ANALYSIS OF CODE-SWITCHING USED BY PEOPLE ON FACEBOOK, INSTAGRAM AND TWITTER

TERM PAPER

Submitted in Part Fulfillment for Obtaining

Strata One (S-1) Degree

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FACULTY OF LETTERS

UNIVERSITY OF DARMA PERSADA

JAKARTA

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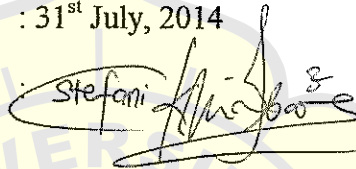# INTELLECTUAL PROPERTY STATEMENT PAGE

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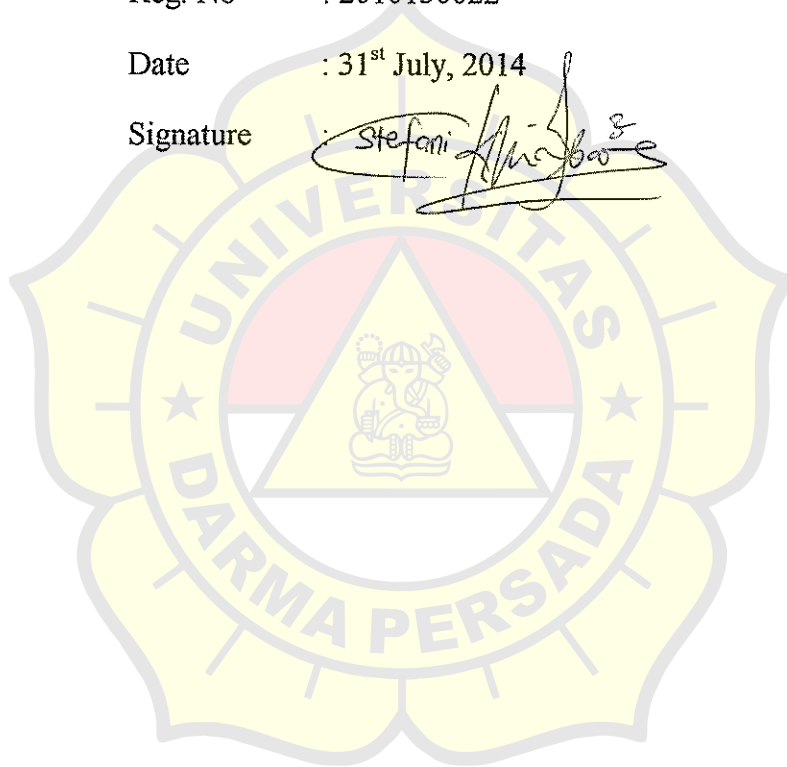
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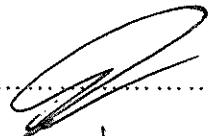
The term paper has been tested on August 28, 2014

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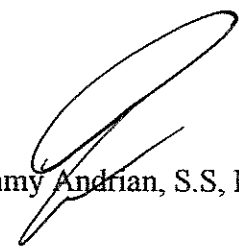
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PREFACE

By saying thanks, I would like to express my gratitude to Jesus Christ for His blessing and mercy who has enabled me to finish the term-paper, which entitled *"Analysis of Code-Switching Do by People on Facebook, Instagram and Twitter"*.

This term-paper is submitted to the Strata One English Department of Darma Persada University as a partial fulfillment of the requirements for obtaining the Strata One (S1) degree. Finishing this term-paper is the hardest thing that I have ever made. I know there is much room for error, but this is the best thing that I could do.

Completion of this study cannot be separated from support from many people and various parties. Accordingly, I want to say thanks to those who give their contribution for me in finishing this term paper as I listed follow:

1. Mr. Tommy Andrian, S.S., M. Hum., as the Head of Faculty of Letters and as my supervisor in writing the term paper, who has given his time to guide and motivate me finishing this paper.

