Analysis The Using of Code Mixing on Syifa Hadju's Instagram Account

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Abstract : This study focuses on the analysis of code mixing in the caption of an Indonesian artist's Instagram account, Syifa Hadju. She is one of the big artists who often uses code mixing by adding foreign words or terms in the post captions of his Instagram account. This can be an influence on social media users, especially the use of speech when communicating. Just as they will be more proud of their foreign language and their mother tongue will gradually be forgotten. In fact, as citizens of Indonesia, they have to use their mother tongue more than foreign languages. The purpose of this research is to find out what types of code mixing are used and the most dominant type of code mixing used by Syifa Hadju in her Instagram captions. Researchers use qualitative methods. The data collection method used is the documentation technique by taking screenshots of posts on Syifa Hadju's Instagram account. Data analysis is based on theory from Hoffman (1991) which discusses the types of code mixing. The results of the study show that there are three types of code mixing in the caption of Syifa Hadju's Instagram account, namely intra sentential code mixing, intra lexical code mixing and Involving a change of pronunciation. Of the three types of code mixing, the most dominant used in Syifa Hadju's Instagram caption is intra-sentential code mixing.

Keywords : Analysis, Code Mixing, Instagram

I. INTRODUCTION

The use of a mixture of several languages when communicating is something that is commonly done now. Both direct and indirect communication. This is due to the development of the times and technological factors that can affect its main users on social media. Even some people use more than two languages and mix them when communicating. The use of a language from one language to another is called code mixing. According to Thelander (in Munandar, 2018) when there is a conversation or speech by someone and there is a combination or mixing of different varieties in the same clause, this understanding can be said to be code mixing when there is mixing or uniting one language with another. or variations in one clause, where these different variations are in terms of interaction, it can be called code mixing.

Almost everyone uses code mixing in communicating. Of course it has the purpose of using the code mixing. It could be because to build good communication in accordance with the topic, interaction and communication function. Apart from that, for social needs where language users want to feel slang, language trends, to enrich and expand language styles starting from the use of words to sentences used when communicating. Harimurti Kridalaksana (in Fatawi, 2020) says that the use of language is used when communicating with speech partners using two or more languages. This aims to expand the style of language, the use of words, clauses, and idioms used. The use of a mixture of languages in communicating can be found on any social media platform, from Facebook, Twitter, Tiktok to Instagram.

Talking about Instagram, almost everyone uses this social media. Instagram is a social media based on photos and videos. This social media provides many features that can be accessed by many people without any restrictions. According to Macarthy (2015) Instagram is a social media application that is based on someone who likes visuals and has fun features to use in capturing photos, to be uploaded to a feed page that can be seen by many people. Instagram is included in the top five largest applications with a population of active users and many download them on mobile phones. In the article Antaranews.com (Meodia, 2020) Instagram is the largest visual social media platform at the moment, Instagram is said to have users of more than one billion active users each month. This makes Instagram not only used to post personal photos and videos but can also be used as an online promotional tool in a business.

The use of Code Mixing in interaction certainly has an influence on users, interlocutors and the surrounding community, both positive and negative influences. For the first positive influence, it can be seen in terms of how the other person or the surrounding community can add vocabulary and expand the style of language from a foreign language. Second, the use of code mixing can help users have the ability and understanding to communicate orally in at least two languages. Third, it can help users get to know foreign cultures that they have never previously known, maybe by going through variations in the language spoken, the meaning of the words spoken, and so on. So that users can cultivate a sense of tolerance with those who have different cultures. For negative influences, it can be seen from how often the foreign language is used. If users do code mixing too often in their conversations, it can result in the national language being gradually forgotten and they will be more proud of the foreign language used when interacting. And as Indonesian citizens, it is better for them to use their national language, namely Indonesian, rather than foreign languages, especially for them millennials. With several reasons for this influence, the researcher is interested in analyzing the code mixing

in Syifa Hadju's Instagram caption by using code mixing theory from Hoffman (1991). Because Syifa Hadju is one of the well-known artists in Indonesia with many followers on Instagram and often uses code mixing in the captions she uses. And it could be that some of his followers have been influenced to use Code mixing in his daily life.

