

Conference Paper

Multilingualism on the Internet in Jackson Wang Got7 Instagram Captions

Seyu Fani¹, Wariyati², and Rahmad Husein³¹English Applied Linguistic, Universitas Negeri Medan (UNIMED), Medan, Indonesia²Universitas Muslim Nusantara Al-Washliyah (UMNAW), Medan, Indonesia³Universitas Negeri Medan (UNIMED), Medan, Indonesia**ORCID:**Seyu Fani: <https://orcid.org/0000-0002-2593-8279>**Abstract**

This study was conducted to identify the dominance, frequency and percentage of multilingualism on the internet in Jackson Wang Got7 Instagram captions. Jackson Wang is a singer from South Korean who was born in Hong Kong and actively promotes his songs all over the world. This study focused on analyzing his Instagram and identifying the multilingualism in the recent captions. This study employed qualitative methods and an observation approach. The data were collected by taking text from the Instagram captions and identifying the language. Descriptive statistics were used where the frequency was tabulated and converted into percentages. The findings showed that Jackson Wang predominantly spoke Mandarin, which illustrated the background of his life as he was born in Hong Kong.

Corresponding Author:

Seyu Fani

seyufani24@gmail.com

Published: 11 March 2021

Publishing services provided by
Knowledge E**Keywords:** Multilingualism, Internet, Instagram, Caption

© Seyu Fani et al. This article is distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

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

1. Introduction

The spread of internet usage is very large and comprehensive. This phenomenon is a thing that has been started since time immemorial, in the past, the internet was even still very difficult to reach but now almost everyone look over their phone and grips on their mobile phones to access the internet or read the news or create status on their social accounts. They update their daily status or personal activities on Instagram, Facebook or Twitter. This is like a habit for every individual.

Based on the e-Marketer, the users of the internet already reach 3,6 billion in 2019 and will grow bigger. On the other hand, Instagram is one of the most contributive applications for the Internet, because based on the play store and ios, Instagram has been downloaded 1 billion times. It is 33% of internet users in worlds. Avigdor (2018:34) conducts a study that focuses on the problem of scoring and ranking influential users of Instagram, a visual content sharing online social network (OSN). The study shows that

OPEN ACCESS

Instagram is the second largest online social network in the world with 700 million active Instagram accounts, 32% of all worldwide Internet users. It is supported by the idea that the users of Instagram give a massive contribution to the growth of internet users. Avigdor (2018:29) states that among the millions of users on Instagram, photos shared by more influential users are viewed by more users than posts shared by less influential counterparts. It shows that the more influence your account is the more viewed it will be.

Nowadays, multilingualism is a large feature of digital environments. However, what multilingualism means can vary a great variation. For some individuals, it can mean a dissimulate that gives them access to fully participate in a range of sites, group, and types of communication, while for the other, it can involve a more limited, private and context-specific set of heterogeneous linguistic resources. Kress and Van Leewen (2001:8) states that the “language” of digital media also involves multimodality – it is a texture of heterogeneous semiotic materials that are woven together in ways that are sociocultural significant to the individuals, groups, and communities of practice using it. To certain degree participants in digital activities and interactions can draw on and mobilize their semiotic resources will often depend on the normativity in which specific environments with which they will or can engage. This means that there will be the influence of those who post the photos and caption on Instagram to the users. The more amount number of followers you have the more influential your caption will be. This is the gap of this study and also becomes the preliminary data.

This study will investigate the Instagram caption of Jackson Wang. The reason why taking Jackson Wang Got7 as the data source is Jackson Wang is a singer from South Korea that fluently speaks 3 languages and this is worth to be invested. His full name is Jackson, a Hong Kong rapper, singer and dancer based in South Korea. He is active in China Mainland as a solo artist and TV host. This is also part of the Gap and the preliminary data to start conducting this study.

