

Code Switching Found in Photo and Video Captions Instagram of Angela Tanoesoedibjo

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Abstract

Humans possess the capacity to seek social engagement with individuals, employing not only a singular language but also several languages over the course of their life. The ability of mastering and using more than one language has the effect of producing code switching. The aims of this study are to describe the types of code switching and language functions used by Angela Tanoesoedibjo's Instagram caption. Angela Tanoesoedibjo Instagram caption in 2021 which consist of code switching used as a data source in this study. The analysis is conducted using the descriptive qualitative method. This study used the theory from Poplack and Romaine (1995). Code switching consists of three types tag switching, intra-sentential switching, and inter-sentential switching. Additionally, Leech (1974) theories were used to analyze the language function of Angela Tanoesoedibjo Instagram caption. There has identified 6 tag switching, 16 inter-sentential switching, and 42 intra-sentential switching in this study. Furthermore, the five language functions are expressive, informative, directive, aesthetic, and phatic that found in this study.

INTRODUCTION

Humans rely heavily on their capacity for language-based communication. According to Keraf (2005) "Language as a communication tool between communities in the form of sound symbols to convey messages, thoughts, and feelings that produce by human speech". The ability of humans to look for interaction with others, not only through the use of a single language but also through the use of multiple languages throughout their lives, in order to form positive relationships or bonds with those from their own country as well as those from other nations. Language plays a significant role in facilitating effective communication and fostering meaningful interactions. This accordance to Leech (1981) that stated meaning takes important aspect in communication to help understand the topic discussed by the speaker and the hearer. However, every individual has unique linguistic characteristics and also has their own language functions and communication styles to understand. Language is a way for people to share thoughts and build relationships with each other. To communicate effectively, it must recognize how to use language in various situations. It is strengthened by Leech (1974) who mentioned language has variety according to society,

kinds of people, their attitudes and their background. In daily life communication, there are two forms of language those are written and spoken (Januartini & Santika, 2023). In the realm of human communication, two main forms of language include spoken language and written language. These linguistic forms serve as essential tools in facilitating everyday interactions, enabling individuals to effectively engage with others. Someone can communicate with people from other regions of the world by speaking and writing in more than one language to make them connected. If an individual is proficient in the use of two languages for communication, that is referred to as bilingualism. Romaine (1995:12) mentions, “the alternate use of two or more languages should be simply called bilingualism”. This is compatible according to Trudgill (2003: 15) states that “bilingualism refers that the ability of an individual to speak two or more languages”. Angela Tanoesoedibjo is a proficient bilingual political activist, adept in both Indonesian and English, as evidenced by the captions accompanying the photos or videos, she posted on her Instagram account. Bilingualism is a prevalent occurrence among individuals.

The occurrence of bilingualism is influenced by various social factors, including globalization, social context, education, social interaction, and cultural identity. Spolsky (1998) has stated that “Bilingualism is the ability to use two languages in a variety of social contexts and for a variety of purposes”.

Angela Tanoesoedibjo uses her Instagram account to share visual content, including photo and videos, accompanied by captions. According to Cambridge Online Dictionary (2023), “Instagram is the name of a social media service for taking, editing, and sharing photos and videos”. Instagram contains a variety of features, one of which is captions. A caption is a piece of text that contains a description of the photo or video that will be shared on Instagram (Eldridge, 2023). These posts serve to show her engagement in many activities, with a particular emphasis on her involvement in the political sphere and her personal life. Reflecting on her social background, it is evident that she has a high level of proficiency in language skills. She frequently employs more than one language in the captions she delivers. Bilingualism enables individuals to achieve a high level of proficiency in two or more languages, facilitating their ability to seamlessly and efficiently engage in code switching across diverse social contexts. Code switching is a phenomenon that occurs when a person switches from one language to another, either verbal or nonverbal (writing). Poplack (1979) defined “code-switching as the alternation of two languages within a single discourse, sentence, or constituent”. The Instagram account of Angela Tanoesoedibjo frequently demonstrates a switch in language usage within the captions of uploaded photographs and videos, alternating between Indonesian and English. This process facilitates an understanding of linguistic variations found in the photo and videos uploaded, that is Code Switching. Hymes (1974:103) explained that it is common to do Code switching when involving alternation of two or more languages in an utterance or sentence. Angela Tanoesoedibjo, an Indonesian politician, was born in Canada and then raised in Jakarta (RI, 2023). She possesses proficiency in English and an eloquent accent. This research will examine or focus on a number of different topics, all of which will be determined by the phenomena that already exist. This research investigates the code switching type employed by Angela Tanoesoedibjo in the captions of her Instagram posts. This study specifically examines Instagram captions on posts in the year 2021, as this period has a higher prevalence of code switching. In order to enhance the depth of analysis, it is imperative

