

AN ANALYSIS OF CODE-MIXING USED BY THE INDONESIAN TOP SELEBGRAM IN SOCIAL-MEDIA IN PRODUCT ENDORSEMENT

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This study aimed at: a) analyzing the types of code-mixing used by Indonesian top selebgram in social media in product endorsement; b) analyzing the reasons of code-mixing used by Indonesian top selebgram on her captions in product endorsement; c) analyzing the language used by the Indonesian top selebgram in product endorsement through her captions on Instagram. The sample of this study was a female *selebgram* namely Karin Novilda or well-known as @awkarin. The subject was chosen through purposive sampling who tend to use code-mixing within her posts in promoting product endorsement. The data were gathered through observation check-list which consisted of Instagram post including picture, date of posting, and captions from March to August 2021. The results indicated that, first, the most dominant type of code-mixing used was insertion; second, the most dominant reasons of the use of code-mixing was talking about particular topic; and third, directive speech acts appeared dominantly as the characteristics of the language in form of command, suggestion, invitation and also feeling expression of the subject. These findings have important contribution to see how the use of code-mixing assisted the Indonesian top *selebgram* in doing product promotion.

Key words: *Code-Mixing; Indonesian Top Selebgram, Instagram; Speech Acts*

1. INTRODUCTION

In today's era, technological development is something that could not be denied. One of the most crucial technological invention is the Internet. The Internet is considered to be a source of knowledge and information that is unavoidable due to its richness, accessibility, and its content diversity. (Antonijević, 2018). The Internet is not merely used in terms of professional purposes, but also widely used in terms of personal use. In this modern era, the internet seems to be one of the primary communication devices used by individuals, institutions, organizations, as a means of communication, a learning source, or even as an entertainment medium. Anderson & Garrison (2003) mention that the internet has played a role in learning purposes for many years. In addition, (Garrison, D. R., & Arbaugh, 2007) mentions that through the development of the internet, the area of education is also developed. Education is not merely conducted offline but it could be done online which is known as distance learning or online learning. Not only being beneficial for online education, the internet could be used to publish and gather many sources of learning materials. Scientific writings could be published on online scientific journals which then could be accessed widely from anywhere by anyone. Thus, the existence of the internet seems to be advantageous in the field of education.

Internet is a crucial communication media that is beneficial for educational purposes, personal and even business purposes. Some kinds of social media are used by people such as Twitter, Facebook, Snapchat, Tumblr, Instagram, etc. for personal and business purposes. Instagram is one of the most famous and most used social media in today's era. According to Instagram.com, there are around 600 million users of Instagram all over the world. It has many users due to its features which allow the users to share pictures and videos as well as for communicating with "followers". The popularity of Instagram as a social media offers opportunities for content creators to express themselves and gain fans, which are known as "followers". Famous content creators of Instagram are known as *selebgram*.

In its use as a communication device, a phenomenon related to language use has

emerged within the Instagram platform. While posting pictures and videos, Instagram users tend to use more than one language in the caption. Among Indonesian Instagram users, for example, they are not merely using Bahasa Indonesia in their captions and conversations, but most of the time they mix the language with English. This phenomenon is known as code-mixing. According to Wardhaugh (2010) code-mixing occurs when there is a mixing of a language with another language. In Indonesian context, Sofiatun, (2019) mentions that there is a tendency that the youths in Indonesia use code-mixing during the use of Instagram as a communication device. The use of code mixing in Instagram is an interesting to be observed since it implies many sociolinguistics phenomenon.

In 2020, by the emergence of Covid-19 outbreak, the use of digital platforms is increasing, especially the use of social media. Since the World Health Organization declared this pandemic situation, people were asked to avoid close contact with others by staying at home. This condition affects the lifestyle of the society including the economic sector. Consequently, during this pandemic, the productivity of selling products online is getting higher. Therefore, in order to support the selling of the products, many businessmen use the service of influencers in Instagram or well known as *selebgram*. The term *selebgram* comes from the words *selebriti* (celebrity) and Instagram.

The phenomenon of product endorsement in Instagram can be clearly seen in many *selebgram* accounts. They share attractive and useful contents such as pictures or videos about their daily activities, their feelings, moreover, helping online shops to promote their products. To make the posts more interesting, an influencer or *selebgram* do not merely use Bahasa Indonesia, but they also combine English often. An influencer is someone that has the ability or power to spread influence to other people (Sutrisno & Ariesta, 2019). *Selebgram*, in this context, can influence their followers in terms of language use and at the same time, they also help the economic agents to promote their products. Sofiatun (2019) in her research mentions that the influence of those *selebrams* regarding the language used to their followers can be seen in the comment section. Many of them leave their comment by using both Bahasa Indonesia and English, as a result, code-mixing does exist between those *selebgrams* and their followers.

