CHAPTER I

INTRODUCTION

This chapter presents research background, research problems, research objectives, scope and limitation, research significance, and definition of key terms.

1.1 Research Background

There are many people are living in this world and the number of them is increased significantly every year. The more people in the world, the more languages are found and learned. The main function of language is to communicate among human beings. They use language to express happiness, sadness, anger, disappointment, and so on. With language indeed, they can know how to communicate well, manage relationships with one another, and tighten the rope of fraternity.

Language is actually a natural thing for people. People consume it just like breathing and drinking water. They language everytime. But like biology, in the terms of breathing and drinking water, there are complex things behind it, and so is language. It is awesomely complex.

Language can be learned in linguistic. One of the branches of linguistic science is sociolinguistics. According to Stockwell (2007: 264), sociolinguistics is the branch of linguistics which investigates the relationship between language and society. Chambers (2002, 3) stated that sociolinguistics is the study of the social uses of language, and the most productive studies in the four decades of
sociolinguistics research have emanated from determining the social evaluation of linguistic variants. In essence, sociolinguistics does not focus on the language structure, but on how the language used in the social and culture context. One of the concentrations in sociolinguistics is code switching.

According to Wardhaugh (2006), code switching is also called code mixing. He also stated that code switching can occur in conversation between speakers’ turns or within a single speaker’s turn. It often occurs on the bilingual and multilingual environment. In Indonesia, people often use more than one language to communicate. It is because many of them already have two languages since they were born. They have regional languages like Javanese, Sundanese, Madurese, and many others. While they also have national language named Bahasa Indonesia. So, they are born to be bilingual.

However, people are always growing. They do not just learn about the regional and national language well but also foreign language like English. Moreover, English becomes the most dominant language used in the world. In Indonesia, English lesson has been applied since kindergarten or when the child aged 4 to 5 years above. In their daily environment, they can unconsciously speak or write in English because English is not the strange words anymore. It all looks from their habits in switching language every time, for example, “Aku mau upload foto dulu,” “Kamu udah like fotoku belum?” and “Aku masih on the way nih.”

This case will be more commonly found when the speakers are people in the language education environment, especially English language. Those who are in the environment must be able to speak in two languages, at least switching
between Indonesian and English is common. This phenomenon can be defined as code switching. Code switching itself is not only found in verbal communication but also can be found easily in non-verbal communication like social media.

Social media is a modern online communication tool that allows people to interact with each other without any space or time limit. Lewis (in Wardhaugh 2006) also stated that social media is a label for digital technologies that allow people to connect, interact, produce, and share content. People have different goals in using social media, including socializing, replacing diary book functions, meeting old friends, finding new friends, entertaining media, doing hobbies, providing updated information, asking for help, adding knowledge, and making money. However, human is created to always desire for something new and interesting. In 2004 to 2006, social media named Friendster was booming. After that, it is slowly abandoned by users because there was a new social media which has more modern and complete features, namely Facebook. Likewise now, various new social medias have emerged with its own interesting features such as Twitter, Tumblr, Blackberry Messenger, Whatsapp, Line, Path, and many others. One of the most popular and latest social media today is Instagram.

Instagram is a modern application created by two people named Kevin Systrom, an American entrepreneur and programmer, best known as the co-founder of Instagram, and Mike Krieger, a Brazilian entrepreneur and software engineer, best known as the co-founded of Instagram. Instagram itself is a mobile application for Smartphone which is freely available in the Application Store (App Store) and Google Play (Bergstrom & Backman, in Ting et al., 2015).
Jakarta (2017) stated that Facebook Indonesia Country Director Sri Widowati revealed that there are an amazing 45 million active Instagram users in Indonesia (which would equal about 17% of the population), one of the largest in the world and the largest in Asia Pacific. It makes Indonesia become the third country with the largest number of Instagram users after Japan and Brazil. Today, many people use Instagram because it has complete features. In Instagram, the user can upload photos and videos complete with various filters, write a caption for the photo or video with 2200 characters limit, give like or comment, make stories, and make a live streaming video.

Some people who use Instagram not only expose the photos or videos, but also the captions. Several types of captions that often appear on Instagram are: 1) Brief type ”Stay young and free”; 2) Commercial type “Special price! 200k only”; 3) Hashtag type “#photooftheday #dailylife #likeforlike”; 4) Interactive type (Have you been drinking coffee today?”; 5) Poetic type “Life may be sough, but so are you”; 6) Quote type ”You are in charge of how you feel-Unknown”; 7) Song lyric type “...and I will try to fix you ....”; 8) Storytelling type “A few days ago I went to this cave. I rode my bike through the slippery road but it was totally well paid after...” They can write whatever caption that they want because Instagram is free. They could even unconsciously write the caption in accordance with the words that they often speak everyday that can not be separated from the use of code switching.

They make Instagram as a lifestyle today. For most of them, sharing photo or video for anything they do is a must. British Broadcasting Corporation
Indonesia (2016) announced that there are approximately 95 million photos and videos uploaded daily on Instagram. With the amount of that, code switching can be easily found in Instagram, especially on the captions that they write on the photos or videos they upload. One example of code switching phenomenons that occurs in Instagram caption is from @galuhnisaa’s account, “di kala itu saya menjual jamu.. dan gak laku2.. terus akhirnya di foto. Udah gitu aja sih. Taken long time ago by @xxx”.

Based on the description above, the researcher is interested to observe the phenomenon of code switching on the Instagram caption, especially the code switching between Indonesian and English and vice versa. Then, it is possible to the researcher to find out the types of code switching and the reasons of using code switching on Instagram caption.

1.2 Research Problem

Based on the background of study, the researcher formulates the problems are:

1. What are the types of code switching used by English Language Education Department students of University of Muhammadiyah Malang on Instagram caption?

2. What are the reasons of using code switching by English Language Education Department students of University of Muhammadiyah Malang on Instagram caption?
1.3 Research Objectives

Based on the statement of problem above, the researcher decided the purposes of the study are:

1. To find out the types of code switching used by English Language Education Department students of University of Muhammadiyah Malang on Instagram caption.
2. To know the reasons of the use of code switching by English Language Education Department students of Muhammadiyah Malang on Instagram caption.

1.4 Research Significance

The result of this research has both theoretical and practical values. Theoretically, this study is expected to enrich the analysis theory of sociolinguistics, especially in the field of code switching. Practically, this study is hoped to broaden English Language Education Department students’ understanding about code switching. In addition, the researcher hopes this study can be useful for the next researcher to have additional or source information about code switching.

1.5 Scope and Limitation

The scope of this study is code switching used by English Language Education Department students of University of Muhammadiyah Malang in writing caption on Instagram. Meanwhile, the limitation of this study are the
hashtag on the caption is not included to be analyzed and the languages used are Bahasa Indonesia-English and English-Bahasa Indonesia.

1.6 Definition of Key Terms

To avoid misunderstanding on the concept that is used in this study, the key terms are defined as follows:

1. Code

   Code can is a system used for communication between two or more parties (Wardaugh, 2006).

   Code is a system of words, phrases, or symbols that used for transmitting information briefly.

2. Code switching

   Code switching is a conversational strategy used to establish, cross or destroy group boundaries; to create, to evoke or change interpersonal relations with their rights and obligation (Wardaugh, 2006).

   Code switching is a transferring words using two or more language by bilingual or multilingual with a specific purpose.

3. Instagram

   Instagram, a mobile app that allows users to capture and share images and videos with followers (Instagram, 2015).

   Instagram is a mobile application that let users share photos and videos with caption included.