to concentrate on code switching and the language functions included in Instagram captions throughout the specified period of time.

METHOD AND THEORY

The data for this study were collected from Angela Tanoesoedibjo Instagram caption, especially in 2021. She is the Deputy Minister of Tourism and Creative Economy of the Advanced Indonesia Cabinet. In order to comprehend the analysis Creswell (2014) stated, "Research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue". therefore, this study's analysis was analyzed by descriptive qualitative method. which involves employing an explanatory and qualitative paragraph method, to discover answers pertaining to the research case. This study used observation and note-taking methods to collect the data. Data collecting involves multiple distinct steps, this involved carefully reading Angela Tanoesoedibjo Instagram captions, underlining and noting the sentences that exhibited code-switching, and then rewriting and entering the data into a list for analysis. Afterward classifying the data collected from the caption, a theory proposed by Poplack in Romain (1995) to classify the types of code switching as well as Leech (1974) to determine the language function found in her Instagram caption. The results of converting a sentence into a paragraph are typically accomplished using an informal method that takes into description the findings of the analysis.

Many previous studies have discussed about Code Switching found in social media, such as YouTube, Blogs, or Instagram. As in the research of Ariyaningsih (2020) in the travel blog, *The Naked Traveler*. She utilized a descriptive qualitative technique to examine the data, and then she used the Theory of Code Switching from Poplack (1989) to identify the different types of code switching. In addition, she also used Muysken (1987:118-120) to explain how code switching functions. In this research, there were fifteen instances of switching inside the same sentence, however, there was only one instance of switching between tags. Further, an investigation into code switching is one that was conducted by KD & Winaya (2019) In the Novel "Critical Eleven". The descriptive qualitative method was used to analyze this study. On the other hand, the collected data were analyzed using three theories. Firstly, the theory by Poplack (in Romaine, 1995:122) is the main theory used to analyze the three types of code switching, Secondly, a theory proposed by (Apple and Muysken, 1987) was used to analyze the function of code switching. Lastly, The reason for code switching was analyzed using a hand of the theory that was proposed by (Grosjean,1982). As a result, all of these code-switching types and functions are found in the data source, which is novel *Critical Eleven*. For instance, referential function, expressive function, phatic function, metalinguistic function, and last one is the poetic function. Furthermore, Santika, Andriyani, & Winarta (2022) this research analyzes the functions of language based on Leech's theory, including expressive, informative, directive, aesthetic, and phatic functions. The findings reveal that the most common function observed is directive, followed by informative and expressive functions, while the aesthetic function is the least used. The study emphasizes the importance of understanding the functions of language in communication. On the other hand, in a study conducted by Ibar, Aryaningsih, Indrawan, & Utami (2021), Code Switching is also used in YouTube This research also incorporates the idea of code switching presented by Poplack in Romaine (1995) and Hoffman (1991:133).The findings shows three different types of tag switching: inter-sentential switching, intra-sentential switching, and tag switching inside

the same sentence. The same study which discussed Code Switching in YouTube conducted by Wibiani, Budiasa, & Dewi (2021). The research utilized a method that was qualitative, and the theory developed Apple & Muysken's theory (2015) is to analyze the types and functions of code-switching. According to the findings of this research, the dominant type is intra-sentential switching is used in conversations. Furthermore, the referential function is the most frequently used function in the conversation.

