

CHAPTER 1

INTRODUCTION

1.1 Background of Research

With the growing influence of globalization, English is now considered as an important language that is widely learned. People will need to learn this one new language, whichever that maybe, but we will also never forget older languages completely. It means that we can use both of them at the same time for the several reasons. We use our mother tongue in our country and use second language (global language) for communicate with people that do not know anything about our mother tongue.

In todays society, the use of social media has become a necessary daily activity. Social media is typically used for social interaction and access to news and information. People interact with others via social media by using many kinds of language or language exchange. Some of social media which are very popular today is Instagram. Instagram is one of the social network that is growing rapidly than other social networks. In Indonesia, Instagram is one of the most popular types of social media. Instagram users are very diverse, from teenagers to adults, students and even celebrities. By using Instagram, they can upload photos and videos with descriptions or be known as a caption. On instagram, we can upload our photos and we can make a caption of the photos that we have uploaded. In Instagram caption, we can find some users use code switching to show their ideas and feelings.

With the existence of social media, the interaction between language users can be happen through cyberspace. However, there are often several users who use more than language or familiar with bilingualism and multilingualism (use of two language or more). And English is one of the foreign languages frequently used besides the mother tongue.

In various communities in the world, there are some people who have the ability to use more than one language. People are likely to change the language they speak while they speak. This phenomenon is known as code switching. Code switching is a language switching event, when people switch one language to

another or a variety of languages in a language act without anything in the language situation. Code switching is used to transfer the meaning to the interlocutor. When the language used by a speaker in conveying the meaning or message cannot be understood by interlocutor, then the speaker needs to change the language used in another language that can be understood by the recipient of the message or interlocutor.

Many Indonesian artist today use English in daily conversation and as a medium of communication besides their mother tongue. These artist tend to code switching English and their local languages in their social communicative setting nowadays. It can be observed that nowadays these artist tend to code switching English and their local languages in their social communicative setting. This phenomenon can be seen in their use of language in social media. They mean that communication by using English Indonesian code switching is trending among the artist nowadays, to express their feeling, obtain information, to educate the society about English language so the people can find out the meaning and learn to translate.

These features allow the Indonesian artist to explore and connect with their followers at anytime and anywhere. Indonesian artist tend to switch English to Bahasa Indonesia. Code switching seems to be a common language practice among the Indonesian artist. Mostly the use of code switching occurs in artist utterances. For example : Agnez Mo as the famous talented singer of Indonesian artist who likes to use code switching in her caption on Instagram when she post her photo and video make an English Indonesian caption. Here is the example of Agnez Mo caption which contain code switching that the writer found on her Instagram.

Anyone can love u when it's easy and fun, but take a good look at who stays with you holding your hands when things get tough. It takes a special one to love u through thick and thin. Don't try to find that person. BE that person.

Semua orang bisa mencintaimu saat semuanya mudah dan menyenangkan, tapi perhatikan baik-baik siapa yang tetap ada di sampingmu untuk memegang tanganmu pada saat semuanya terasa sulit. Orang yang spesial akan bisa mencintaimu dalam senang dan susah. Jangan hanya mencari orang

itu. Jadilah orang itu. (taken from photo caption Instagram @Agnez Mo, July 16th 2020).

Based on the example above, Agnez Mo is using both English as her second language and bahasa Indonesia as her mother tongue. That utterance is contained code switching phenomenon. After she types her caption then she translate it into Indonesian.

The writer conducts the further research about code switching because the writer is interested in continuing the study by analyzing this research about code switching and this research is expected to be useful in the process of learning language, especially studies of sociolinguistics. This research is expanding the form of code switching and nowadays, code switching phenomenon is not only found in the real conversation in daily life but also in the media which developed, one of them is in social media Instagram.

This research focuses in analyzing code switching in Agnez Mo's instagram. To identify types of code switching, the reasons of using code switching, and also to find the kinds of grammatical problems in her English caption. This research chooses Agnez Mo because she is one of Indonesian singer and actress who is fluent in speaking and writing both English and Indonesian.

1.2 Identification of the Problem

From the several description of the background above, identification of problem can be identified as follows that English is one of the foreign language frequently used besides the mother tongue. Agnez Mo is using both English and Indonesian in social media instagram that become an interaction and acces for doing language exchange. Communication by use English Indonesian code switching is trending among the artist nowadays and code switching seems to be a common language practice.

1.3 Limitation of the Problem

Based on the identification of the problem with linguistic phenomenon found code switching, I try to research the code switching transfer from English into Indonesia in giving a caption in her instagram. Based on theory of Thuy

Nguyen that there are 3 types of code switching, but only one type that I can not find in this research and that type is tag switching in Agnez Mo's Instagram caption. Due to limited time, cost, and ability, this research is limited with the following conditions:

1. The subject of the research is the types and reasons of code switching on photo caption of Agnez Mo Instagram that post on September 17th 2015, February 14th 2018, May 7th, May 9th, July 16th, August 19th and November 23rd 2020. Also the video of Agnez Mo with Najwa Shihab that post on March 9th 2020.
2. The object of this research is the kinds of grammatical problems in Agnez Mo's Instagram caption photo.