To see some developments and gaps regarding code mixing research, the researcher found some results from previous findings. Leonita Maria Efipanias Manihuruk's (2019) "THE CODE MIXING IN THE CLASSROOM CONVERSATION OF FIRST SEMESTER STUDENTS OF UNIVERSITY OF HKBP NOMMENSEN PEMATANG SIANTAR" with the result that there are three types of code mixing found in student conversations in class. They are: intra-sentential code mixing, intra-lexical code mixing, and involving changes in pronunciation. In total, there are 25 code mixing and 10 conversations representing code mixing. The percentage of intra-sentential code mixing was 24%, intra-lexical code mixing was 68%, and involving pronunciation changes was 8%. From the percentages above, it can be concluded that intra-lexical code mixing is the most dominant code mixing used by first semester students of HKBP Nommensen Pematang University in their conversations in class. Then, Silma Novasabilla Pradinta (2022) "Code mixing analysis used in Ria SW youtube channel" the result demonstrates that there are three types of code mixing which are intra-sentential code mixing about 132 data or 75%, intra - lexical code mixing about 30 data or 17%, and involving a change of pronunciation about 14 data or 8%. Intra - sentential code mixing is the dominant occurrence of code mixing used in Ria SW Youtube Channel because the speaker inserts English words in the middle or at the end of the utterances. Furthermore, there are five social factors of code mixing which are low frequency words about 138 data or 78%, oversight about 21 data or 12%, synonym about 8 data or 5%,pernicious homonym about 6 data or 3%, and social value about 3 data or 2%. Furthermore, Christanty Indah Noor Valentine1 (2018) "ALIH KODE DAN CAMPUR KODE DALAM AKUN INSTAGRAM SELEBRITI" The results of the analysis show that when writing captions on Instagram accounts owned by Maudy Ayunda and Gita Gutawa, it was found that many use this type of transfer. inter-sentential, intra-sentential, and emblematic codes as well as forms of code mixing of insertion and alternation. The reasons for using code switching and code mixing are because they want to express a certain topic, emphasize something, to convey surprise or emotion or to get attention, express group identity, and they are used to using English in communicating. Next, According to Nurlaela & Yuliana Mangendre (2022) " ANALYSIS CODE MIXING DALAM PERCAKAPAN MASYARAKAT KOTA LUWUK KABUPATEN BANGGAI Di MASA PANDEMI COVID-19 INDONESIA" The results of this study indicate that there are three types of code-mixing that occur in conversations among the people of Luwuk city, namely intra-sentential code-mixing, intra-lexical code-mixing, and pronunciation changes. Of the three types of code-mixing, the intra-sentential type is the most dominant type. In addition, factors that influence the occurrence of the code-mixing process in conversation are also obtained, namely non-language factors which include social values & the introduction of new cultures, as well as linguistic factors which include limitations in the use of codes, the use of more popular terms, the speaker & the speaker's personality, partners talk, topic of conversation, function and purpose, as well as to evoke a sense of humor. Finally, according to research by Hanifah Nabighah Kultsum (2021) "CODE SWITCHING AND CODE MIXING IN EFL CLASS AT HOMESCHOOLING KHALIFAH" The results show: (1) The types of code-switching and code-mixing often used

are the type of intra sentential code-switching is 50.7%. Furthermore, the type of code-mixing alternation is 46.2%. (2) The code-switching and code-mixing functions used by teachers and students are as easy to communicate as is 42.5%. (3) Teachers and students use code-switching and code-mixing to facilitate communication in class and understand the material presented by the teacher.

II. RESEARCH METHOD

The data were analyzed using a qualitative method. The primary data is the caption or sentences in Syifa Hadju's Instagram account. Researcher use documentation techniques, namely screenshots to collection data. First, the researcher opened a Syifa Hadju Instagram account. Second, the researcher read the captions one by one in each post. Third, the researcher took screenshots and collected data for analysis. The data was analysis based on Hoffman's (1991) theory which analyzes about the type of code mixing. Data were analyzed by categorizing based on three types of code mixing according to Hoffman's theory (1991). And then record the amount of data entered intra-sentential, intra-lexical and involving a change of pronunciation.

III. RESULT

Based on the data analysis there are three types of code mixing from Hoffman (1991) theory, intra sentential code mixing, intra lexical code mixing dan involving a change of pronunciation.