2. Mrs. Fridolini, S.S., M. Hum., as the reader who has checked and repaired the word by word in this term-paper.

3. All lectures of English Department of Darma Persada University who have given me a lot of knowledge, experiences and learning, not just intellectual learning but also moral learning.

4. Mr. Syamsul Bachri, S.S., M. Si., as the Dean of Faculty of Letters.

5. My beloved mother, because of her prayer, love, time, money, advices I can finished this term-paper and finish my education in Darma Persada University.

6. All of my family members and pets, your loves and supports are really meaningful for me.

7. All of my friends in University of Darma Persada, Amy who always (even not every day) contacted me by phone to ask *"Gimana skripsi lo fan?"* and *"udah sampe mana progressnya?"*, Tya who ask me *"lo udah bimbingan*

lagi belum?", Nana and Arin who waste their time with me - sometimes - every Tuesday. Erni, Shella, Ran, Adi, Oki and all of you, that I cannot mention it one by one. I want to say thanks to you all for your attention, criticism and time.

Finally, once again, I would like to express my appreciation to all people who have assisted me in the completion of the term-paper. *Nobody is perfect*, I hope the paper can give a bit contribution to everyone, especially for those who have research in field of language education.

Jakarta, July 31, 2014

Writer,

Stefani Centi Krisna Tobing
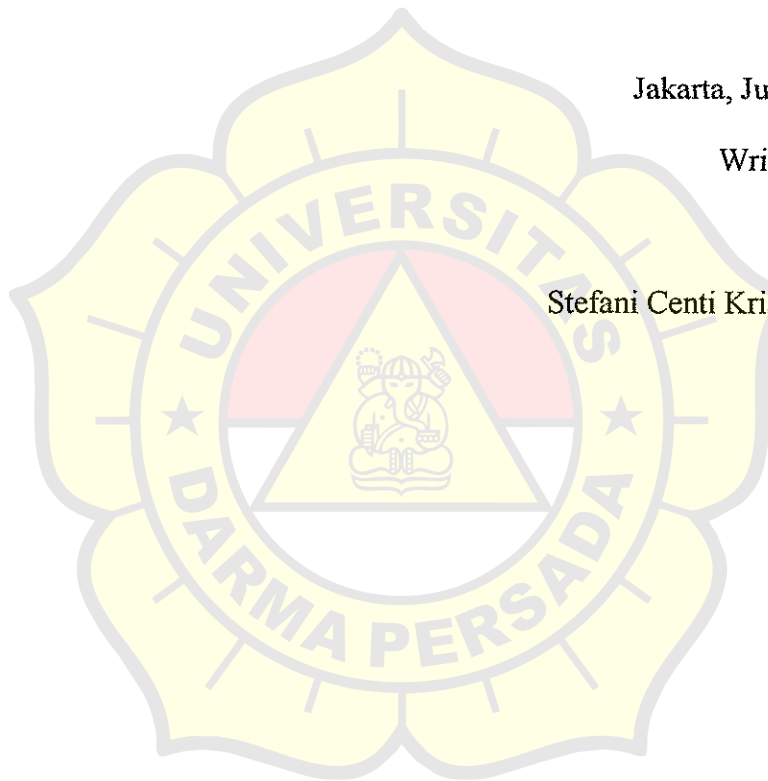
ABSTRACT

Name : Stefani Centi Krisna Tobing

Study Program : S-1 of English Department

Entitled : Analysis of Code-Switching Used by People on Facebook, Instagram and Twitter

Nowadays, communication can be done face to face and through the social media. Many people switch code from one language to another. It is known as code-switching. In this term paper, the writer tries to analyze code-switching that used by people on Facebook, Instagram and Twitter. The writer will first introduce definition of the terms, types of code-switching and reasons of code-switching. After that, the writer presents and outlines data that collected on the social media. The aims of this study are to find out whether intra-sentential, inter-sentential or emblematic switching on types of code-switching; and talking about particular topic, quoting somebody else, interjection, repetition used for clarification or real lexical need on reasons of code-switching mostly appeared on social media. The writer uses qualitative method to collect all of the data. There are one hundred twenty data in the form of images obtained from sixty random people. The result shows that inter-sentential switching (36%) the types of code switching and talking about particular topic (62%) the reasons of code-switching are mostly appeared on the social media. Finally, based on distribution frequency of gender, woman (70%) is the mostly used code-switching on social media.

