in terms of advertising were greeting, informing, and rejecting.

In conclusion, regarding the phenomenon mentioned above, it can be seen that code-mixing has been found within the use of social media, Instagram, for instance as a means of communication in today's era by some influencers or *selebgrams*. Besides, it is seen that the use of code-mixing that is used by the influencers could effectively attract and influence their followers to imitate what the influencers do. Accordingly, in the present study, the researcher would like to conduct a study that focuses on the type of code-mixing used, the reason for code-mixing used, and how code-mixing supports the content posted by the *selebgram* to be well received by her followers. Regarding those explanations above, the researcher has finished a research entitled "The Analysis of Code Mixing Used by the Indonesian Top *Selebgram* in Social Media in Promoting Product Endorsement".

1.2 Research Questions

Based on the background of this study, the problems of this study were formulated as follows:

1. What types of code-mixing emerge within the Instagram captions among Indonesian top *selebgram*?

2. Why does Indonesian top *selebgram* use code-mixing within their Instagram captions?

3. How is code-mixing used by the Indonesian top *selebgram* for supporting her product endorsement?

4.

1.3 Purposes of the Study

Based on the statement of the problem above, the purposes of the study are intended to figure out the answer to the research questions that have been formulated. The purposes of this study are:

1. To analyze the types of code-mixing that emerged within the Instagram captions among Indonesian top *selebgram*.

2. To analyze the reasons behind the use of code-mixing by Indonesian top *selebgram* within their Instagram captions.

3. To analyze the use of code-mixing in supporting the Indonesian top *selebgram* in endorsing products.

1.4 Scope of the Study

This study was limited to the analysis of types and reasons of code-mixing found on the subject Instagram's account. Besides, the study was also analyzing the characteristics of the language used by the subject in terms of pursuing or influencing the subject's followers.

1.5 Significances of the Study

The present study concerns the analysis of code-mixing used by Indonesian top *selebgram*. This study was expected to be beneficial for readers and other researchers who are concerned about linguistics, especially about the implementation of code-mixing and how code-mixing supports the content posted in Instagram to be well received by her followers. The findings of the present investigation will be expected to give both theoretical and practical significance.

1.5.1   Theoretical Significance

Theoretically, the findings of the present study will be expected to become a reference for other researchers who want to study and analyze linguistics related to the use of code-mixing and how code-mixing supports the content posted in Instagram to be well received by her followers. The researcher expects that this present study will give a deeper explanation and understanding regarding sociolinguistics, especially in terms of the application of types and reasons of code-mixing in social media. Besides, regarding the samples of this study, the findings of the present study could present the character of the language used in product endorsement. The results of this study are to strengthen and to support the existing similar research findings with more empirical evidence.

1.5.2   Practical significances

Practically, the findings of the present study will be expected to give valuable information about code mixing theory and how code-mixing supports the content posted to be well received to the followers for the

readers and other researchers. In terms of education, the findings of the data can be used as the learning material to identify the structure and grammar of a language. The findings could also be used as a reference regarding the language used in digital marketing. In addition, this kind of data can be used to inspire students or readers to practice their English from their closest circle, their social media. Meanwhile, for the other readers, the findings of this study will help the readers to understand what is code-mixing is a clearer explanation, especially about types and reason of code-mixing used in daily conversation, besides, it will show how code-mixing is used in product endorsement. In addition, for the other researcher, the findings of this study will be beneficial as a reference related to the study of code-mixing used.

1.6 Definitions of Key Terms

The definition of the key terms is defined to avoid misunderstanding and confusion of the readers due to the complexity of scientific terms. They can easily find the main point of the present study. Moreover, the key terms are needed to be defined so that the readers can concern the content that is discussed in the present study. There are some conceptual and operational key terms in the present study which are defined as follows:

1.6.1   Conceptual Definition

a. Code Mixing

Code-mixing occurs when there is a mixing of a language with another language (Wardhaugh, 2010). Code mixing occurs when there is a bilingual

or multilingual person which is combining more than one language within their conversation.

b. Speech Acts

Speech acts, according to Yule (1996), are mentioned as an action that is performed in the form of language. Through the application of speech acts, more than one act could be performed through a single utterance.

c. *Selebgram*

Selebgram comes from the word "celebrity" and "Instagram" refers to a famous person just like a celebrity and has more than 10.000 folowers on their Instagram account.

d. Instagram

Instagram is a digital sharing platform for publishing photos, videos, story, as well as as a texting and chatting application (Erarslan, 2019). Instagram was first launched in 2010 by Kevin Systrom and Mike Krieger as a communication device that stands on "world more connected through photos".

1.6.2 Operational Definition

a. Code-Mixing

Code-mixing refers to a part of the sociolinguistics phenomenon which was discussed in this present study that was found on the subject's Instagram account in the form of captions and comments, specifically when the subject code mix the language between Bahasa Indonesia and English.

b. Speech Acts

Operationally, speech acts refers to the utterances produced by the subject on her Instagram captions during doing product endorsement, including the interaction which was found on the subject's Instagram account.

c. *Selebgram*

Operationally, the word *selebgram* refers to the subject of this present study which is a famous Instagram user with 7M follower. The subject of this study was Karin Novilda which usually do code-mix while doing product endorsement in her Instagram account.

d. Instagram

In terms of operational description, the word Instagram refers to the kind of social media used by the subject of the study where the sociolinguistics phenomenon occurred.