One of the Indonesian top *selebgrams* which often used code-mixing on her social media is Karin Novilda with her Instagram account @awkarin. According to IDN Times (2019), she is one of the most popular *selebgrams* in Indonesia. In addition, she has gained 7 million followers on her Instagram account. Her content was adequately attractive as she could produce content that could influence and persuade her followers to check or buy the product she endorses or promotes. During this pandemic of Covid-19, her activity on Instagram has been increasing due to the demand of many online shops to promote their product. Not to mention, in this pandemic, the World Health Organization has declared that society should do social distancing as a prevention of the spread of the disease. Many stores were closed, as a result, to keep the business running, the service of influencers through social media is needed to promote their products.

A recent study by Sutrisno & Ariesta (2019) entitled "Beyond the Use of Code Mixing by Social Media Influencers in Instagram" investigates sociolinguistics phenomenon in Instagram. The sample of this study was captions posted by the influencers chosen which contained code-mixing. This study aimed to find out and analyze the use of code-mixing on their captions. It is found that the reasons for the code-mixing were to influence their followers to learn foreign languages in such a fun and attractive way. The finding showed that it is effective in raising their followers' interest and motivation in learning English and using English during their daily life. In addition, another study was conducted by Marzona (2017) entitled "The Use of Code Mixing between Indonesian and English in Indonesian Advertisement on Gadis". This study was conducted by aiming at finding the forms and functions of code-mixing on advertisements in Gadis magazine. The result showed that there were three forms of code-mixing found, they are words, phrases, and sentences. Besides, the functions of code-mixing found in terms of advertising were greeting, informing, and rejecting.

Code-mixing according to Muysken (2000) consists of three types of code-mixing, such as insertion, alternation, and congruent lexicalization. Insertion is the type of code-mixing

where a word is inserted within the conversation, both in oral and written language. There is a tendency that insertion emerges when there is no word that is match or common to be translated and has the same meaning. It is also mentioned that insertion types of code-mixing defined as similar to borrowing words in the form of lexical or phrasal category into a given structure. Alternation is the type of code-mixing where a phrase is combined in a sentence by the speaker or writer, on the other hand, alternation emerges between clauses. Congruent lexicalization is the type of code-mixing that occurs when there is an influence given by dialect within the language use. Further, congruent lexicalization can be seen when the word used by the speaker sounds like a foreign language.

Regarding to the reasons of code-mixing used, Hoffman (1991) mentions that there are six reasons which could lead people to do code-mixing. Those reasons are talking about a particular topic, quoting somebody, being emphatic about something, inserting sentence fillers, expressing group identity, repetition used for clarification, and clarifying the speech content for the interlocutor. Talking about a particular topic emerges when people combine more than one language in order to talk about a particular or certain topic in which they are comfortable in expressing their situation, particularly informal situations. Quoting somebody else is the condition when people want to restate the statement or say any famous expression written/made by a famous writer or figure. Being emphatic about something emerges when people do code-mixing in order to express their empathy and sympathy toward something or someone else. Inserting sentence fillers (interjection) is a situation of using language switching and language mixing, people tend to unintentionally or intentionally mark the interjection or sentence connector. Expressing group identity (pride) is the reason for code-mixing used by people where they are in two different groups so that they could share the conversation. On the other hand, code-mixing could also be used to express the identity of the speaker/writer. Repetition used for clarification is used by repeating the idea and expression of the conversation in order to clarify it so that the listener could understand better about the idea and expression. Clarifying the speech content for the interlocutor occurs when the listener or the reader wants to make sure their interpretation toward something they listen to or read.

In addition, regarding the classification of speech acts, Yule (1996) mentions that speech acts could be classified into five types, namely declarations, representatives, expressive, directives, and commissive. The kinds of speech acts where the utterance performed could change the world are those which are classified into declaration speech acts. The kinds of speech acts which state a belief of the speaker of the utterance are classified into representative speech acts. The utterances include statements of fact, conclusions, and descriptions. The kinds of speech acts which present the feeling of the speaker are classified into expressive speech acts. The utterances produced could be a statement of likes, dislikes, pleasure, or sorrow. The kinds of speech acts that are used by the speaker in order to get someone to do something. The kinds of speech acts that are used by the speaker to commit himself/herself to do something in the future. The utterances could be in the form of promises, threats, or refusal.