In this study, there are 6 screenshots of captions on posts on Syifa Hadju's Instagram account. In every one sentence in the caption there can be two code mixing written by Syifa Hadju. Therefore, there can be two data analyzes in one sentence or caption. The researcher found that there were 12 data which stated that the data included code mixing and its types.

Based on the results of the analysis, from the three types of code mixing according to Hoffman's theory (1991) there is data found from each of these types. The three types include intra-sentential code mixing there are 7 data, intra lexical there are 4 data and involving a change of pronunciation with a total of 1 data. And judging from the data, the type of code mixing that is often used by Syifa Hadju is intra-sentential code mixing.

To make it easier to analyze the data, the researcher classifies the data in the form of tables and diagrams. Data is converted into percentages using the theory from Bungin (2001) with the formula n = FX / N x 100%. The contents of the table include the amount of data obtained from each type of code mixing and the percentage. The number for each type of code mixing can be seen in the table below :

Table 1. *Types of Code Mixing in Syifa Hadju's Instagram Account*

Caption	Types of Code Mixing	FX	n
Aspek 1	Intra Sentential Code Mixing	7	58 %
Aspek 2	Intra Lexical Code Mixing	4	33 %
Aspek 3	Involving a Change of Pronunciation	1	8 %
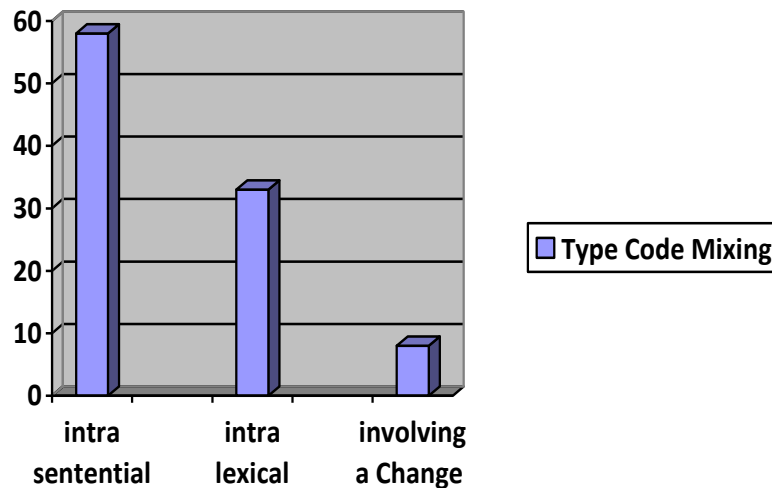
Picture 1. *Types of Code Mixing in Syifa Hadju's Instagram Account*

DISCUSSION

The three types of code mixing can be seen in Syifa Hadju's Instagram caption through the following analysis ;

3.1 Intra- sentential code mixing

Intra-sentential code mixing is type of code mixing which occurs within a phrase, clause, or a sentence boundary. Data di bawah ini menunjukkan jenis code mixing intra sentential :

Data 1

"*Insecure* karena berat badan, Juwita si gadis bersuara merdu nekat melakukan makeover besar-besaran!". (*Insecure* because of her weight, Juwita the girl with a melodious voice is determined to do a major makeover!).

Based on these data, it can be described that the word "insecure" is included in intra-sentential because Syifa Hadju mixed a foreign word or term, namely "insecure" whose form and pronunciation are in accordance with English without any additional affixes. "insecure" expresses a feeling of inadequacy, lack of confidence in oneself, even about anxiety. According to Abraham Maslow (in Pangestu, 2021) insecurity is a situation in which a person feels insecure, sees the world as a threatening forest and most humans are dangerous and selfish. So this clause has the meaning of feeling less confident about his body because of his body weight.

Data 2

"Insecure karena berat badan, Juwita si gadis bersuara merdu nekat melakukan *makeover* besar-besaran!". (Insecure because of her weight, Juwita the girl with a melodious voice is determined to do a major makeover!).

Based on these data it can be described that the word "makeover" is a type of intra-sentential code mixing because there are no additions or affixes in the word. Makeover itself in its sense is an attempt to show a change. Makeover is the process of improving the appearance of a person or a place, or of changing the impression that something gives (Oxford Learners Dictionary). So the meaning of the sentence is that Juwita is carrying out a process to change the appearance of her body with many changes.

