

ANALYSIS THE USE OF CODE SWITCHING AND CODE MIXING IN INSTAGRAM CAPTIONS OF INDONESIAN ARTISTS

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Abstract

The purpose of the study is to analyze the codes switching and code mixing in the caption of Indonesian celebrity. The study USES the qualitative method and USES the code switching theory from hoffman (1991: 112) and USES the code mixing theory from muysken (2000). Studies are conducted on the social media object of instagram and are searching for captions of Indonesian artists. Studies have shown that switching and mixing codes on Indonesian celebrity instagram also reflect cultural and linguistic dynamics happening in society. They point to language adaptation and flexibility in the digital age, where a mixture of languages has become common in everyday communication. It also reflects social changes and globalization that affect the way people communicate and interact in social media.

Keywords: code switching, code mixing, caption, Instagram

A. INTRODUCTION

Foreign languages are very influential in our lives in this global era where foreign languages are fundamental nowadays in various types of work and to get a job, in running a business, education, accessing various content on social media or on social media, internet, travel, interact with people from various countries and get to know cultures, individuals, communities, and many other things. As a result, speaking two or more languages on a regular basis is a worldwide phenomenon. This is due to the growing influence of English, which is utilized in every area of society, both directly and indirectly, particularly among today's young millennial generation. There is a practice of communicating in a second language when someone uses other languages to communicate with persons who do not speak the same language. (Kartika et al., 2020)

Sometimes we meet people who communicate using two different languages, both in face-to-face meetings and through social media. Those people are called bilingual people because they usually mix and switch languages. Spolsky, (1998) expresses that bilingual is capabilities in using second language. Further, (Deckert and Vickers, 2011) mentions that someone who uses two or more languages is known as a bilingual person or multilingual person. From several phenomena that occur between mixed codes, Hoffmann, (2014) explains some reasons why these people (bilingual and multilingual) switch or mix their languages such as: (1) they talk about a particular topic; (2) they quote from somebody else; (3) they are emphatic about things they find, (4) they produce interjection, or sentence cohesive devices), (5) they clarify by using repetition, (6) they intentionally try to clarify the content of the speech for the interlocutor and

(7) they express group identity and entity. Recently, it is very common to know people with two languages at the same moment. It is known as a bilingual or multilingual (Wardhaugh, 1986). As a way to differentiate between those mentioned terms above, (Spolsky, 1998) defines bilingualism as a person who are capable of using two language equally. This may vary from a limited ability in one or more domains, to a very strong command of both languages. This condition leads to the use of code-switching and code-mixing (Wardhaugh, 1986). (Wardhaugh, 1986) mentions they point of code-mixing in which two or more languages are used to form utterance. On the other hand, (Aurima and Windyawati, 2018) states that code switching emphasizes the switch of a language to another language.

In this digital age, communication is not limited to face-to-face interactions but may also take

place on a variety of platforms, that is social media. It has become a network for people to stay in touch despite the distance between them and without having to meet in person. Fans of celebrities may now share their memories more easily thanks to social media. People utilize social media to communicate their emotions about anything they are feeling and experiencing. It might be a post that includes photos and captions and discusses daily activities. One of the most discussed social media platforms is Facebook, which is now used by practically everyone, both in the city and in the village. (Kartika et al., 2020)

1. Switching codes are linguistic phenomena in which one turns knowingly or unknowingly between two or more different languages or codes in conversation or communication. Switching codes can occur in various contexts, such as in everyday conversations,

formal talks, or written communication.

Switching codes generally occur when one has eloquence or ability to communicate in more than one language. In everyday conversation, one can combine words, phrases, or sentences in different languages for a variety of reasons. The reasons include these:

- a. Emotional expression: a person may feel more comfortable or be able to express a certain feeling or emotion by using a certain language. For example, in animated conversation, a person can turn to their native tongue to express stronger feelings.
- b. Clarity of communication: at times, a person may use words or phrases in a specific language that are more appropriate or have a more appropriate meaning to convey a concept or a message. Switching codes can help ensure that messages

are conveyed clearly by the opponent.