Accordingly, regarding the phenomenon mentioned previously, it can be seen that code-mixing has been found within the use of social media, Instagram, for instance as a means of communication in today's era by some influencers or *selebgrams*. In addition, referring to the theories mentioned above, it is seen that the use of code-mixing that is used by the influencers could effectively attract and influence their followers to imitate what the influencers do. Accordingly, in the present study, the researcher would like to conduct a study that focuses on the type of code-mixing used, the reason for code-mixing used, and how code-mixing supports the content posted by the *selebgram* to be well received by her followers. Therefore, referring to those explanations above, the researcher has finished research entitled "The Analysis of Code Mixing Used by the Indonesian Top *Selebgram* in Social Media in Promoting Product Endorsement".

This study was supported by several previous studies with similar topics. A study entitled "Investigating Code-mixing as Persuasive Strategies in Advertising: A Study of Code-mixing in Indonesian Commercial Context" was conducted by Rosmiaty et al. (2020). The focus of this study was on the phenomenon of code-mixing used in commercial advertising in

Indonesia. This study aims at describing the forms and factors of code-mixing used in Indonesian Commercial Advertisements. The findings of the study showed that there were six forms of code-mixing found, such as words, phrases, hybrid, repetition, idioms, and clauses. Meanwhile, regarding the factors of code-mixing used in the advertisement, it was found that there were interjections, quoting somebody else, talking about a particular topic, expressing group identity, being emphatic about something, and repetition for clarification.

Another study was conducted by Rudiawati & Fitria (2018) entitled "Speech Acts in Indonesias' Shampoo Advertisement". In this study, Yule (1996) theory was implemented to analyze the types of speech acts used in doing product promotion. There were 84 utterances in total taken from 5 shampoo brands. The result presented the highest frequency of speech acts used was declarative speech acts, followed by commissive speech acts, representative speech acts, expressive speech acts, and directive speech appeared as the least type of speech acts used.

Another related study entitled "The Power of Influence: Traditional Celebrity vs Social Media Influencer" was conducted by Nouri (2018). This study showed that social media influencers were successfully more impressionable rather than traditional celebrities. It was due to how social media influencers deliver their content and build up the relation between them and their followers. They seemed to have the trust of their followers through their opinions about the product endorsed, as a result, social media influencers were able to have a greater impact on their followers' view rather than the traditional celebrities.

As the previous studies were focusing merely on the types and reasons of code-mixing found in social-media used or in advertisement, this present study was conducted by developing the ideas of the study. This research then aimed at analyzing the types of code-mixing used, the reasons of code-mixing used, also discussing how code-mixing could be useful for promoting product endorsement through speech acts theory. Therefore, this present study was expected to contribute as a reference in English education, specifically related to code-mixing used and how language could be used to promote product endorsement.

2. RESEARCH METHOD

This research was a descriptive qualitative research based on Miles, Huberman, and Saldana (2014)'s research model. This research was conducted in order to describe, explain, and elaborate a phenomenon that results in a long-term engagement with the subjects of the study. The qualitative data was analyzed in the following three steps, namely data condensation, data display, and conclusion drawing/verification. In conducting this study, purposive sampling was applied due to the present study containing phenomena with a specific context. The instrument used in this present study was observation-checklist which used to collect the data needed. Therefore, as the present study was conducted qualitatively, the data, as a result, was described descriptively.

The subject in this present study was one of the Indonesian top *selebgrams* namely Karin Novilda or known as @awkarin. She is a 24 female *selebgram* with 7M people following her Instagram account. In this study, the researcher aimed at analyzing the use of code-mixing produced by the subject on her Instagram account. Besides, the data was used in this present study could be seen from the captions posted and several comments on her posts which contained code-mixing of both English and Bahasa Indonesia. In addition, there were two objects of this present study. The first one was the type of code-mixing used by the subject within her Instagram caption. In addition, the reasons for the use of code-mixing were also the object of this study. The second object was the speech acts produced within the interaction of the Instagram posts to show how the language characteristics support the product endorsement.

Regarding to data collection method, a document study was employed by the researcher. This present study was done through analyzing documents. The document used was the captions taken from the subject's Instagram account and several comments from each post which were taken as the data of this study. Several captions were taken from the subject's Instagram account. The captions taken were those which included endorsement or product promotion. The data taken the captions posted by the subject from March to August

2020 which was the time span of the first lockdown due to the COVID-19 outbreak. The data gathered then analyzed and classified into types of code-mixing, reasons of code-mixing used and how the language characteristics functions on supporting product endorsement.

