CHAPTER II

REVIEW OF RELATED LITERATURE

In conducting this research, the writer collects and reviews the literature which is relevant to the theories and previous research findings. There are some related literatures that will be discussed in this chapter.

2.1 Sociolinguistics

According to Yule (2010, p.254), sociolinguistics is a subfield of linguistics study which focuses on language which is dealing with social and cultural phenomenon in one society.

Sociolinguistics refers to a study of theories about public relation and language, especially about the differences that exist in the language that related to social factors. It can be concluded that sociolinguistics does not only deal with language but also relates the social aspects that used by people. Because the nature of the language is unique and varied, each region has its own language and different from the others. In the social environment, individuals and community groups have their own characteristics in conveying their language.

2.2 Speech Community

In the field of sociolinguistics, there is no doubt anymore that language and community are inseparable. Typically, each community has a language that they create for themselves and only members of the community understand what they mean. Generally, the words that the community uses depend on the way the
community members think and the background of them. The way a group communicates with one another is never the same as the others. In sociolinguistics, it is known as the speech community.

As Trudgill (2003:126) said, “speech community is a community of speakers who share the same verbal repertoire, and who also share the same norms for linguistic behavior.” In sociolinguistics terms, we cannot speak of a speech community when its members have virtually no ‘direct’ or ‘indirect’ contact, as they do not communicate with each other (Dendane, 2007: 29).

2.3 Bilingualism

Bilingualism is the ability of a speaker to use two languages equally well when communicate in all aspects in life. Bilingualism is a concept that often related to code switching.

As bilingualism resists limitation, it is open to all sorts of definitions, descriptions, and interpretations. Poplack (2000: 230) in his study explained that the degree of bilingualism affects the degree of code switching in conversation among peers.

2.4 Code Switching

According to Callahan (2004), code switching is the use of words and structures from more than one language or linguistic variety by the same coder within the same utterance. Wardhaugh (2006) also argued that most speakers command several varieties of any language they speak, and bilingualism, even multilingualism, is the norm for many people throughout the world rather than
unilingualism. In bilingual society, people sometimes do code switching within a domain and social interaction. People usually asked to choose a specific code every time they speak and they also have to decide to switch from one code to another code or mix it although in short utterance, and absolutely with a certain purpose.

2.4.3 Types of Code Switching

Code switching may involve single words, phrases, or whole sentences (Grosjean 2008, 160). According to Poplack (in Al Abdely, 2016), there are three main types of code switching, they are tag switching, intersentential switching, and intrasentential switching.

2.4.3.1 Tag Switching

Switching tag is a type of code transfer first classified in units free elements contained in the language in a sentence or question statements that are usually located at the beginning or the end of a sentence. It involves the insertion of a tag or an exclamation, or a parenthetical from one language into an utterance which is otherwise entirely in the other language.

For example:

a. “Holy crap! Gue bangga sama lu, sob!” (Holy crap! So proud of you, bro!)

b. “It’s okay, ya nggak?”
2.4.3.2 Intersentential Switching

This type of code switching requires speaker to have a good fluency to speak both language. It occurs when there is a complete sentence in a foreign language uttered between two sentences in a base language (Jendra, 2010:76).

For example:

a. “Lucky me having nice and beautiful people there. *Mungkin kalau tidak ada mereka, aku tidak akan betah di Thailand.* (Lucky me having nice and beautiful people there. If they did not exist, maybe I would not feel like home in Thailand.)

b. “*Akhirnya kamu nikah juga!* So happy for that, dude!” (finally you get married. So happy for that, dude!)

2.4.3.3 Intrasentential Switching

Intrasentential switching concerns language alternation that occurs within a sentence or a clause boundary. Jendra (2010:67) stated that intrasentential code switching is found when a word, a phrase, or a cause, of a foreign language is found within the sentence in a base language.

For example:


b. “Captured by *Mbahku dewe!*” (Captured by my grandmother)

2.4.4 Reason for Code Switching

When code switching occurs, the speaker’s motif and reason to switch code is an important consideration in the process. According to Hoffman (in Kalangit, 2016), there are some reasons that influence the speaker to switch code, namely:
1. Talking about particular topic

People generally prefer to talk about the specific topic in one language. They will feel more free and comfortable to express their feeling in a language they like. The case of this can be found in Singapore, where English used to discuss the issue of the business, Malay for local language, and Tamil for the significant ethnic in the republic.