- c. Cultural identity: use of the switching codes may also be used to show particular cultural or group identity. A person may use a certain language to identify affiliations or links to ethnic, religious, or tert communities

2. Mixing codes refer to the practice of using two or more languages in conversation or writing. This occurs when a person combines the elements of a different language in the same context. Mixing codes are very common in societies that have more than one actively used language.

In the mixing code, the individual can cross between different languages in one sentence, or even in one phrase. This is usually the case when a person feels more comfortable or is better able to express himself using words or

phrases from another language, especially when the correct term or concept cannot easily be expressed in one language.

Mixing codes can also happen because of social and cultural factors. For example, in multilingual communities, a person may use a certain language to identify groups or in solidarity with members of the same community.

Mixing codes can influence language aspects such as vocabulary, phrases, idiom, grammar, and pronunciation. It reflects the dynamics and complexity of language use in everyday life. Mixing codes can occur in various situations, including informal conversations, social media, and even informal context such as academic or political presentations. (A.Y.A. Kay et al., 2022)

Instagram allows people to communicate in virtual

environments. Because anyone can if you have a Instagram account, this flexibility helps improve language. Racial variation, class Economics even cultural and language differences are interesting to explore. Gaps the language and social status that form an interesting combination of languages that are often used interchangeably a accidental mixture of code is a term used to describe the mixing of languages. in the language community, mixing codes is associated with two languages or two variants of language (Chaer, 2004). The importance of science, the results of this research are expected to matter both theoretical and practical. (Valentine et al., 2018)

The theoretical significance of this research should make a significant contribution sociolinguistics knowledge developed and enhanced, especially over code mix

the code. The practical significance of the results of this study must provide practical significance different person. Students should have good knowledge about how to use the code and mix codes to successfully interact with others in everyday life a successful day and communication is not just about agreeing to something, it's about making them do it including the ability to respectfully communicate disagreements with others others know that you can do something new and different. Then the connection code switch verride codes is the use of the codes, and over the codes often occur in player - to - person conversations. Bilingual and can occur simultaneously, but often used in different contexts. Instagram users wait for the results of this study to provide sufficient information about the use of codes and deep mixed codes. Upload your

instagram title. Other researchers may make good use of the results of this study it's a reference to similar other research. Scope and limitation focused on research problems that were formulated, researchers set up space scope and limitation. In this study, researchers focus on transfer types and functions codes and a mixture of codes used by instagrammer. (A.Y.A. Kay et al., 2022).

According to (bhatia and Ritchie, 2004) the mixture of codes refers to "bilingual linguistic behavior that is mentioned inserting a word or phrase from one of the languages into another." So, under the circumstances informal is allowed to mix codes, especially terms that can be expressed in language other. By definition above, almost all such definitions have the same understanding as mixing a code that speaks two or more languages or blends one code into another even

in a speech that was sometimes very brief with no change at all. Mixed use the code depends on what language the speaker controls and what the purpose of the speaker is. This can happen because speakers have not found a suitable term to use. Kind of mixed code (muysken and S., 2000) define the three kinds of combination of code-insertion, substitution, and lexicon. We know that social media is very popular today, and much research has done research on how social media affects its users. For research me, at least seven researchers have done by researchers. And the seventh equation and difference the study was based on the results of the seven studies above, so the similarity was that of the seven the study discussed the override codes and the interlaced codes. And the difference of the seven studies in the top is about the context of using over the code and mixing the

codes according. (Haq & Damanhuri, 2015).

Wardaugh (1998: 103) argued that “code mixing occurs when conversation use both languages together to the extent that they change from one language to the other in the course of a single utterance.” It means that the speaker changes some of the language elements (i.e. word) within the utterance. In the other hand, code switching according to (Hymess, 1986) code-switching had become a common term for alternative use of two or more language, or varieties of language, or even speech styles. Sociolinguistics as generally deals with the study of society and language relationship views the phenomenon as something acceptable in communication. Speakers have their own rights to use any language, as long as the communication can run well though

uses more than one language. Finegan (1994: 3) stated that “in using language people do not always use the standard language to make people understood what the speaker meant. People sometimes use language variation which is to show their identity.” Speakers prefer to change language because of the specific purpose. (Kartika et al., 2020).