1.4 Formulation of the Problem

According to the background of the research discussed above, I realize that the points to be discussed are follows:

1. What are the types of code switching in Agnez Mo's Instagram caption ?
2. What are the reasons Agnez Mo switches one language to another language in her Instagram caption ?
3. What are the kinds of grammatical problems in Agnez Mo's Instagram caption?

1.5 Objective of the Research

Based on research question above, there are three objectives of this research :

1. To identify types of code switching in Agnez Mo's Instagram caption.
2. To explain the reason of using code switching in Agnez Mo's Instagram caption.
3. To classify the kinds of grammatical problems in Agnez Mo's Instagram caption.

1.6 Benefit of the Research

I hope, the finding of this study will be useful for:

1. The Writer

The result of this study will answer me the question which is the basic of research about code switching.

2. The Readers

To encourage the readers to improve their study in English about code switching and to help the readers in analyzing code switching that is used in social media.

3. Other Researcher

The result of this study can increase the knowledge about code switching and hope this result can be used as reference to conduct a further research.

1.7 Methods of the Research

As for the method of doing this research, the data obtained will be analyzed by descriptive qualitative techniques, with a few steps below:

1.7.1 Conduct Pre-Research

In this step I search for several books on sociolinguistics that contain theories about this research topic, especially books that explain a lot about code switching, educational articles and journals about code switching and grammatical. Then the writer access social media instagram through the instagram application downloaded via Google plays and log in through the account with a username @elisabella59. The types of analysis in the domain of linguistic is categorized as its unit of analysis. In the case, Code Switching is included in the linguistic domain. It is phenomenon consisting of some types, which can be use as the units for classifying the data. The aim of this research is to describe and discuss the type of code switching, the reason of code switching based on Hoffman's theory in (Kisno, 2012) which the utterance used by Agnez Mo in social media Instagram. And with theory of (Hollister, 2014) to classify the grammatical problems in Agnez Mo's Instagram caption.

1.7.2 Data Collection

Method of data collecting is the way the researcher collecting the data in the research. Source of data are subject who give the data or information or where the data are gotten from. In this research, the data source was the written caption of Agnez Mo instagram, which has code switching to collect the data needed. To support in gathering the data, the researcher also use documentary method.

Documentary method is a method used to collect the data based on books, journal science or journal article, and internet. Data is collected from photos post where code switching is used on Instagram by Agnez Mo that post on September 17th 2015, February 14th 2018, May 7th 2020, May 9th 2020, July 16th 2020, August 19th 2020, and November 23rd 2020 posted by Agnez Mo. And also video post on March 9th, 2020. In this research the researcher use documentation method to collect the data about the types of code switching and the reasons of using code switching in Agnez Mo's Instagram caption. And to research the kinds of grammatical errors, the writer make a data table to classifying the kinds of grammatical problems. The writer limits data collected by only retrieving data contains code switching elements in English-Indonesian or Indonesian-English. Then the writer take a screenshots by any data found by the writer. And the writer, used data table for summary analysis of types code switching and reason of using code switching.

1.7.3 Analyze the Data

The data that has been obtained by the writer and data in the form of photo captions on instagram that contain code switching in it need to be analyzed. To analyze the data, I follow the steps:

- a. Identifying and classifying the data based on the categorization of the types of code switching, and the reason do code switching.
- b. Classifying and focus the data on kinds of grammatical error.
- c. Making a conclusion based on the analysis.

1.8 Systematic Organization of the Research

Systematic organization of this research contains the structure of this thesis. There are:

1. Chapter 1 – INTRODUCTION

This chapter presents background on the research, identification of the problem, limitation of the problem, formulation of the problem, objective of the research, benefit of the research, and systematic organization of the research. This chapter also provides a brief explanation about the method of the research. In the end of this chapter, the researcher informs systematic organization of the research.

2. Chapter 2 – FRAMEWORK OF THE THEORIES

This chapter presents the result of the researcher search on theories or related research students on similar field. It provides the readers theories which they need to comprehend this present study.

3. Chapter 3 – THE USE OF ENGLISH INDONESIAN CODE SWITCHING IN SOCIAL MEDIA INSTAGRAM USED BY AGNEZ MO

This chapter display all results of data analysis. The formulation of the problems meet the answers in this chapter. To make it clearer for the readers, the researcher convey the formulation of the problem.

4. Chapter 4 – CONCLUSIONS

This chapter, the end of this research, I will describe several conclusions about code switching that used in instagram based on the finding research.