2. Quoting somebody else’s opinion or quotation

A speaker quotes another source intact in the original language with the aim of avoiding any error in explaining the message. By quoting besides, it can indicate the accuracy of the delivered message.

3. Being emphatic about something

When someone is talking in his second language, suddenly wants to be emphatic about something, he will intentionally or unintentionally switch to his first language or vice versa because he is feeling easier to be emphatic in a certain language.

4. Essentials of using interjection

An interjection is the words or phrases put into sentences to convey surprises, strong emotions, or to get attention.

5. Repeating for clarification

A bilingual speaker can use the two languages he or she controls when he or she wants to clarify his or her words in order to be better understood by the listener.
6. **Intention of clarifying the speech**

   When bilingual or multilingual talking to someone who has the same type, there will be a lot of code switching occurs in the conversation. It means the speech running smoothly and incomprehensible by the interlocutor. A message in a code repeated in other code in the form of rather changed.

7. **Expressing group identity**

   The way people in a community is always different to the others. By talking in a certain language, it can represent the group identity easily.

   Another theory to develop the reasons for code switching comes from Malik (in Azlan & Narasuman, 2013). There are 10 communicative reasons, namely:

1. **Lack of facility**

   It occurs when a bilingual or multilingual often switch the code because he/she is unable to find the appropriate identical word from L2 vocabulary to match with his/her L1 vocabulary.

2. **Lack of register**

   Muthusamy (2009) states that when “a certain vocabulary is not available to a speaker in the first language,” he or she switches to the second language during a dialogue. Anderson (2006, p. 38) suggests that certain phrases would sound better in the L2 than in the L1 and this usually triggers code-switching.
3. **Mood of the speaker**

The mood of the speaker affects the language that they want to use. The words produced when in the upset, happy, or scared situation will be different. In a rationale and stable state of mind, a person is able to think of the right vocabulary to be used in the target language (Muthusamy, 2009).

4. **To emphasize a point**

Anderson (2006) states that when a speaker needs to stress a particular statement he or she will codeswitch to the other language. For example, An English teacher makes a statement in English then repeats it into Bahasa Indonesia in order to emphasize the point or to make the students more understand what they are talking about.

5. **Habitual experience**

It uses markers “I mean,” “you know,” or “like”. It happens spontaneously within a speech.

6. **Semantic significance**

Code switching is sometimes for giving a signal to the speaker’s attitude. It is more like verbal strategy.

7. **To show identity with a group**

It is easy to find in the classroom where the teacher switches code to make a good relation and build solidarity with the students.

8. **To address a different audience**

It is applied to welcome a new comer in a communicative event.
9. **Pragmatic reasons**

For instance, in a conversation about dieting, a speaker may use his L1 to stress his personal feelings about the issue and L2 to stress the referential context which is advice from his doctor Holmes (in Azlan & Narasuman 2015).

10. **To attract attention**

People sometimes switch the code with purpose. When someone surrounded by people with L2, then he/she suddenly speak using L1, it will be easy to people directly pay attention to him/her.

2.5 **Instagram as a Social Media**

Instagram is known as photo and video sharing platform. It is an application for sharing photos and videos that can be seen by followers. It allows users to take photos and videos without time limit, apply some filters, and share to the followers. In 2013, it was estimated that Instagram had 100 million users, and approximately 4 billion photos were uploaded and displayed (Abbott et al., in Ting et al., 2015). In a more recent estimation, it is reported that around 75 million people are using Instagram on a daily basis, and approximately 16 billion photos are uploaded and shared with other users (Smith, in Ting et al., 2015). Instagram is suitable for young generation and modern society than Facebook and Twitter and any other medias. This is because young mobile users are addicted to take photos or videos using their mobile phone and share them to public.
On another note, by connecting to people in the world, not only for personal business, but also Instagram today becomes a platform to businesses. Indeed, it is not just for sharing photos or videos, but also sharing writing. There is a column to write the caption on every post with 2200 character limit. In addition, user can give like and comment to each other, give hashtag, and share the location of the photo or video uploaded.