B. LITERATURE REVIEW

1. About definition of Code Mixing and Switching, Siti Nita Kartika et al., (2020) Written a journal with the title "CODE MIXING AND CODE SWITCHING FOUND IN VIDIO INSTAGRAM" state the introduction of that codes.
2. Code Mixing and Code Switching, Cristiany Indah Nur, et al., (2016) "ALIH CODE DAN CAMPUR KODE DALAM AKUN INSTAGRAM

SELEBRITI INDONESIA" state the definition. Code switching is the transfer of the use of one language code to another language code. If someone at first using language code A, for example Indonesian and then switching to using language code B, for example English, then such switching of usage is called code switching. Code mixing is the use of language elements, from one language through specific utterances another language. Sumarsono (2002) states that code mixing occurs when speakers insert elements of another language when using a particular language. In addition, there is the concept of code mixing which was expressed by Muysken (2000). He describes code-mixing as the behavior of two languages in an utterance when the lexical elements in the two languages combine into a structure of the language used in the utterance. In other words, Muysken was able to emphasize the difference between code mixing

and code switching, namely code mixing behavior occurs at the level of words and phrases.

3. About Instagram, Gusti Putu Rustika Dewi, et al. (2021) " INDONESIAN ENGLISH CODE MIXING ININSTAGRAM CAPTIONS OF AN INDONESIAN SELEBGRAM"

According to Fitria (2020), Instagram is a social networking app designed to enable users to share photos and videos. Alper (2013) states that Instagram was released in 2010 to enable its users to share private photos and permit filtered photos. Instagram posts can be completed with a "caption" to let other users or audiences understand the story behind the pictures or videos. Turner (2006) mentions that the chance of becoming a celebrity has increased in Instagram. Many popular Instagram users have become what has been dubbed as "celebgram" or celebrity Instagram. Hendrayati, Gaffar, and Dwiyanthy (2016) use the term celebgram to refer

to "celebrity endorser on Instagram," applied the famous Instagram users. The latter regularly unloaded videos that endorse certain products for financial or material gains. These celebgrams usually have thousands of followers, that their attitude to endorse particular products will affect their followers' opinions (Ersani, et al., 2021; Maghfiroh & Hapsari, 2015).

C. METHODS

This method of research is qualitative descriptive. Qualitative descriptive research is research that seeks to represent social symptoms and aims to reveal facts, phenomena, variables and circumstances that occur during the research. The data from the study are derived from caption or a caption from a photo posted on the instagram account of some Indonesian celebrities belonging to Maudy Ayunda, Prilly Latuconsina, Cinta Laura, Febby Rastanty and Luna Maya. The reason the writers select data taken from the caption of the celebrity is

because they often use both the code and the combination of codes in writing caption to almost all the upload in their respective instagram. Research data collection was done using screenshot of upload caption on their instagram account. Then, all the caption that has gathered is categorized by the kinds of switching codes and code mixing. As for Hoffman (1991: 112) it shows the three forms of a code based on the point or the sociolinguistics of the language. The three forms over the code are:

- a. inter-sentential switching (going between sentences) These override forms occur between clauses or sentences, where each clause or sentence in one language or another.
- b. intra-sentential switching (going on in sentence) This override code occurs in a phrase, a sentence, or a sentence limit.
- c. imblematic switching. In this kind of override code, tag, exclamation

words and phrases specific sets in one language put into the spoken word are expressed in another. (Girsang, 2015)

Code mixed concepts presented by muysken (2000). He described the mixing of code as a two-language behavior in speech when the elements elements of both languages combined to form the language structure used in the speech. In other words, muysken was able to highlight the difference between the code and the code, which is that the behavior over the code occurs in the order of words and sentences. Muysken divides the process of mixing the code into three forms as follows:

1. These corrective forms of a coded alloy occur when the elements of a language enter and mix into the second grammatical system of the language used to communicate. In other words, this mixed form of code adds elements of a second

language into a speech, along with corresponding words or phrases, without altering the grammatical structure of the speech. There are generally four types of appendages in expression:

- a. N incorporation, a form in which the noun is incorporated into a grammatical structure from one language to another in one speech.
- b. Np incorporation, a form of adding a noun phrase made up of a noun adjective or complementary noun from one language to another grammatical structure in one sentence.
- c. The DGNP adjunct, a noun phrase adjunct, which gives the number, gender, and specifications of speech in one speech to the form of the other grammatical structure.
- d. A combination of dp, a way of adding a definition of a language

into a grammatical structure of another language in one speech.

2. Alternative. This mixed form of code occurs when different language structures change, both in the grammar system and in the vocabulary, which are not easily noticed by mixing into one sentence in conversation. In other words, the override code is a mixture of codes that occurs when two different languages are used in a sentence with parallel wording between the two languages.

3. A consistent lexicon. This mixed form of code occurs when the speaker combines and matches two different grammatical systems without changing the sentence structure by adding the vocabulary from both languages. In other words, a suitable vocabulary is a type of coded mixture in the speech that contains several words of a different language, but it can still

form intact information because of the same grammatical system. In the form of this cipher, the frequency of the predominant words forms. One expression is said to contain a form of mixed code when the various elements of different languages appear more than twice and thus seem to be changing

from one another. (Ikhsani, 2018)

D. RESULTS

Tabel 1. Types of Code Switching and Code Mixing

D. FEBBY RASTANTY	<p>febbyrastanty Sebelum berangkat ke tokyo kemarin, aku sempetin buat treatment rutin di @youthbeautyclinic. It's always a pleasure to come back! Thank you dok! @dipgubayra @dianrejan. (wipesampe slide terakhir, ngajak dokter buat foto candid ala-ala ternyata oke juga ya dok hahaha)</p> <p>febbyrastanty Orang bilang karakter akan menentukan pemainnya sendiri. Dari awal ditawarin namanya Ani, cuma bisa ketawa kecil dalam hati, eh namanya sama kayak mamaku hahaha. Terus rambutnya diminta disterilngin kayak gini. Mirip banget sama mamaku zaman dulu, rambutnya juga kenting gini hahaha. What a coincidence. Mirip gak sih aku sama mama??? Hahaha jujur mamaku lebih cantik sih. @siboworang</p>	Intra-sentential switching		N-Insertion mixing
B. MAUDY AYUNDA	<p>maudyayunda Selamat hari karnis, teman-teman!</p> <p>Mau bu hari ini pasti kita ingat selalu, memperjuangkan potensi dan kemampuan perempuan. And this is really good toward women's education, but about empowering women as individuals so they can choose, act and think without gender barriers.</p> <p>She was also such a trailblazer during her time. We forget she criticized and fought against many things that were considered truths and conventional wisdom at the time. Mau bu journey wanita is to always harbor curiosity, seek truth, and challenge injustices that may be hidden in the supposed "masculine" and "female" we live today.)</p> <p>maudyayunda Selamat hai bu, mama @mven. I terasayng & grateful for you.</p>	Inter-sentential switching		NP-Insertion
C. PRILLY LATUCONSINA	<p>prillylatuconsina96 Good morning! (Report because I like this edit more)</p> <p>I had the most magical experience in Labuan Bajo! Beryukur sekali bisa melihat salah satu lokasi diving terbaik di Indonesia. Berharap bisa segera kembali lagi ke sini karena masih banyak yang belum dikunjungi. Aku merekomendasikan buat kalian semua untuk ke Labuan Bajo, sangat indah. (lihat semua 221 komentar)</p> <p>prillylatuconsina96 A Day In My Life sebagai Dosen Senang sekali bisa kembali mengajar! Kali ini aku mengajar di Fakultas Ekonomi dan Bisnis Universitas Udayana Bali. Misteri kali ini adalah Strategi Bisnis di Industri Kreatif. Selalu senang kalau bisa berdiskusi dengan para mahasiswa karena selain mengajar, aku juga jadi belajar lagi. Diskusi bersama mahasiswa selalu bisa membuka lebih luas sudut pandangku. Sampai bertemu di kelas selanjutnya yess! Terima kasih banyak untuk program @praktikumengajar @kampusmerdeka.id dan @unnuudayana (lihat semua 1.609 komentar)</p>	Inter-sentential switching		Insertion mixing