RESULT AND DISCUSSION

This research analyses several types of code switching utilizing Poplack in Romaine (1995), as well as analyzing the language functions employed in Angela Tanoesoedibjo's captions utilizing Leech (1974). Poplack in Romaine (1995) classifies and divides code-switching into three categories those are: tag-switching, inter-sentential, and intra-sentential. Language functions can be categorized into five types, which include informational, expressive, directive, aesthetic, and phatic (Leech, 1974). The subsequent discourse elucidates the types and functions of language within the context of captions on Instagram.

RESULT

According to Poplack and Romaine (1995), there are three types of code switching which are found in 63 posts on her Instagram in 2021. There are 6 tag switching, 16 inter-sentential, and 42 intra-sentential. Intra-sentential is the dominant type in this study. This is due to the sentences used in the posts switch from Indonesian to English, and sometimes there are also English language inserted into Indonesian within a sentence.

Furthermore, the five language functions of Leech (1974) found in this analysis, those are informative, directive, expressive, aesthetic, and also phatic. Informative function becomes the most reason observed since the posts mostly explain activities that Angela Tanoesoedibjo did or She informed programs that can be joined by society.

DISCUSSION

Types of Code Switching and Language Function in Angela Tanoesoedibjo Instagram Caption.

Tag Switching

“Tag switching involves the insertion of tag in one language into an utterance which otherwise entirely in other languages, e.g. you know, I mean, etc” (Poplack in Romaine, 1995:122). Due to the limited syntactic constraints imposed on tags, they can be readily incorporated at various positions within a monolingual utterance without contravening syntactic norms.

Data 1

“**Hey guys!** Kabar baik, setelah beberapa bulan ini akhirnya kita berhasil merampungkan program stimulus #BanggaBuatanIndonesia buat para pelaku Ekonomi Kreatif di bidang fashion, kriya dan kuliner! Bagi kalian yang punya produk jualan brand Indonesia, ikutan program ini, yuk! Biar jualannya semakin laku dengan voucher gratis! Informasi lebih lanjut:

<https://stimulus-bbi.kemenparekraf.go.id>

(Atau klik di link bio)

Periode: 1 September - 30 November Mari kita #BanggaBuatanIndonesia @kemenkomarves @perekonomianri @kemenkeuri @kemenparekraf.ri @kemenkumhamri @banggabuatanindo Terimakasih utk semua pihak yang telah bekerja keras dan mendukung program ini. Semoga bermanfaat bagi para pelaku ekonomi kreatif di Tanah Air di masa pandemi covid19 dan mendorong brand UMKM lokal semakin sukses!"

(angelatanoesoedibjo, 10 December 2021)

Based on Romaine (1995), Poplack also asserts that interjections and tags are the most favored constituents for switching between two languages. The caption on her Instagram account supports this statement. "**Hey Guys!**" At the beginning of the sentence, there was an exclamation sign to support the interjections at the end to end the phrase "**Hey Guys!**" expressing enthusiasm and happiness because she has good news. She mentioned that she had completed the stimulus program and offered Creative Economy entrepreneurs, especially in fashion, craft, and culinary, to join the program so that they would benefit a lot. The language is also switched because the phrase "**Hey guys**" in English is usually used to greet many people or depending on the context of the sentence. However, in Indonesia, what is commonly used to greet many people is "*Halo semua*" in the context of this caption. after she mentioned "**Hey guys**" she wrote down into Indonesian and this is where the language switched. However, this phrase is only an insertion which does not change the meaning of the rest of the sentence. Therefore, this data can also be called as an interjection or a tag switching. .

