

Research article

Code Mixing Used in Instagram Account's Vj. Daniel

David Perwira Nasrani Laia^{1*}, I Made Dwika Hadinata², Mirsa Umiyati³, I Wayan Budiarta⁴

Master of Linguistics, Universitas Warmadewa

ORCID

Mirsa Umiyati: <https://orcid.org/0000-0002-8335-4220>

Abstract.

Code mixing is a sociolinguistic phenomenon that occurs when people speak in more than one language and use code. This study investigated the different types and factors of code-mixing used by Vj Daniel's Instagram account. The goal of this study was to discover the different types of code mixing used in Vj Daniel's Instagram account, as well as the factors that led to code mixing. Furthermore, this was a field study that employed both qualitative and descriptive methods. The data sources were taken from Vj Daniel's caption on Instagram. There were two steps in the data collection process. To begin, read the caption on Vj Daniel's Instagram account carefully, several times, and thoroughly to grasp the content. Second, take note of the data that has been mixed with content code. To find the types of code mixing and the factors that caused code mixing, library research was used in the analysis of the data. According to the findings, there were three types of code mixing discovered in Vj Daniel's Instagram account: insertion, alternation, and congruent lexicalization. Perception of the interlocutor's linguistic background, Language dominance, Language attitude, Psycholinguistic motivation: closing lexical gaps, and finally, mixing in a highly accessible word or phrase are the factors that cause code mixing.

Keywords: Code Mixing, Base, Instagram Account, Vj.Daniel, Sociolinguistics

1. INTRODUCTION

Code mixing is one of the language phenomena occurring in bilingual society. Bilingual society is a society that has an ability of using more than one language. According to Weinreich (1953: 5), the practice of alternatively using two languages will be called here bilingualism, and the people involved are called bilinguals. Bilingual people can be easily found anywhere in which people are open with the people beyond their society. Such kind of society is mostly owned by people in urban areas where people must get in touch with other people with different language background. In such a situation where people speak two or more languages, they sometimes they mix the languages in their conversations. The elements mixed in the conversation can involve both grammatical and lexical items of the languages.

Corresponding Author: David Perwira Nasrani Laia; email: pwrave14@gmail.com

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Selection and Peer-review under the responsibility of the ISCL 2021 Conference Committee.

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According to Wardaugh (2006: 101) people, then, are usually required to select a particularly code whenever they choose to speak, and they may also decide to switch from one code to another that the process known as code-switching or to mix codes even within sometimes very short utterance and thereby create a new code in a process known as code-mixing.

Code mixing can be seen in spoken or written language. Code mixing in spoken language can be found in: radio program, television program, speeches, or in conversations, Code mixing can also be found in written language such as in novel, magazine, newspaper, tabloid, and etc. In those cases, the people cannot be allowed to use the code mixing in their speech or conversations. In linguistics, code mixing is the concurrent use of more than one language, or language variety in conversation. Based on explanations above, this research was conducted to investigate the types and the factors of code mixing found in an instagram account.

Instagram is widely used in this era. It becomes a very popular social media to people especially by the youngsters. Many elders also use it. As other social medias, instagram has become a very effective social media and a means of communication. It is used to make friends and they chat or inform things about them or their family members, their activities, jobs, or an event. In using instagram the users also upload photos or short video to immortalize it. On the other hand to make the photos or the videos interesting for the followers, the users usually give captions on the photos or videos. Among social medias, instagram looks to become a better one. There people or the users use different kinds of language. Someone can use any language they know and they use of the languages is followed by the events of code mixing.