The validity and reliability of this present study were checked through the process of triangulation. Miles, Huberman (1994) mentions that triangulation method could be done by using different data to ensure the validity and reliability of the data findings. Those were observing and note-taking. These different methods were applied to complete one another to ensure that the phenomenon of this study was valid and trusted. The researcher re-observed the data to confirm the data fit the criteria. Then, it was followed by note-taking in which researcher designated if there was any discrepancy between the data and the descriptions.

3. FINDINGS AND DISCUSSION

a. Types of Code-Mixing

This study aimed at investigating the types of code-mixing based on the theory of Muysken (2000), which consisted of three types, namely: insertion, alternation, and congruent lexicalization.

The following table presented the frequency of the types of code-mixing found based on the data gathered. The table described the percentages of each types of code-mixing appeared.

Table 1. Frequency of Types of Code-mixing Used

Subject of the Study	Total Data	Types of Code-Mixing (Muysken's Theory)		
		Insertion	Alteration	Congruent Lexicalization
@awkarin	47	28 (59.6%)	2 (4.3%)	17 (36.1%)

Insertion

- (1) "Wahai malam kupanggil engkau bukan dengan rasa dendam
 Lepaskan segala syair yang meredam.
 Maka bawalah salam penawar sendu ❤️👉"
 - jeans pants by @yasmien.boutique"

The emergence of code-mixing was found within data above. It could be seen from the phrase "jeans pants". This phrase was a noun phrase that indicated the use of code-mixing. As mentioned by Muysken, one type of code-mixing was insertion where it was used to be indicated by the insertion of phrases within two languages in a sentence. Therefore, the noun phrase "jeans pants" was classified into an insertion type of code-mixing.

- (2) "Dare to bare!
 Masih inget gak beberapa bulan lalu aku sempet coba eye treatment dan Hollywood Peel di @airinbeautycare? Seneng banget karna sampe hari ini kantung mataku bener bener tetep cerah dan ga bermasalah lagi sama yang namanya komedo! Thank you @airinbeautycare 🍀🍀🍀🍀🍀" (Emoticon seperti ini mungkin perlu dijelaskan makna dan fungsinya)

Based on data (8), the insertion type of code-mixing was found within the caption. Several words which marked the insertion of code-mixing were the noun phrases "eye treatment" which could be translated into "perawatan mata" and "Hollywood Peel" which referred to one of the treatments provided. These words were indicated into insertion type of code-mixing as in line with the theory of Muysken which mentioned that insertion type of code-mixing could be seen from certain lexical items or phrases which were inserted into sentences.

- (3) "Ritual wajib aku sebelum ngedate! Waxing dulu dengan @miraelsugarwax sugar wax favoritku #waxinguntukpemula
 Yuk yuk cobain waxing mandiri dengan sugar wax dari

@miraelsugarwax ☐✚

According to data (10), some words presented the emergence of code-mixing. The first one was in the form of a noun phrase that was “sugar wax” which referred to the product promoted by the subject. The second one was in the form of a noun which was “waxing” which was a method that could be used to remove the body hair. Therefore, regarding the data, the type of code-mixing that occurred was insertion due to the form of the words found.

Alternation

- (4) “Terinspirasi sih... tapi berujung depresi HAHHAHA gadeng canda. Thanks to @daffhamzah yang udah bikin gue muter otak sampe cenat-cenut kaya SM*SH wkwk gara-gara puzzle yang dia bikin #dirumahaja. Hari ini terinspirasi buat nyelesain puzzle #dirumahaja yang aku beli dari Musée du L’ouvre di Paris, tepatnya 1000 pasang puzzle :) Gak selesai. Bisa nyelesain segini aja udah suatu anugrah. Sesusah itu gue akuin.

Tapi seneng, otak gue hari ini kepake & kekuras abis buat mikir and well it’s a gud thing! (What can you say word like this?)

—
Ada yang punya puzzle gak di rumah? Coba selesain puzzle kalian dan kasih hashtag #puzzledirumahaja hasilnya! Nanti aku repost hehehe ♥☐✚

The emerge of code-mixing was found within the utterance “... abis buat mikir and well it’s a gud thing!” where it could be translated into “...runs out to think and well it’s a good thing!”. As seen from the data, the English clause “well it’s a gud thing!” was uttered after the Indonesian clause “... abis buat mikir...”. Therefore, regarding Muysken’s theory, this was classified into alternation type of code-mixing.