2. Literature Review

During the last decade, interest in multilingualism on the internet has increased rapidly. Commitment to diversity is now recognized as one of the key requirements of the successful future development in the world. Multilingualism is the ability of individual to speak or communicate effectively in three or more languages (Aronin and Singleton, 2012:8). An individual who can communicate in numerous dialects is known as a bilingual or a multilingual. The original language of an individual grows up speaking is known

as their first language or mother tongue. An individual who is raised speaking two first languages or mother tongues is called a simultaneous bilingual and if they learn a second language later, they are called a sequential bilingual. Auer and Wei (2007: 34) explains:

“That the estimation that most of the human language users in the world can speak more than one language. They are at least bilingual. In quantitative terms, then, monolingualism may be the exception. Because at least they learn language from their school. For instance, the students in Indonesia should learn English as their subject in school.”

Current research begins by emphasizing the quantitative distinction between multilingualism and bilingualism and the greater complexity and diversity of the factors involved in receiving and using more than two languages. Moreover, it is pointed out that not only does multilingual have larger overall linguistic repertoires, but the range of the language situations in which multilingual participates, making appropriate language choices, is more extensive (Aronin and Singleton, 2012:9). Others refer to this capacity as “multilingual art of balancing communicative requirements with language resources”. This wider ability associated with the acquisition of more than two languages has also been argued to distinguish multilingual in qualitative terms.

Multilingualism is considered to be the consequence of some kind of disruption in the language order, such as migration or conquest, which brings language systems into some kind of unexpected and unnatural, contact with one another, often leading to simplifying language structure. The problems surrounding multilingualism today are to a large degree of consequence to the monolingualism, demanded, fostered and cherished by the states in Europe (Auer and Wei, 2007: 36). It means the idea that multilingualism is detrimental to a person’s cognitive and emotional development can be traced back to this ideology. Language purism is nothing than a representative war zone for social clashes.

A significant fundamental advance in the conversation of multilingualism on the web is to characterize our terms. A definition of the notion of the internet itself is the first in order. It refers to a global network connecting millions of computers in which any computer can communicate with any other computer as long as they are both connected to the internet. The internet fills in as the mechanism for the World Wide Web, a virtual arrangement of appropriating and getting to data as hyperlinked Web records.. The Web is thus only one of the ways that information can be disseminated over the internet.

Overall, multilingualism can be found out anywhere, whether in direct interaction or through internet or online; it is a habitual of human being to speak the language that he or she knows together meaning they use it collectively. Internet is a worldwide PC arrangement giving an assortment of data and correspondence offices, comprising of interconnected systems utilizing institutionalized correspondence conventions. The Internet, some of the time called essentially “the Net”, is an overall arrangement of PC organization, a system of systems where clients at any one PC can, on the off chance have authorization, get data from some other PC (and now and again talk straightforwardly to clients at different PCs). Herring (2004:22) expresses that while Internet use has developed over the most recent five years, jtip top’s administration, or colleges.

The Internet is a worldwide arrangement of interconnected PC organization of the utilization the Internet convention suite (TCP/IP) to connect gadgets around the world. It has a system of comprising private, open, scholastic, business, and government systems of neighborhood to worldwide extension, connected by an expansive exhibit of electronic, remote, and optical systems administration advances. The Internet conveys a huge scope of data assets and administrations, for example, between connected hypertext records and utilizations of the World Wide Web (WWW), electronic mail, communication, and document sharing.

The inceptions of the Internet go back to explore the dispatch by the central legislature of the United States during the 1960s to construct strong, issue tolerant correspondence with PC systems. The essential antecedent system, the ARPANET, at first filled in as a spine for interconnection of territorial scholarly and military systems during the 1980s. The subsidizing of the National Science Foundation Network as another spine during the 1980s, just as private financing for other business expansions, prompted overall interest in the improvement of new systems administration advances, and the merger of numerous systems. The connecting of business systems and endeavors by the mid 1990s denoted the start of the progress to the cutting edge Internet, and created a continued exponential development as ages of institutional, individual, and versatile PCs were associated with the system. Despite the fact that the Internet was generally utilized by the scholarly community since the 1980s, commercialization joined its administrations and advances into essentially every part of current life.