One of the instagram users is Daniel Mananta. He is one of the famous Indonesian presenters and actors. In entertainment industry Daniel Mananta has his popular name as V.J. Daniel. He began his career as a presenter in 2003 at MTV Indonesia and in 2013 he won Panasonic Global Award as a Show Talent Presenter. His career as a presenter looks very successful that can be seen from his performances in many TV stations. As many celebrities, Daniel also combined his career as movie star, but he seems to be more successful in his career as a presenter and it makes him very popular especially among the youngsters. He can get attentions of such generations because Daniel is young and can reach the youngsters' tastes that he shows it both from his physical and the language he uses. Seen from the language use, in his instagram Daniel mainly uses English and the language he uses looks very interesting because Daniel often mixes it with elements of Indonesian language.

Based on the background, there are several previous studies are used as references in this study. Sukrisna (2019) conducted a study entitled “*An Analysis of Using Code Mixing on Atta Halilintar’s Video Youtube Channel*” showing that after analyzing the video, there were thirty four data in the types and levels of code mixing. In the types of code mixing, the highest type was intra-sentential of code mixing and the lowest type was involving a change of pronunciation. While, in the levels of code mixing, the dominant level was word level and the lowest level was repetition word and idiom level. In addition, Raksang (2019) also conducted a study which entitle “*The Analysis of Code Mixing in Social Media Produced by the Students of English Department at Iain Palopo*”. On the other hand, Ivan (2018) also doing similar study entitled “*An Analysis of Code Mixing Used by English Teachers in Teaching Learning Process at Mas Pab 2 Helvetia*”.

Moreover, based on previous study above, this research is different from those previous study that has been explain before. This research find out what types of code-mixing are used in VJ. Daniel’s instagram and what are the factors of Code-mixing used in Instagram Account’s Vj daniel. Therefore, this reseach aim to identify the types of code mixing used in VJ Daniel’s instagram. The investigation on the types of code mixing in Daniel’s instagram is also followed by the investigation on the factors of the code mixing found in the instagram.

2. METHOD

This research belongs to qualitative research so that the data needed are qualitative data. The qualitative data are in the forms of sentences found in the data source. The data source of this research is VJ Daniel’s instagram so that all data of this research are from the instagram. Based on the observation made to the Daniel’s instagram, there are some reasons of using the instagram as the data source of this research. First, in the instagram Daniel uses two kinds of language, they are English and Indonesia, Second, the use of both languages show chances of the uses of code mixing. Third, the code mixing used in the instagram shows diversities in its types.

Since the data needed for this research are qualitative data, so the method used in collecting the data is qualitative method. The method covers observation, reading, note taking, and making classification. The observation was applied in the forms of observing all the instagrams of VJ Daniel. These activities were made to determine that the instagrams have code mixing. When the observation had been made, then the method was followed by technique of reading to read the instagrams with code mixing. The reading technique was directly followed by note taking to write the data obtained

from the instagrams. Then, the note taking is also completed with making classifications of the data.

3. RESULTS AND DISCUSSION

Bilingualism, as explained above, often occurs in written and spoken communication. The written communication in which the bilingualism occurs is, for instance, the one apparent in the caption Instagram Vj Daniel. The bilingualism occurring in the communication can essentially result in the code mixing. The code mixing occurs when the conversant uses both languages together to the extent that they mix one language to the other in the course of single utterance.

As in the other written communication, the code mixing which appear in the advertisements available in the caption Instagram account's Vj daniel. The kind of code mixing that have been found in the caption Instagram account's Indonesian celebrity are insertion, alternation and congruent lexicalization.

3.1. Types of Code Mixing are Used in VJ. Daniel's instagram

3.1.1. Insertion

Insertion is inserting material such lexical items or entire constituents from one language into a structure of the other language. Muysken (2000:60) states that the process of code mixing is conceived as something asking to borrow the insertion of an alien lexical of phrasal category into a given structure. It has been explained that insertion is a part of the kinds of code mixing. It often occurs in the conversation when using two or more than one languages (bilingual or multilingual communication). This kind of code mixing is similar to spontaneous lexical borrowing and depending on languages. It may consist of word, phrase, and clause. The insertion code mixing can be easily found in Daniel's instagram as shown by the following data.