Data 3

"Duh kebongkar deh rahasia aku terutama *snack* favorite aku pilus garuda rasa rendang sapi! Karena apapun makanannya makin seru di pilusin garuda aja!". (Oh, reveal my secret, especially my favorite snack, pilus garuda, beef rendang flavor! Because whatever the food is, it's even more exciting di Pilusin Garuda!).

The data above describes that the word "snack" is a type of intra-sentential code mixing because there are no affixes in the word. The word "snack" means *makanan ringan* in Indonesian. Snack is a small amount of food that is eaten between meals, or a very small meal (Oxford Learners Dictionary). So this sentence means that one of the snacks that Syifa Hadju keeps secret is Pilus Garuda beef rendang flavor.

Data 4

"*Excited* banget,menjelang tahun baru nyobain Newborn babies Mineral Body Scrub from Herborist jadi gak males buat #ExfoliaSEA karena wanginya serasa lagi healing". (Very excited, ahead of the new year trying Newborn Babies Mineral Body Scrub from Herborist so I don't want to be lazy to make #ExfoliaSEA because the fragrance feels like when healing)

The data shows that the word "excited" is included in the type of intra-sentential code mixing because there are no affixes in the word. The word "excited" means excited or expresses a happy feeling. Excited is feeling or showing happiness and enthusiasm (Oxford Learners Dictionary). So the meaning of the phrase "really excited" in that sentence is that Syifa Hadju was very happy because she tried Newborn Babies Mineral Body Scrub from Herborist.

Data 5

"Excited banget,menjelang tahun baru nyobain Newborn babies Mineral Body Scrub from Herborist jadi gak males buat #ExfoliaSEA karena wanginya serasa lagi *healing*". (Very excited, ahead of the new year trying Newborn Babies Mineral Body Scrub from Herborist so I don't want to be lazy to make #ExfoliaSEA because the fragrance feels like when healing)

The data can be described that the word "healing" is a type of intra-sentential code mixing because there is no affix in the word. Healing means *penyembuhan* in Indonesian. Healing is helping to make someone well again, especially after a cut or other injury (Cambridge Dictionary). So the meaning of this sentence is that the fragrance from the Newborn babies Mineral Body Scrub from Herborist product has a soothing fragrance similar to that during healing or refreshing.

Data 6

"*Especially* buat semua pihak yang udah terlibat seperti ibu, ayah, risky, ka fifi dan keluarga ku yang udah rencanain surprise ini dari jauh jauh hari". (Especially for all parties who have been involved, such as mother, father, risky, ka fifi and my family who have planned this surprise from far away)

Based on these data it can be described that the word "especially" is a type of intra sentential code mixing because it is in accordance with English without any affixes to the word. Especially means *khusus* in Indonesian. Especially is more with one person, thing, etc. than with others, or more in particular circumstances than in others (Ofxord Learners Dictionary). So the meaning in the sentence that contains code mixing especially means that all the main parties involved in planning the surprise for Syifa Hadju include her mother, father, sister, namely Fifi and her family.

Data 7

"Mau ngedate dimanapun dan di *challenge* gimanapun selama ada pilus garuda rasa rendang sapi bakal lebih seru dan gak kalah asik!. (Want to have a date anywhere and in a challenge, however, as long as there is Pilus Garuda, the beef rendang flavor will be more exciting and no less fun!)

Based on these data, it can be described that the word "challenge" is a type of intra-sentential code mixing because there is no affix in the word. Challenge means tantangan in Indonesian. Challenge is (the situation of being faced with) something that requires great mental or physical effort in order to be done successfully and therefore tests a person's ability (Cambridge Dictionary). So the word challenge in that sentence is that in any challenging condition as long as there is pilus of beef rendang flavour, Syifa Hadju feels more exciting and fun.

3.2 Intra Lexical Code Mixing

Intra-lexical code mixing occurs in the word boundary. Additionally, it appears with prefixes or suffixes in other Languages. The data below shows that there is a type of intra-lexical code mixing;

Data 1

"I'm totally out of words tapi intinya aku cuman bilang makasih banyak banyak banyak banget buat semua temen dan sahabat yang udah datang *surprise in* dan ucapin aku kemaren!". (I'm totally out of words but basically I'm just saying thank you very much, very much, to all my friends and friends who have come to surprise me and told me yesterday!).