Most conventional correspondence media, including communication, radio, TV, paper mail and papers are reshaped, re-imagined, or even circumvent by the Internet, bringing forth new administrations, for example, email, Internet communication, Internet TV, online music, advanced papers, and video gushing sites. Paper, book, and other print

distributing are adjusting to site innovation, or are reshaped into blogging, web channels and online news aggregators. The Internet has empowered and quickened new types of individual collaborations through texting, Internet gatherings, and person to person communication. Internet shopping has become exponentially both for significant retailers and private companies and business visionaries, as it empowers firms to expand their “block and concrete” nearness to serve a bigger market or even sell products and ventures altogether on the web. Business-to-business and monetary administrations on the Internet influence supply chains across whole ventures.

The Internet has brought together administration in either innovative execution or arrangements for access and utilization; every constituent system sets its own approaches. The overextending meanings of the two chief name spaces in the Internet, the Internet Protocol address (IP address) space and the Domain Name System (DNS), are coordinated by a maintainer association, the Internet Corporation for Assigned Names and Numbers (ICANN). The specialized supporting and institutionalization of the center conventions is an action of the Internet Engineering Task Force (IETF), a non-benefit association of approximately partnered universal members that anybody may connect with by contributing specialized aptitude. In November 2006, the Internet was remembered for USA Today’s rundown of New Seven Wonders. That was the general clarification of web, yet here we were more spotlight on the web, which is simply the Instagram.

Jackson Wang was conceived in Kowloon Tong, British Hong Kong on 28th March 1994, and experienced childhood in Sha Tin District, New Territories. His mom named Sophia Chow, is a previous tumbling tumbler from Shanghai. His dad named Wang Ruiji, is a previous individual from China’s national fencing crew and an Asian Games gold medalist. Jackson Wang at ten years old was beginning his fencing training under the direction of his dad and other expert mentors. Subsequent to beginning the fencing training he proceeded to win various honors as a feature of the Hong Kong national fencing crew, including in front of the rest of the competition at the Asian Junior and Cadet Fencing Championship in 2011. He likewise went to the American International School Hong Kong.

The start of Jackson Wang was noted by a delegate of South Korean ability office JYP Entertainment. This is the point at which he played ball in his school and welcomed to partake in the tryouts in Kowloon, which he went in December 2010, until a half year later. He was offered a grant to Stanford University for fencing; however he turned it down in the wake of passing his tryout. In July 2011, Wang moved to Seoul, South Korea for his K-pop preparing. He showed up on the truth endurance program Win: Who Is Next two

years after the fact, which circulated on one of Korean Television Broadcasting Channels. The program was a challenge between YG Entertainment learners (who later appeared as individuals from Winner and iKon), and JYP students. Jackson Wang showed up nearby individual learners Mark, Yugyeom, and BamBam, who were then chosen as individuals from Got7.

Following more than two years of preparing, Jackson Wang was chosen as a last individual from JYPE new kid bunch Got7 and appeared with the single “Young ladies Girls”, discharged on 16 January 2014. On 29 April 2016, Got7 held their first show in Seoul, where Jackson Wang played out his self-formed tunes “I Love It” and “WOLO (We Only Live Once)” with his gathering individuals Yugyeom and BamBam

By and large, Jackson Wang is one of the acclaimed vocalists from South Korea. His number of adherents is 15,8 Billion, demonstrating that he is well known and affecting. He has countless fans in his “Fan Café”. Along these lines, it implies that there will be an inclination for him to utilize multilingualism to convey and cooperate with his fans.

3. Research Method

This research basically employs qualitative descriptive method to identify, analyze and to explain the dominance, frequency, and percentage of multilingualism on the internet in Jackson Wang Got7 Instagram Captions. Mack (2005) explains that

qualitative research is a type of scientific research. When all is said in approved terms, logical research comprises of an examination that:

- seeks answers to a question
- systematically uses a predefined set of procedures to answer the question
- collects evidence
- produces findings that are not determined in advance
- produces findings that are applicable beyond the immediate boundaries of the study.

Mack (2005) states that Qualitative research shares these characteristics. Moreover, it tries to comprehend a given research issue or subject from the viewpoints of the nearby populace it includes. Subjective research is particularly successful in getting socially explicit data about the qualities, conclusions, practices, and social settings of specific populaces.”