Meanwhile, "**Hey guys!**" is a **phatic function** based on how it is used in the caption. The greeting shows that her intentions are friendly therefore she is trying to involve the reader to participate in her communication. Nevertheless, upon examining the following sentence, that sentence contains an informational function. She informs a program from government that runs a fund for fashion, craft and culinary businesses. The fund purposed to assist creative economy entrepreneurs in selling their products to gain better profit. Further, the final words in the caption she made is an expressive function by using code switching. She express her gratitude to all of the parties who are considered supporting the program. Therefore from data 1, the code switching done by Angela Tanoesudibjo has three purpose at the same time, that is to show phatic, informative, and expressive.

Inter-Sentential Switching

According to Poplack in Romaine (1995:122) "Inter-sentential switching is the switch of language between clause or sentence boundary". It can be stated that Inter-sentential switching is a switch from one language to the other language, where a single sentence uses one language, and the other sentence uses a different language.

Data 2

"**Happy New Year from our family to yours** 🎉🎉.

Tahun 2020 merupakan tahun pembelajaran bagi kita semua. Tahun yang mengajarkan kita untuk bersyukur untuk apa yg kita miliki hari ini. Bersyukur untuk keluarga dan cinta yang ada di dalam nya. Tahun yang mengajarkan kekuatan yg ada dari kerja keras dan gotong royong. Mengajarkan arti kemanusiaan dan menjadi manusia yang penuh

keterbatasan.

Semoga tahun 2020 menjadi batu loncatan untuk tahun 2021 agar kita bisa hidup dengan lebih bijaksana dan memberikan semangat baru dalam hidup dalam kebersamaan yang harmonis.”

(angelatanoesoedibjo, 2 January 2021)

Inter-sentential switching is found in the caption above that happens at the beginning of the sentence. As can be seen in the first sentence, Angela Tanoesoedibjo uses English such as **“Happy New Year from our family to yours 🙏🙏”**. she says happy new year to her followers in the first sentence. In the second to last sentence, she abruptly switched her language into three more Indonesian sentences to add details from her New Year wish to other people, Therefore, the caption might be interpreted as a type of inter-sentential code switching, wherein the language switch from one language to another is clearly identified within a different sentence.

Furthermore, the beginning sentence **“Happy New Year from our family to yours 🙏🙏”**, is a phatic function based on how the sentence used in the caption is used to maintain good relations with everyone. The sentences include prayers and good wishes for the future.

Data 3

**The most wonderful time of the year ~
Christmas and my husband birthday all in the same wonderful month.**
Semoga pesan kasih, damai dan pengharapan Natal di Desember ini bisa menjadi kekuatan untuk kita menghadapi tahun yang baru.
Selamat Natal teman-teman ☐

(angelatanoesoedibjo, 25 December 2021)

From the caption, in the first sentence code-switching occurs firstly in English, then continued by Indonesian. The phrase **“The most wonderful time of the year ~”** in Indonesian which means **“Saat yang paling indah sepanjang tahun ~”**, followed by the sentence **“Christmas and my husband birthday all in the same wonderful month”** It means **“Natal dan ulang tahun suami saya bersamaan di bulan istimewa ini”**. Whereas the next sentence which contains a prayer on a special Christmas day for Angela Tanoesoedibjo uses in Indonesian **“Semoga pesan kasih, damai dan pengharapan Natal di Desember ini bisa menjadi kekuatan untuk kita menghadapi tahun yang baru.”**, and saying a Merry Christmas to her followers on her Instagram account. **“Selamat Natal teman-teman”**. Language switching is in accordance with Poplack's statement in Romain 1995 containing one sentence using one language and another sentence using another language called **inter-sentential switching**.

Furthermore, the language functions used in this caption contain **expressive and phatic** functions in the caption. **“The most wonderful time of the year ~”**, the phrase is a piece of song lyrics from Andy William released in 1963 (Berkowitz, Alcantara , & Tan, 2021). The tilde mark (~) can be interpreted as the next lyric to complete the phrase. To express her happiness in the sentence **“Christmas and my husband birthday all in the same wonderful month”** Therefore, Angela Tanoesoedibjo added a piece of the song's lyrics to her caption.