RESPONDENT	EVERANCE	TYPES OF CODE	
		SWITCHING	MIXING
A. CINTA LAURA	<p>claurakiehi Merayakan minggu terakhir bulan puasa dengan bermain dan berbagi dengan anak-anak baik ki. An afternoon well spent. ☺</p> <p>I'd like to extend a special thank you to everyone that helped make this happen! 🙏</p>	Inter-sentential switching	
	<p>claurakiehi Selamat memperingati Hari Pahlawan, besties!</p>		Insertion mixing
E. LUNA MAYA	<p>lunamaya It's time to learn from The Pro!</p> <p>Akhirnya setelah lama gak latihan golf, aku berkesempatan untuk main golf lagi dan langsung diajars sama Pro Goller Indonesia @dananymarini_official tentunya diajakin sama @lowesindia</p> <p>Karena kemarin sempat latihan swing di halaman rumah, jadinya pas main bareng Pro Goller udah mulai ole-ole nih teknik swingnya walaupun udah lama gak main.</p> <p>Tips dari aku kalau mau swing like a Pro, kamu harus nonton tayangan malam ini deh! Yang penasaran sama teknik apa aja yang aku dapat dari Dongy yuk langsung nonton tayangan lengkapnya di YouTube Channel TD Media!</p> <p>#AmLowCalorie #TemanDetialOnWater Lihat semua foto komentar</p>	Emblematic switching	
	<p>lunamaya Hall! I'm officially bergabung dengan @wastedchange sebagai investor. Berawal dari kegalasan tentang sampah akhirnya ingin berbuat sesuatu yuk kita selalu peduli dengan lingkungan. Menciptakan lingkungan sehat, bisa dimulai dengan kelola sampah dengan baik di mulai dari rumah kalian masing masing, caranya gampang pisahkan saja sampah kalian sesuai dengan kategori.</p> <p>Kamu peduli lingkungan, buang sampah jangan sembarangan, jangan bakar sembarangan, jangan tidak peduli! #bijakkelolasampah Lihat semua 312 komentar</p>		Consistent lexicon.

ANALYSIS

Responden A (Cinta Laura)

1.1 The caption includes the form of the inter-sentential switching code based on Hoffman's theory (1991: 112) because one phrase written in English is included in the phrase expressed in English and the reason for its substitution in order to make it clear that speakers give special thanks to all who help to do it.

Inter-sentential switching code refers to the practice of switching between different languages within a conversation or text. It is

commonly used in bilingual or multilingual contexts where speakers or writers alternate between languages for various reasons. Without specific information about the code being used or the examples given, it is not possible to determine the exact form of the inter-sentential switching code based on Hoffman's theory. Additionally, the reason for substitution to express gratitude is not clear from the given context. If you can provide more specific information or examples, I would be happy to help you further.

1.2 The caption USES mixed descriptions revealed by Muysken (2000). These mixed forms of code appear when there are elements of a language that comes in and joins into the grammatical system of another language that is being used for communicating.

This phenomenon can be observed in multilingual settings or in contact

situations where speakers are exposed to multiple languages. When individuals interact in such environments, they may incorporate vocabulary, grammar, or other linguistic features from one language into their speech in another language.

Muysken's framework provides insights into the dynamics and patterns of mixed language usage. It explores factors such as social context, language proficiency, and cultural identity that influence the occurrence and function of mixed descriptions. By examining these phenomena, researchers can gain a deeper understanding of how languages interact and evolve in bilingual or multilingual communities.