Keywords: Sociolinguistics, Bilingualism, Code-Switching, Social network.

ABSTRAK

Nama   : Stefani Centi Krisna Tobing

Program Studi   : *Sastra Inggris S-1*

Judul   : Analysis of Code-Switching Used by People on Facebook, Instagram and Twitter

Saat ini, komunikasi tidak hanya berbicara bertatapan muka, tetapi juga dapat dilakukan melalui media sosial. Banyak orang beralih kode dari satu bahasa ke bahasa lainnya. Hal ini dikenal sebagai alih kode. Dalam skripsi ini, penulis mencoba menganalisis alih kode yang digunakan oleh orang-orang di Facebook, Instagram *dan* Twitter. Pertama, penulis *akan memperkenalkan definisi istilah yang digunakan, jenis alih kode, dan alasan alih* kode. Setelah itu, penulis menyajikan dan menguraikan data yang dikumpulkan dari *media sosial. Tujuan dari penelitian ini adalah untuk mencari tahu apakah* intra-sentential, inter-sentential *atau* emblematic switching *pada jenis alih kode; and* talking about particular topic, quoting somebody else, interjection, repetition used for clarification *atau* real lexical need *pada alasan alih kode yang paling banyak muncul di media sosial. Penulis menggunakan metode kualitatif untuk mengumpulkan data. Ada seratus dua puluh data dalam bentuk gambar yang diporleh dari enam puluh orang secara acak. Hasil menunjukkan bahwa* inter-sentential switching *(36%) jenis alih kode dan* talking about particular topic *(62%) alasan alih kode yang paling banyak muncul di media sosial. Terakhir, berdasarkan frekuensi distribusi jenis kelamin, perempuan (70%) yang paling sering menggunakan alih kode di media sosial.*

Kata kunci: *Sosiolinguistik, Bilingualisme, Alih Kode, Jejaring Sosial*

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CHAPTER 1
INTRODUCTION

1.1 Background of the Research

Language is a system that is shared by the members of a community. Language is a very important part of life. Communication between people enables us to understand one-another and helps us to communicate our problems, suggestion, plans, and to build relationships. Many people have more than one codes (language), and that phenomenon is called bilingualism or multilingualism.

In this era of globalization, when the relationship and interaction between ethnic groups increasingly wide open, it is difficult to find groups in which only use or live in one language. Various interactions that occur between individuals within the group or other groups led to the development of multilingualism in a society. This condition becomes the reasons for societies to switch their language. As a result of using two languages or more and the meetings two cultures or more, a speaker cannot be separated from the effects of the two languages. One of the results is a mixture which is done (consciously or not) between two languages system that is used.

Sometimes, in the situation like that, a speaker changes the elements of language or speech level in conversation. It depends on the context and situation of the conversation. For example, A with B is talking in X language, come C who do not speak X enter to the situation, then the A and B switch using other language that understood by the C.

The above condition is a situation in public speaking in bilingual or multilingual by the same speaker. Intensive contact makes it to happen in public speaking. In other words, the phenomenon like that is common to happen as a bilingual or multilingual product.

The development of technology makes the Internet not only as a tool to get knowledge but also to communicate. Media social users have their own style of writing in commenting or creating status on their account. We can say that media social users are people who have an account on Facebook, Instagram, Twitter, or else then share their own experiences or feelings through their timeline.