Right now, essayist utilized structure of spellbinding strategy which is a technique for looking into that endeavor to portray and decipher the items as per reality. The descriptive method is implemented because the data analysis is presented descriptively. The study uses the results by selecting 20 recent captions in Jackson Wang Instagram that are being analyzed. Based on the explanation above, this study is attempted to find out the dominance of the multilingualism in Jackson’s Instagram Caption, since Jackson Wang speaks multilingualism such as, Korean, English and Mandarin. All the Instagram captions will become the data in this study.

Data are raw materials that need to be processed to produce the information, both in qualitative and quantitative data to show the facts. On the other side, data are material information about the object of study. The data can be found by observation, interview, documentation, etc. hence, the data of this study are the words of the Instagram captions from Jackson Wang’s account.

4. Result and Discussion

The first step that the researchers conducted was identifying the data analyzed. The data in this study were the words written by Jackson Wang in his Instagram caption. The data were taken from Instagram, observed, and then transcribed.

The words produced then were analyzed to draw the percentages and conclusions. After analyzing the language, the researchers separated them into 3 parts; Korean, Mandarin, and English, because Jackson Wang speaks these 3 languages, then drew the total of the words occurrence.

TABLE 1: The Total of the Caption Occurrence in Instagram Caption.

Caption	Korean	Mandarin	English
1 - 10	9	10	6
11 – 20	10	10	10
21 – 30	10	10	10
31 - 40	6	10	6
41 - 50	7	10	6
51 – 60	7	10	6
61 - 70	8	9	6
71 - 80	10	7	10
81 - 90	9	9	9
91 - 100	10	10	10
Total	86	95	79
f	86	95	79
%	33,08	36,54	30,38

The table above shows that from 100 Instagram Captions, the frequency for Korean language is 86, 33,08 percentage, Mandarin 95, 36,54 percentage, and the English language 79, 30,38 percentage. We conclude that the dominance of the Language that Jackson Wang is Mandarin, in line with the background of his life, as he was born in Hong Kong. Moreover, the differences between the 3 languages are not that large; because he has been working in Korean entertainment industry for a long time. He already gains a huge number of fans from Korean due to joining the group called Got7. He also uses English because he actively goes abroad for doing his concert and also promotion of his songs.

The study then shows the table for the monolingual, bilingual, and multilingual. This table illustrates the percentage and frequency of each caption.

TABLE 2: The total of Monolingual, Bilingual, and Multilingual in Caption

Monolingual	Bilingual	Multilingual
11	18	71
11%	18%	71%

The table above shows that out of 100 Instagram Captions, the frequency for monolingual is 11, 11 percentage, bilingual 18, 18 percentage, and multilingual, 71, 71 percentage.

5. Conclusion

There are 100 Instagram Captions taken from Jackson Wang’s account. The conclusions are out of 100 captions there are 71 out of 100 in multilingualism, 11 monolingual, and 18 bilingual. The 71 captions are in Korean, Mandarin, and English Languages. From all of the 100 captions the dominance is the multilingualism with frequency of 71. This shows that when someone is having a work out of his country, he or she has got a tendency to use the language of the place where he/she stays and this is a great benefit for the person concerned as he/she will have more than one language to speak. From the perspective of language, the person concerned is luckier. Having a mastery of languages, meaning more than one language, a person could nicely make any social interaction, especially when the language mastered is in the status of global language.

References

[1] Aronin, L. and Singleton, D. (2012). *Multilingualism*. Amsterdam: John Benjamins.

- [2] Auer, P. and Wei, L. (2012). Introduction: Multilingualism as a Problem? Monolingualism as a Problem? In *Handbook of Multilingualism and Multilingual Communication*. Berlin: Mouton de Gruyter. Editors: Karlfried Knapp and Gerd Antos
- [3] Avigdor, N. (2018). *Measuring Influence on Instagram: A Network-Oblivious*. Association for Computing Machinery. The 41st International ACM SIGIR Conference (p.43)
- [4] Herring, S. (2004). *Multilingualism on the Internet*. Research Gate (p.554). Bloomington
- [5] Kress and Leeuwen, T. V. (2001). *Multimodal Discourse: The Modes and Media of Contemporary Communication*. Oxford: Oxford University Press.
- [6] Mack, N. (2005). *Qualitative Research Methods: A Data Collector's Field Guide*. The Science of Improving Life. USA.