Congruent Lexicalization

- (5) “Ritual wajib aku sebelum ngedate! Waxing dulu dengan @miraelsugarwax sugar wax favoritku #waxinguntukpemula Yuk yuk cobain waxing mandiri dengan sugar wax dari @miraelsugarwax ☐✚

The emergence of code-mixing could be seen from the word “ngedate” which came from the word “date” in English and got the prefix “nge-” in Bahasa Indonesia. Besides, another word found was “favoritku” which basically came from the word “favorite” and got a suffix “-ku” which means “my”, thus, “favoritku” means “my favorite”. These words indicated congruent lexicalization type of code-mixing due to they got dialect influence.

- (6) “Lovin my new smart watch! Thankyou @shasha_stuff berkat smart watchnya semua kerjaanku jadi lancar terkendali walaupun kegiatanku mostly adalah bucin. By the way, smart watchnya bisa disconnect ke Android ataupun IOS loh! Once again thankyou so much! @shasha_stuff ☐♥☐”

There was a word found which marked the emergence of code-mixing, specifically in the form of congruent lexicalization. The word was “disconnect” which came from the English word “connect” and got an Indonesian prefix “di-“. This prefix addition to the word marked congruent lexicalization type of code-mixing since the word “connect” was affected by dialect’s influence.

b. Reasons of Code-Mixing

To find out the reasons for the use of code-mixing, the data of this study was analyzed through the theory proposed by Hoffman (1991). Furthermore, regarding the data taken, there were four out of seven reasons for the use of code-mixing found. The following table

presented a detailed frequency of the reasons for code-mixing used.

Tabel 2. Frequency of Reasons of Code-mixing Used

Subject of the Study	Total Data	Reasons of Code-Mixing (Hoffman's Theory)			
		Talking about Particular Topic	Quoting Somebody's Statement	Being Empathic	Expressing Group Identity (Pride)
@awkarin	38	21 (55.3%)	1 (2.6%)	13 (34.2%)	3 (7.9%)

Talking about Particular Topics

(7) “Wahai malam kupanggil engkau bukan dengan rasa dendam
 Lepaskan segala syair yang meredam
 Maka bawalah salam penawar sendu ♡☐”

—
 - jeans pants by @yasmien.boutique”

From the above data, the phrase which indicated the emergence of code-mixing used was the phrase “jeans pants by @yasmien.boutique”. This phrase was rather to be used due to building up a branding image. It is used to describe the outfit she wore in the picture. The word jeans pants sounded more common rather than its Indonesian form that is “celana panjang”, thus, in line with the theory proposed by Hoffman, code-mixing was used to talk about a particular topic, in this case, was the outfit she wore.

(8) “Diet tetep bisa makan enak tapi berat bisa turun terus?
 Sekarang ga perlu khawatir karna ada chocoslim! Dari @chocoslim.id fungsinya sebagai fat burner dan carb blocker. Dan nafsu makan akan lebih berkurang karna dengan kalian konsumsi chocoslim bikin perut terus terasa kenyang! Tunggu apalagi yuk di order @chocoslim.id ☐✦”

Data (8) also contains code-mixing. It could be seen from the words “diet”, “fat burner”, “carb blocker”, and “order”. These words were inserted within the caption by the subject due to giving a clear description and explanation of the product she promoted. The words “fat burner”, “carb blocker”, and “order” referred to the functions of the product. Therefore, it was clear that the purpose of the code-mixing used on the data above was to talk about a particular topic, specifically about a diet product that was promoted by the subject.

(9) “Keepin Working From Home comfy dan simple with my favorite hoodie from @hoodietrending.id! You can also customize your own hoodie or jacket! Go check em out ☐✦”

According to the data above, it was clearly seen that the subject focused the description on the product she promoted which was a hoodie which she got from an online shop. The subject mentioned some good points about the product. Therefore, it was found the reason for the code-mixing used by the subject was due to talk about a particular topic, which was a hoodie.

(10) “Haii, sebagai cewek keti goals pastinya punya ketiak CERAH dan MULUS! Malu dong kita sebagai perempuan kalau punya keti yg kusam dan kasar hehe. Oles aja Everwhite Axillary Cream! Beneran ampuh aku udah buktiin sendiri, waktunya kamu coba buktiin juga. Keti goals with Everwhite! Angkat2 keti jd ga malu lg deh @everwhiteid ☐✦”

The emergence of code-mixing was also found in the data (10). The words which indicated the use of code-mixing were “goals” and “Everwhite”. The word “everwhite” referred to the name of the product which was promoted by the subject. Meanwhile, the word “goals” was inserted within the sentence “sebagai cewek keti goals pastinya punya ketiak CERAH dan MULUS!” referred to the function of the product. Therefore, it could be seen that the use of

code-mixing on this caption was due to talk about a particular topic which was the function of the product that was promoted by the subject.