Indonesia consists of ethnic diversity. It means that there are many languages used in Indonesia due to their ethnicity. Indonesian societies speak not only in their regional languages, but also in Bahasa as a national language. It means Indonesian societies can speak more than one language. English has become an international language which is mostly used anytime and anywhere. English language has been widely and globally used in many countries including Indonesia. The need to communicate with outsides community make Indonesian society has had English as a second language in their lives.

Nevertheless, the use of English language also appears in Indonesian societies on social media. People tend to switch from Bahasa to English for some reasons. This occurrence challenges the writer to conduct a research on people code-switching. The social media that the writer chooses to collect data are Facebook, Instagram and Twitter. The reason why the writer chooses these social media is because Facebook, Instagram and Twitter are the most popular social media on Internet.

Based on the background, the writer is interested in conducting code-switching research. The writer is interested to find out the types and the reasons of code-switching are mostly appeared on the social media.

1.2 Identification of the Problem

There are many situations when speakers make a conversation with others in bilingual or multilingual society. The writer assumes that bilingualism speakers have a reason when they do code switching. The writer wants to find out the types and the reasons of code switching.

1.3 Limitation of the Problem

This paper focuses on code switching in sociolinguistics and the research has been limited to the analysis of the types of code switching and the reasons why people do code-switching by Hoffman on social media (*Facebook, Instagram and Twitter*).

1.4 Statement of the Problem

The writer finds many people do code switching on social networks. Therefore, the writer formulates the statement of the problem as follow:

1. Which type of code switching (inter-sentential switching, emblematic switching, or establishing continuity with the previous speaker) is mostly appeared on social networks?
2. What are the people's reasons to do code switching through Hoffman's theories and what reason is mostly appeared on social networks?

1.5 Objectives of the Research

Based on the identification of the problem and the statement of the problem, the general objectives of this study are:

1. To find out what type of code-switching which is mostly appeared by people on social media.
2. To find out what reason of code-switching which is mostly appeared by people on social media.

1.6 Framework of Theories

The writer focuses the study on the occurrences of the types of code-switching and the reasons of code-switching on Facebook, Instagram and Twitter. The theory that used is Charlotte Hoffman theory in book An Introduction of Bilingualism.

1.7 Methods of the Research

Source of the data in this research is a primary data. Primary data is a source of research data which collected directly from original source (Sangadji, 2010:171). The technique that is used to collect sampling in this research is non-probability accidental sampling. Non-probability sampling is a sampling technique that does not provide equal opportunities for every member of the population to be selected into the sample (Sangadji, 2010:188). Accidental sampling is a sampling technique based on coincidence, that anyone who accidentally meets with researchers can be used as a sample (Sangadji, 2010:189).

The method in collecting the data that is used in this research is qualitative data. Qualitative data is a data in the form of word or sentence. (Sangadji, 2010:191)

1.8 Benefits of the Research

The benefits of the research are to fathom the study about Sociolinguistics, especially through social networks on internet, which are Facebook, Instagram and Twitter.

1.9 Systematic Organization

Based on the benefits of the research above, the systematic organization of the research in this term paper is as follow:

CHAPTER 1: INTRODUCTION

It consists of: Background of The Research, Identification of The Problem, Limitation of The Problem, Statement of The Problem, Objectives of The Research, Framework of The Theories, Methods of The Research, Benefits of The Research and Systematic Organization of The Research.

CHAPTER 2: FRAMEWORK OF THE THEORIES

It consists of the theories used in the research: First, definition of social networks. Second, Definition of code and code switching, then the type of code switching. Third, Order of reasons to do code switching.

CHAPTER 3: ANALYSIS OF CODE SWITCHING USED BY PEOPLE ON FACEBOOK, INSTAGRAM AND TWITTER

It entitles Analysis of Code Switching Used by People on Facebook, Instagram and Twitter. First, the writer presents the classification and analysis. Second the write presents the frequency of distribution. Third, the writer presents the percentages of the data.

CHAPTER 4:   **CLOSING**

It contains the conclusion of the research and shows what types of code-switching and what reasons of code-switching is mostly appear on Facebook, Instagram and Twitter.