Based on these data, it can be described that the word "surprise in" is included in intra-lexical code mixing because there is an affix at the end of the word, namely -in. And code mixing occurs in the middle of English and added with Indonesian affixes. This is a mixture of English words with Indonesian affixes which are endings. The word "surprise" in Indonesian is kejutan. Surprise is a feeling caused by something happening suddenly or unexpectedly (Oxford Learners Dictionary). In this data, the ending -in has a special function in the word "surprise", which is to form a verb by surprising Syifa Hadju.

Data 2

"kebayang nggak sih akan seperti apa film @200poundsbeauty_md kalau ada *soundtrack-nya*?". (Can you imagine what the @200poundsbeauty_md film would be like if it had a soundtrack?).

The data shows that the word "soundtrack" is a type of intra-lexical code mixing because there is an affix at the end of the word, namely -nya. The word soundtrack in Indonesian is *pita suara*. Soundtrack is some of the music, and sometimes some speech, from a film or musical that is released on CD, the internet, etc. for people to buy (Oxford Learners Dictionary). In this data the suffix has a function to form a noun from "soundtrack-nya " to "the soundtrack" in English.

Data 3

Segera hadir OST film 200 Pounds Beauty, nantikan *update-nya* hanya di @mdmusic_id. (Coming soon OST film 200 Pounds Beauty, stay tuned for updates only at @mdmusic_id).

Based on the data above, it can be described that the word update is included in the intra-lexical code mixing because there is an affix – at the end of the word. The word update in Indonesian is *memperbarui*. Update is updating something to make something more modern by adding new parts, etc (Oxford Learners Dictionary). In this data the suffix has a special function in the word "update", which is to form a verb by waiting for updates at @mdmusic_id.

Data 4

Mau *ngedate* dimanapun dan di challenge gimanapun selama ada pilus garuda rasa rendang sapi bakal lebih seru dan gak kalah asik !. (Want to have a date anywhere and in a challenge, however, as long as there is Pilus Garuda, the beef rendang flavor will be more exciting and no less fun!).

The data shows that the word ngedate is a type of intra-lexical code mixing because there is an affix at the beginning of the word, namely –nge. Date in Indonesian has more than one meaning. But in this sentence it takes the meaning that date is *kencan* in Indonesian. Date is a social meeting planned before it happens, especially one between two people who have or might have a romantic relationship (Cambridge Dictionary). In this data, the prefix –nge has a special function in the word "date", which is to form a verb with the intention of going to meet other people who can be called girlfriends or special people.

3.3 Involving a change of pronunciation

Involving a change of pronunciation is a type of code mixing that occurs at the phonological level, as when Indonesian people say an English word but modify it into Indonesian phonological structure. The data below shows that there is a change of pronunciation involved in Syifa Hadju's Instagram caption;

Data 1

"Duh kebongkar deh rahasia aku terutama snack *favorite* aku pilus garuda rasa rendang sapi! Karena apapun makanannya makin seru di pilusin garuda aja!". (Oh, reveal my secret, especially my favorite snack, pilus garuda, beef rendang flavor! Because whatever the food is, it's even more exciting di Pilusin Garuda!)

Based on the data above, it can be described that the word "favorite" is included in the type involving a change of pronunciation because writing by reading the word is the same between

English and Indonesian. Favorite in Indonesian is *kesukaan*. Favorite something to show that you like something that someone has put on a social media site (Oxford Learners Dictionary).

CONCLUSION

After conducting the analysis, the researcher found all types of code mixing which were taken from the caption of the artist Syifa Hadju's Instagram account. The researcher found that there were 12 data which stated that the data included code mixing and its types. Based on the results of the analysis, from the three types of code mixing according to Hoffman's theory (1991) there is data found from each of these types. The three types include intra-sentential code mixing where there are 7 data with a percentage of 58%, intra lexical there are 4 data with a percentage of 33% and involving a change of pronunciation with a total of 1 data with a percentage of 8%. And judging from the data, the type of code mixing that is often used by Syifa Hadju is intra-sentential code mixing. With this, the researcher gives suggestions to readers so that they can become references or reading sources in researching something. For future researchers, to conduct more extensive research on code mixing.

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