Quoting Somebody's Statement

- (11) "Rose never propagandize its fragrant,
But its own fragrance spread surrounding. — Soekarno.
[thankyou Ara for the beautiful book @czaradom 🍀]"

According to data (11), referring to Hoffman's theory about the reasons for code-mixing used, the reason for the use of code-mixing in this data was to quote somebody's statement. It could be seen from the quotes "Rose never propagandize its fragrant, But its own fragrance spread surrounding. — Soekarno". The subject quoted the quotes from "Soekarno" as these quotes seemed related to the product she was promoted.

Being Empathic

- (12) "Dare to bare!
Masih inget gak beberapa bulan lalu aku sempet coba eye
treatment dan Hollywood Peel di @airinbeautycare? Seneng
banget karna sampe hari ini kantung mataku bener bener tetep
cerah dan ga bermasalah lagi sama yang namanya komedo!
Thank you @airinbeautycare 🍀🍀🍀🍀"

According to the data (12), referring to the word "Thank you", considering the previous sentence "Seneng banget karna sampe hari ini kantung mataku bener bener tetep cerah dan ga bermasalah lagi sama yang namanya komedo!" it showed that the reason for the code-mixing used in this context was due to the subject's satisfaction toward the product she promoted. Therefore, this fact was in line with the theory where code-mixing could be used to be being empathetic toward something, in this case, the subject's feeling toward the product she promoted.

- (13) "Me & my batik obsession. Thankyou @by.kiaranala for this
beautiful set of batik! Love it much!
Yuk support produk lokal Indonesia bersama @by.kiaranala 🍀"

The concern of the data above was the phrase "Love it so much!". It indicated that the subject felt satisfied with the product she was promoted. In addition, another action that supports this statement could be seen from her sentence "Yuk support produk lokal Indonesia Bersama @by.kiaranala", the subject pursued her followers to buy the same product. Therefore, this case was in line with the theory of Hoffman which mentions that one of the reasons for the use of code-mixing was due to being emphatic about something, besides, as seen from the caption, the subject expressed her feeling toward the product she promoted.

- (14) "Supeeeeerrrrr excited for our first trip in the last 6 months!
Thankyou @anjanitrip for this great trip opportunity 🍀"

Data (14) presented that the subject expressed her feeling of satisfaction toward the service she experienced. The words which highlighted that the subject showed her emphatic were the words "super excited", and also "thank you". In addition, according to the theory of Das and Gamback about types of code-mixing, the way the subject wrote "Supeeeeerrrrr" indicated that she was really into that feeling.

Expressing Group Identity (Pride)

- (15) "Catokan dari @sekaihome_id HS 261 bisa digunakan dengan
mudah di Rumah dan cepat meluruskan rambut! Nah, hebatnya
lagi dilengkapi Pelat Keramik yang memberi perlindungan
tambahan dan juga membantu menjaga rambut kamu tetap sehat
dan berkilau. Yuk, samaan kaya aku! Kalian bisa langsung order
ditoko official Store Sekai : sekaihome hanya di Shopee! Atau bisa
klik link berikut : <https://shopee.co.id/sekaihome>
Banyak promo-promo juga Giveaway menarik lainnya loh!

#Sekai #CatokanSekai #HS261”

According to data (15), code-mixing was found within the sentences “Yuk, samaan kaya aku! Kalian bisa langsung order ditoko official Store Sekai” where in English, it could be translated into “come, get the same one like mine! You can order it at the Sekai official Store”. The sentences above showed that the product was being used by her which is an influencer, therefore, she pursued her followers to imitate her by buying the product and using the same product as her. Accordingly, it could be seen that the reasons for code-mixing used by the subject were to express her identity or pride as an influencer.

(16) “Ritual wajib aku sebelum ngedate! Waxing dulu dengan @miraelsugarwax sugar wax favoritaku #waxinguntukpemula Yuk yuk cobain waxing mandiri dengan sugar wax dari @miraelsugarwax 🙌”

According to data (16), the sentence “Ritual wajib aku sebelum ngedate!” indicated the emerge of code-mixing. In English, it could be translated as “my a must ritual to be done before having a date!”. Besides, it was followed by the sentence “Yuk yuk cobain waxing mandiri dengan sugar wax dari @miraelsugarwax” which means “come try self-waxing treatment by sugar wax from @miraelsugarwax”. Another word which should be concerned from the data above was the word “favoritaku” where its meaning in English was “my favorite”. Referring to the explanation above, it could be seen that the subject pursued her followers to do the same thing as she has done also persuade her followers to buy the product she promoted. Therefore, those explanations regarding the words within the caption above indicated that the reason behind the use of code-mixing was to express the subject's identity or showing pride.

c. How Code-Mixing Supports Product Endorsement

The power of the use of code-mixing for supporting product promotion could be seen by analyzing the data based on speech acts theory. According to Yule (1996), speech acts could be classified into several types known as (1) declaration, (2) representative, (3) expressive, (4) directives, and (5) commissive. In addition, the following table presented the types of speech acts found within the data.