Responden B (Maudy Ayunda)

1.1 From caption to show the sort of over the code on inter-sentential switching, according to Hoffman's theory (1991:112) where the

transfer of the code between the clauses in the Indonesian sentence and transmits to the English, the transfer of the code occurs at the middle of the sentence or between the sentences of the caption.

The code transfer in Indonesian sentences occurs in the middle of the sentence or between sentences, and this code is then transmitted to English. The caption demonstrates the type of code-switching that takes place across sentences.

1.2 Based on the example of caption belongs to the type of np substitution according to Muysken theory (2000), transitional forms of this code require an insertion of words or use of a complementary + noun in English and are transferred to English expressed in one sentence.

When transitional forms of a code are transferred to English, they often require the insertion of additional words or the use of a

complementary noun. Furthermore, these forms are typically expressed within a single sentence in English.

Responden C (Prilly Latuconsina)

1.1 The caption includes inter-sentential switching codes based on Hoffman's theory (1991: 112) because several phrases written in English then continued into Indonesian. As for the English phrase used, "good morning! (repost because I like this edit more) I had the most magical experience in lamany Bajo! Which means Selamat pagi! (Repost karena saya lebih suka edit ini) Saya mengalami pengalaman paling ajaib di labuan Bajo!

The purpose of this inter-sentential code-switching could be to cater to a bilingual or multilingual audience, to express emotions or preferences using a specific language, or to add emphasis or variety to the caption. By incorporating both languages, the

author may aim to connect with readers who understand either English or Indonesian, or both. It's worth noting that without more context, it's difficult to determine the exact intention behind the code-switching. Additional information about the author's background, the intended audience, or the content being discussed could provide further insights into the reasons for this particular inter-sentential switching.

1.2 The caption USES the kind of code mixing: mixing is defined by Muysken (2000). This mixed form of code appears when the speaker compressed the two different grammatical systems without altering the sentence structure by inserting elements of lexicon from both languages. The caption contained a dual language blending "a day in my life dilanjutkan sebagai dosen".

Blending occurs when a speaker combines elements from two different languages without altering the sentence structure. In this case, the caption contains a blending of two languages with the phrase "a day in my life dilanjutkan sebagai dosen." The phrase "a day in my life dilanjutkan sebagai dosen" appears to be a combination of English and Indonesian languages. The phrase starts in English ("a day in my life") and then switches to Indonesian ("dिलanjutkan sebagai dosen"), without changing the overall sentence structure. Blending, as a form of code mixing, allows speakers to incorporate lexical elements from different languages into their speech or writing while maintaining the grammatical structure of the primary language. It is a common phenomenon in bilingual or multilingual contexts.

Responden D (Febby Rastanty)

1.1 The caption forms form intra-sentential switching code based on Hoffman's theory (1991:112) because it occurred between the sentence limit, where each sentence is in one language or another, as when British bilingual says: "before leaving for Tokyo yesterday, I sempetin made regular treatment at @youthbeautyclinic it's always a pleasure to come back! Thank you doc! @dr. Gabysyer @dr.innejane" In this example, febby wrote in English and then changed the code using English clauses at the end of the conversation.

In the given example, the caption starts in English with the phrase "before leaving for Tokyo yesterday, I sempetin made regular treatment at @youthbeautyclinic." However, towards the end of the caption, there is a switch in code where English clauses are inserted, such as "it's always a pleasure to come back! Thank you doc! @dr.

Gabysyer @dr.innejane." This intra-sentential code switching allows the speaker to incorporate English clauses within the predominantly Indonesian sentence structure. It is a common phenomenon in bilingual or multilingual contexts, where speakers switch languages for various reasons such as emphasis, personal expression, or cultural reference.

1.2 The caption USES n pronunciation expressed by muysken (2000). This mixed form of code appears when the insertion of nouns from one language into the grammatical structure of another spoken form. Such as using English is inserted in English like "what a coincidence" and is repeated in English.

In the given example, the caption includes the phrase "what a coincidence" which is in English and is repeated in English. This indicates the use of n-

pronunciation, where an English noun is inserted into the English sentence structure.