Thank you so much for the photo shoot *dadakan* by @sweet escape and diggy.

The sentence above is the data of the research taken from Vj Daniel's instagram. In that sentence Daniel did code mixing at which he mixed Indonesian in English. The code mixing occurring in sentence 1 is called insertion because there Daniel used both languages together to the extent that the mix from one language to the other in single course of sentence in the form of mixing an element of Indonesian language *dadakan* in the English sentence. The word *dadakan* is an adjective meaning "sudden" and it

belongs to colloquial form of Indonesian language that is used in spoken form and in informal situation. The word *dadakan* is also very familiar to Indonesian people as the speakers of the language. As an adjective, the word *dadakan* is used to modify noun or noun phrase as in data 1, 'Thank you so much for the photo shoot *dadakan* by @sweet escape and diggy'. In the sentence the word *dadakan* is used to modify the noun phrase "the photo shoot". Code mixing occurring in data 1 belongs to insertion code mixing that in the sentence an Indonesian word *dadakan* is inserted in the final position of the English sentence.

3.1.2. Alternation

According to Muysken (2000:96), the process of alternation is particularly frequent in stable bilingual communities with a tradition of language separation, but occurs in many other communities as well. Alternation occurs when the structure of two language are alternated indistinctively at the grammatical and lexical level.

Happy birthday to uncle Irwanmussry!! Thanks you so much for being someone so inspiring, humble and passionate. I pray that success, goodness, joy, love, peace and God that He created you here on earth. Yes, this picture was taken in Japan, 3 years ago, *untung Gw gak Dikawinin*.

From the data above there is an example of alternation. As Muysken stated that alternation occurs when an utterance have pattern A...B. Language A was followed by language B. language A is English language that followed by language B Indonesia language. The data above use two language English and Indonesia language. There is an Indonesia clause *untung gw gak dikawinin*. In Indonesian it is mean fortunately I was not married. It show alternation process because the Indonesian clause *untung gw gak dikawinin* was before English phrase 3 years ago. The explanation above showed that language A English was followed by language B Indonesian. It seem like pattern of alternation that referred by Muskyen.

3.1.3. Congruent Lexicalization

Muysken (2000:122) state that congruent lexicalization may be particularly associated with second generation migrant groups, dialect/standard and post creole continua, and bilingual speakers of closely related language with roughly equal prestige and no tradition of overt language separation. Congruent lexicalization refers to the situation

where two languages share grammatical structure, which the structure can be filled lexically with elements from their languages.

That time when I had the honour to share a stage with @charlie_xcx and she signed her latest record for me *pake* I love you *juga*!

The data above shows a case of congruent lexicalization. This can be proven by the use of two words in different languages namely Indonesian language. The Indonesian word by the word *pake* is verb and the word *juga* is adverb. This data shows that the two language are mixed in a caption of Instagram without regard to the dominance of the two language. The word *pake* appear before English phrase she signed her latest record for me and the word *pake* is Indonesian verb. Furthermore is the word *juga* which is an Indonesian adverb, then appear before English phrase I love you. So it is clear that this data is a case of congruent lexicalization because a code or foreign elements from a language that enters into another language is present random.

3.2. Factors Causing Code Mixing Found in Daniel

3.2.1. Bilingualism

Bilingualism is an individual who able to use two language in interaction to each other. Many people are applying more than one language when they make conversation with other people. Vj Daniel is a bilingual person. It can be seen from the language he uses that he speaks Indonesian and English. He speaks Indonesian as his first language because he is an Indonesian with linguistic background of Indonesian language. As an Indonesian he lives in Jakarta with social environment of Indonesian people using Indonesian language. His job also requires the use of his first language. From the data above we can Vj Daniel as a bilingualism person that use two language and he mixed two language in his caption Instagram, for example "I'm so proud of Agnez's journey and I hope Agnez *bisa terus* inspire all of us to raise the benchmark *supaya gak kalah sama* the International market!". From data above we can see Vj Daniel uses Indonesian language and English language. The word *bisa terus* in the middle of his caption is Indonesian language that used by Vj Daniel in his caption and followed by English word inspire all of us to raise the benchmark. And the second word *supaya gak kalah sama* is also Indonesian word that followed by English word the international market. From the data above we can see the factor of code mixing by Vj Daniel, because he is a bilingual person that easier to mix two language in his speech.