Tabel 3. Frequency of Speech Acts Used

Subject of the Study	Total Data	Speech Acts (Yule's Theory)	
		Expressive	Directives
@awkarin	10	2 (20%)	8 (80%)

Expressive

(17) “Lovin my new smart watch! Thankyou @shasha_stuff berkat smart watchnya semua kerjaku jadi lancar terkendali walaupun kegiatanku mostly adalah bucin. By the way, smart watchnya bisa diconnect ke Android ataupun IOS loh! Once again thankyou so much! @shasha_stuff 🙌”

(18) “sumpah cute bgt terhura pgn nangis”

The expressive speech acts were seen from data (17) “Lovin my new smartwatch! Thankyou @shasha_stuff berkat smart watchnya...” which could be translated into “loving my new smartwatch! Thank you @shasha_stuff for the smart watch...”. This utterance was classified into expressive speech acts due to the subject expressing her satisfaction toward the product promoted. Besides, it could explicitly explain that the product was recommended. Thus, the effect of the subject's utterance could be seen from the comment section that was data (18) “sumpah cute bgt terhura pgn nangis” which means “damn, it's really cute, I'm about to cry”. This response, on the other hand, presented that the subject's follower was interested in the product that was promoted by the subject.

Directives

(19) “Catokan dari @sekaihome_id HS 261 bisa digunakan dengan

mudah di Rumah dan cepat meluruskan rambut! Nah, hebatnya lagi dilengkapi Pelat Keramik yang memberi perlindungan tambahan dan juga membantu menjaga rambut kamu tetap sehat dan berkilau. Yuk, samaan kaya aku! Kalian bisa langsung order ditoko official Store Sekai : [sekaihome](https://shopee.co.id/sekaihome) hanya di Shopee! Atau bisa klik link berikut : <https://shopee.co.id/sekaihome>
Banyak promo-promo juga Giveaway menarik lainnya loh!
#Sekai #CatokanSekai #HS261”

(20) “OKE LGSG GUA BELI, THX RIN !!!”

Data (19) also performed direct speech acts which could be seen from the utterance “Kalian bisa langsung order ditoko official Store Sekai: [sekaihome](https://shopee.co.id/sekaihome) hanya di Shopee! Atau bisa klik link berikut : <https://shopee.co.id/sekaihome>”. As mentioned by Yule, directives were used to suggest or request someone to perform actions. As seen from the data, the subject urged her followers to order the product she promoted through the link given. Furthermore, the subject’s speech acts seemed to be powerful as they successfully attracted her followers’ attention. It could be seen from data (93) “OKE LGSG GUA BELI, THX RIN !!!” where it means “okay, I’ll buy it right now, thank you Rin!”. Thus, it meant that the subject was successfully influencing her followers through her utterances.

(21) “Jangan lupa pakai kode voucher ku ya ALOWKARIN di alowalo.com
untuk mendapatkan discount Rp. 100.000 dengan minimum pembelian Rp. 250.000!”

(22) “don’t forget to use my voucher ALOWKARIN at alowalo.com to get Rp 100.000,- discount with minimum payment Rp 250.000,-!”.

“Langsung beliiii [@alowalo.id](https://www.instagram.com/alowalo.id) □□□”
“Get to buy it right away [@alowalo.id](https://www.instagram.com/alowalo.id) □□□”

Directive speech acts could also be seen on data. This utterance was classified into directive speech acts since it contained suggestions that required someone to act. In this case, the subjects suggested her followers to buy activewear and inform her followers about the benefit given. Besides, the utterance performed by the subject seemed to successfully influence her followers. Data (22) “Langsung beliiii [@alowalo.id](https://www.instagram.com/alowalo.id) □□□” which could be translated as “buying it right now” was seen as the proof that the subject was successfully influenced her follower to do something, in this case, buying the product she promoted.