Code mixing through n-pronunciation allows speakers to incorporate specific nouns or lexical items from one language into another language while maintaining the grammatical structure of the target language. This can occur in bilingual or multilingual contexts and serves various purposes, such as expressing certain concepts or emphasizing particular words or phrases.

Responden E (Luna Maya)

1.1 The utterance above the example has a form of emblematic switching code based on Hoffman's theory (1991: 112) because there are phrases that are given exclamation in English which are entered into phrases expressed in Indonesian and the reasons for doing the transfer of the code because of the

pain " It's time to learn from the pro ".

In the given example, the phrase "It's time to learn from the pro" is in English and is inserted into a phrase expressed in Indonesian. This code switch is indicated by the use of quotation marks. The reason for this code switching could be to convey emphasis or to add impact to the statement. Emblematic switching is a common phenomenon in bilingual or multilingual contexts, where speakers incorporate elements from one language into another to achieve specific communicative goals or to express particular emotions.

1.2 The caption uses the Congruent Lexicalization expressed by Muysken (2000). This code mixed form appears when smixpeakers and match two different grammar systems without changing the structure of sentences by inserting the lexical elements of the two

languages. In the caption there is a mixture of two languages namely " HAI! I'm Officialy bergabung dengan investor".

Code-mixing is a linguistic phenomenon that occurs when bilingual speakers seamlessly integrate elements from multiple languages into their speech or written communication. It can manifest in various forms, including the insertion of loanwords, phrases, or even entire sentences from one language into another.

In the given caption, we can observe the following code-mixed elements:

1. "HAI!" - This is a borrowed word from Indonesian, meaning "hello" or "hi."
2. "I'm Officialy bergabung dengan investor" - The phrase "I'm officially bergabung dengan investor" combines English and Indonesian. "I'm officially" is in

English, while "bergabung dengan investor" is in Indonesian. "Bergabung" means "to join," and "dengan investor" translates to "with an investor" in English.

This code-mixed form demonstrates the Congruent Lexicalization pattern proposed by Muysken (2000), where the lexical elements from two languages are combined while maintaining the underlying sentence structure. It allows bilingual speakers to express themselves using a mix of their language repertoire, incorporating words or phrases from different languages to convey their intended meaning.

Tabel.2 Comparative table with previous reaserch

Judul, Peneliti, Tahun terbit	Variabel	Metode Penelitian	Hasil
"Indonesian-English Code-Mixing In Instagram Captions Of An Indonesian Celebgram", Gusti Putu Rustika Dewi, 2021	Social media	Descriptive Qualitative	Three reasons that motivated the use of code-mixing by @keanuagl in his Instagram captions were found. Those reasons were to talk about a particular topic, show empathy or solidarity, and clarify the speech content for the interlocutor.

E. CONCLUSION

The switching codes are the use of two or more languages in one conversation or communication context. In the context of Indonesian celebrities, the switching code can occur when celebrities use Indonesian and English, or regional and Indonesian, to communicate with their followers. This can be done to achieve a certain goal, such as reaching a broader audience or demonstrating social status.

The code mixing is the use of mixed language in one sentence or greeting. On the instagram of an Indonesian celebrity, the code mixing can happen when celebrities use words or phrases in Indonesian mixed up. The code mixing can also reflect multiple identities or celebrity cosmopolitanism, and is used to give a

modern or international touch to their communications.

Using switching codes and code mixing by celebrities on Indonesian instagram has multiple purposes. First, they were able to reach larger audiences, including followers of international, in English. Second, the use of local language may be used to strengthen the bond with followers who come from the same area. Third, the code switching and code mixing can also be used to show the social status and success of celebrities, since use of foreign languages is often considered as still a symbol of chemotherapy and cosmopolitanism.

The switching and code mixing on instagram of Indonesian celebrities also reflects the cultural and linguistic dynamics that are going on in society. They point to language adaptation and flexibility in the digital age, where a mixture of languages has become common in everyday communication. It also reflects social changes and

globalization that affect the way people communicate and interact in social media.

BIBLIOGRAPHY

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