3.2.2. Language Attitude

Person's general attitude toward code mixing plays an important role in someone's code mixing frequency. The person can choose the mixing words as they like to express their creativity in using words (code mixing). As public figure Vj Daniel often change one language to another language. Vj Daniel always shows and speeches to the follower of his Instagram about what he did before. Because his job as public figure he always uses code mixing in his caption Instagram. Even his mother tongue is Indonesian language, he often mixes Indonesian language as a code. Nowadays in Indonesian, English become language that interested by young people, English is foreign language. As a young people Vj Daniel always inspired young people to do code mixing by caption his Instagram. Vj Daniel always uses language attitude in his jobs. Language attitude mean that person can choose the mixing words as they like to express their creativity in using words. One of the factor Vj Daniel uses code mixing is language attitude. Because he is a public figure, he is often express a language that he would want to use by change a word from English word become Indonesian word. He did it because he wants to express and show to his followers how creative he is, by change a word or mix from one language to another language. For the example "this photo was taken with canon 5d, *jam 5 pagi*, and I didn't use any filter". From the data above we can saw language attitude factor. The data above almost use English, but there is An Indonesian word *jam 5 pagi* in the middle of sentence. An Indonesian word shows how creative Vj Daniel to use or change the word by Indonesian language. As we know Vj Daniel is expert in English, he knows word *jam 5 pagi* in English, but he changes by Indonesian word because he is creative person by express his language.

3.2.3. Language Dominance

Language dominance means the language which often used by people in communication. Because of this, when the people speaker or writes in foreign language, they mix those language with their language dominance. It can occur for some words or mixing which are dominant in human's communication. As an Indonesian people Vj Daniel fluent in uses Indonesian language. Indonesian language become a mother tongue since Vj Daniel was born. As a public figure Vj Daniel should be able to use English because In his jobs English is required. When Vj Daniel in duty, he often uses English for communication or writes. Indonesian language is language dominance that he got since was born, sometimes he mixes Indonesian language and English language in one

conversation or sentence. Language dominance can be seen in caption Instagram Vj Daniel because he mixes his English language with his language dominance (Indonesian language). For the example “I’m so proud of Agnez’s journey and I hope Agnez *bisa terus* inspire all of us to raise the benchmark *supaya gak kalah sama* the International market”. From the data above we can see Vj Daniel using English and Indonesian language. English language is foreign language and Indonesian language is language dominance. An Indonesian word *bisa terus* stay before an English word I’m so proud of Agnez’s journey and I hope Agnez. The word *bisa terus* is language dominance from Vj Daniel’s mother tongue. He mixes a foreign language with Indonesian language as his language dominance. And also the Indonesian word *suapaya gak kalah sama* is also language dominance because he was putting in the middle of foreign language. From the data above language dominance’s Vj Daniel is Indonesian language and foreign language is English. Language dominance as the one of the factor Vj Daniel causing code mixing.

4. CONCLUSION

Based on the data analysis above, it can be further concluded that code mixings also occur in the Instagram’s account Vj daniel. The code mixings occurring in the Instagram caption are in some kinds. Code mixing that are used in instagram’s account Vj daniel have been discussed in order to find out the types and the factors causing the use of code mixing. This chapter present the finding of my field research on code mixing in instagram’s account Vj daniel.

Based on the data, there are three types of code mixing founded in the data. The three type of code mixing are insertion, alternation and congruent lexicalization. The factor of code mixing are bilingual, language dominance and language attitude.

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