As seen from the analysis of the data above, insertion type of code-mixing seemed to be the most common type of code-mixing. This was similar to the previous study Adrean et al. (2019) mentioned that there was about 63% of the data were classified into insertion type of code-mixing. Besides, in this present study, there was about 59.6% of the data presented containing the insertion type of code-mixing. Furthermore, in this present study, congruent lexicalization type of code-mixing found to be the second most dominant type of code-mixing where the emergence of this type of code-mixing was about 36.1%. It was different with the previous study which mentioned that none of the data was classified into congruent lexicalization type of code-mixing. The last one was the alternation type of code-mixing. The previous study found that alternation type of code-mixing was the second most dominant type which consisted of 37% of the data gathered. On the other hand, the occurrence of alternation type of code-mixing in this present study was about 4.3% which considered to be the least type of code-mixing appeared.

A previous study was conducted by Girsang (2015) with presented data were 100 advertisements on the commercial break on ANTV channel. It was found that there were six reasons of code-mixing used on Television advertisement, namely talking about particular topic, being emphatic about something, inserting sentence fillers, expressing group identity, repetition used for clarification, and clarifying speech content. In this study, the researcher did not find quoting somebody else statement as the reasons of code-mixing used. In addition, talking about particular topics seemed to be the most common reason for code-mixing used. It was found that 55.3% of the data presented that the use of code-mixing was due to talking about particular topics. In contrast to the previous study, the present study found that the reasons of code-mixing used were (1) talking about particular topic, (2) quoting

somebody else statement, (3) Being Empathic, and (4) Expressing Group Identity. However, a similarity found that talking about particular topic appeared as the most reason of code-mixing used.

According to speech acts, the findings of this present study presented that code-mixing on the language used by the subjects found dominantly in the form of directives speech acts since it was containing command, request or suggestion to her followers to perform an action. This was in line with the previous study conducted by Rudiawati & Fitria (2018) which mentioned that the highest frequency of speech acts used was declarative speech acts as the speaker provided facts to fits certain phenomenon. The findings of this present study presented that there were some characteristics of the language used by the subject of the study in product promotion. The data found were in the form of command, suggestion, invitation and also feeling expression of the subject. Some of the command example were "check out", "go get ..", "comment" which aimed to get the followers to do something, in this case is to support the product endorsement. The other language characteristics found was suggestion and also invitation which was indicated from the words "yuk follow", "yuk order", "now, it's your turn". The use of these words were to persuade the followers to do something which was related to product promotion. Besides, the expression of feeling performed by the subject through her utterances was also taking role in product promotion. The words "like", "love", "impressed" and "thank you" showed that the subject satisfy with the product so that the products were worth to buy by her followers.

4. CONCLUSION AND SUGGESTIONS

Briefly to conclude, there are several types of code-mixing that was used by the the Indonesian top *selebgram* in her Instagram account in order to promote product endorsement. As mentioned above, Muysken's theory was used in analyzing the data findings. Hence, the result of the study found that the three types of code-mixing mentioned were contained within the subject's subject. There were 28 out of 47 data classified into insertion type of code-mixing. Besides, there were 2 out of 47 data classified into alternation type of code-mixing. Furthermore, 17 out of 47 data presented congruent lexicalization type of code-mixing. Consequently, insertion type of code-mixing appeared as the most dominant type of code mixing used by the subject during promoting product endorsement.

In addition, this present study was also intended to see why code-mixing was used by the Indonesia top *selebgram* in promoting product endorsement. According to the analysis through Hoffman's theory, as a result, the findings of the data showed that 21 out of 38 which presented the reason for code-mixing used were due to talk about particular topics, besides, 1 out 47 data showed that quoting somebody else's statement was the reason for code-mixing used. In addition, being empathic was also seen as one of the reasons for the emergence of code-mixing which could be seen from 13 data. Furthermore, 3 out of 47 data presented that pride was the reason for the use of code-mixing by the subject of the study. As a result, considering the findings of the data, talking about particular topics seemed to be the most dominant reasons of code-mixing used by the subject of this study.

Ultimately, with a view to how code-mixing could support the product promotion, the data findings were analyzed based on speech Yule's acts theory to see the language characteristics. It was found that 2 out of 10 data were classified into expressive speech acts, besides, 8 out of 10 data were classified into directive speech acts. Accordingly, directive speech acts seemed to be dominantly used by the subject of this study while doing product promotion. In addition, due to the power performed by the subject through the utterance uttered that were in the form of command, order, requests, and suggestions seemed successfully gained the followers' attention as seen in the comment section.

In brief, the findings of this present study were expected to be beneficial for English teachers and future researchers. The findings contributed to enrich knowledge regarding structure, grammar and also to enrich vocabulary, especially daily needs language. Future researchers who are interested in research with a similar topic with this present study might explore more about the reasons for code-mixing used through more varied data sources such as by using interviews or questionnaires, therefore, the data findings of the future study could be enriched.

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