Further, Phatic function belongs to the two sentences because they contain well-wishes and wishes for everyone facilitating social relationships. In addition, to initiating conversations about this festive season, conveying Christmas greetings, and greeting friends with "*Selamat Natal teman-teman.*" or "**Merry Christmas friends**" to strengthen the relationships.

Intra-Sentential Switching

According to Poplack in Romain (1995:123), "alternation of languages that occur within a sentence or a clause boundary". The speaker employs code-switching as a linguistic phenomenon, wherein they alternate between different linguistic forms such as sentences, words, phrases, or clauses.

Data 4

"Yuk, tingkatkan **skill** mu!

Mentoring Bahasa Inggris untuk Pelaku Pariwisata dan Ekonomi Kreatif selama 3 bulan secara daring, gratis!"

(angelatanoesoedibjo, 28 January 2021)

The caption above appears to use intra-sentential switching. This supports Poplack (1974) statement that intra-sentential occurs because, in this instance switches between distinct types take place within the boundaries of clauses and sentences. The intra-sentential switching is found in the middle of the beginning caption. The word "**skill**" at the first sentence means the ability a person has. Therefore, the main point of the sentence at the beginning of the caption Angela Tanoesoedibjo is to invite or motivate the skill improvement in a person, hence sentence above concludes that intra-sentential occurred.

Meanwhile, the caption contains two language functions. As can be seen in the first sentence means to motivate someone to take action and enhance their abilities. It is a directive function intended to influence the listener's behavior or attitude. Whereas in the second sentence is an informative function. The sentence presents information that is based on facts on the English mentoring program for practitioners in the tourist and creative industry. Its purpose is to disseminate information and thoughts pertaining to the program. Generally, the **directive function** and **informative function** that found in her caption.

Data 5

"Ada usaha kuliner, **fashion**, kriya favorit mu dari Sumatera Utara? Ayo **share** dan **tag** usaha favorit mu disini ya 🙌🙌"

#BeliKreatifDanauToba #BanggaBuatanIndonesia

(angelatanoesoedibjo, 18 February 2021)

In the caption above, there is an intra-sentential switching where the words are *share* and *tag*. Those english words are inserted in one sentence. Whereas in Indonesian, the word "**fashion**" is an example of borrowing. It originated from English and has been adopted by Indonesian without significant spelling or pronunciation modifications.

Further, from the whole of this caption this analysis found two functions that contain the **phatic function** and the **directive function**. The sentence "*Ada usaha*

kuliner, fashion, kriya favorit mu dari Sumatera Utara?” purposed to ask about her follower’s favorite culinary, fashion and craft businesses in North Sumatra. The program is used to spread information and ideas about businesses and start discussions about the business. This means she tries to build communication with her followers. While the second sentence “*Ayo share dan tag usaha favorit mu disini ya...*”, the sentence represents the directive function of language by encouraging readers to take action and share their preferred businesses by tagging them, with the intention of influencing their behavior or attitude.

CONCLUSION

From the analysis it is found that in Angela Tanoesoedibo’s captions, there are three types of code switching, namely; tag switching, intra-sentential switching, and inter-sentential switching. The results of the study found 6 tag switching, 16 inter-sentential switching, and 42 intra-sentential switching. Intra sentential is the dominant type found because in she tends to insert words in English within a sentence. Those words relate to the topic of the sentences she made. In the other hand, for the language functions, there are five language functions were found. Those are Expressive, Informative, Directive, Aesthetic, and Phatic functions.

Considering Angela Tanoesoedibjo is an active politician in Indonesia who is involved in various state activities, her background of study, of course, and she actively interacts with many people, the use of code switching in her utterances regularly appears. Her work in the Minister of Creative Economics of Indonesia also influenced the function of the sentences she made in her captions. Therefore, eventhough other language is used in producing utterances or sentences, but the message of them can be delivered properly by considering the language function.

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