

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents some reviews of related literature dealing with this study. It covers Sociolinguistics, Bilingualism, Code, CodeSwitching, Instagram and Caption.

2.1 Sociolinguistics

Sociolinguistics in general discusses the relationship between language and society. Sociolinguistics itself also additionally clarifies the function of language used by society. According to Wardhaugh (2006:13), sociolinguistics is concerned with investigating the relationships between language and society with the goal being a better understanding of the structure of language and how languages function in communication. In short, the sociolinguistics has close relation to languages and society.

Another expert, Hudson (1996), defines that sociolinguistics is the study of language in relation to society; whereas the sociology of language is the study of society in relation to language. Moreover, Coulmas (1997) stated that sociolinguistics investigates how social structure influences the way people talk and how language varieties and patterns of use correlate with social attributes such as class, sex, and age. Sociolinguistics is that branch of linguistics which studies the nature of language and languages which require reference to social, including contextual, (Downes, 1998).

From the explanation above, it can be concluded that sociolinguistics is a study of language aspects of mutual understanding and the relationship between language and society. It related with a language as a means of communication.

2.2 Bilingualism

Bilingualism is commonly defined as the use of at least two languages by an individual. In the other word, bilingualism is also the ability of using more than one language to communicate in daily life. According to Bloomfield (in Hamers, 2004, p. 6), bilingualism is a situation where a speaker can control the use of two languages well. Someone who can use the first language as well as the second language was called bilingual. Thus, the bilingual people can communicate using two languages.

On the other hand, Titone (1972) stated that bilingualism is the individual capacity to speak a second language while following the concept and structures of that language rather than paraphrasing his or her mother tongue. In addition, Mohanty (1994) has also proposed another definition of bilingualism as social communicative dimension, when he says that bilingualism or communities are those with an ability to meet the communicative demands of the self and the society in their normal functioning in two or more languages in their interaction with the other speakers of any or all of these languages. In conclusion, bilingualism is an ability of using at least two languages to communicate with other people.

2.3 Code

Before knowing about code switching, firstly, we have to understand what actually means by code. Code is a system used by people to interact and communicate with each other in any occasion. In a daily life, people usually choose different code in their interaction. They may choose certain code because it makes them easier to discuss a particular topic. According to Wardhaugh (2002, p. 88), code is any kind of system that two or more people employ for communication.

Another expert, Stockwell (2011) defines that a code is symbol of nationalism that is used by people to speak or communicate in a particular language, or dialect, or register, accent or style on different occasions and for different purposes". Meanwhile, Romaine (1995, p. 121) says that the term code not only to different languages, but also to varieties of the same language as well as styles within a language. From the statement above, the writer takes a conclusion that code is a system that is used by people to interact and communicate with each other.

2.4 Code Switching

There are some phenomena of language which occur in societies to make the communication more effective and meaningful. As a result, the using of two languages in everyday conversation is called code switching. Code switching is the part of bilingualism. Code switching is one of methods in learning language by using two or more languages in the same time. It makes learner automatically become a bilingual or multilingual speaker. Code-switching can occur in conversation between speakers' turns or within a single speaker's turn.

According to Gal in Wardaugh (1998:100), code switching is a conversational strategy used to establish, cross or destroy group boundaries to create evoke or change interpersonal relations with their rights and obligations. Moreover, Bloomfield and Gumperz (in Jendra, 2010, p. 75) stated that code switching as above can be classified into two different classifications. They are grammatical and contextual classification. The grammatical classification is based on where the code switching appears in the sentence or utterance, while the contextual classification is based on the reasons why a bilingual switches. The grammatical classification is divided into three types of code switching. They are tag-code switching, Inter-Sentential Code switching, and Intra-Sentential code switching.

1. Tag-code switching

It happens when a bilingual inserts short expression (tag) from different language at the end of his/her utterances. According to Musyken (2000), tag switches involve an exclamation, a tag, or a parenthesis in another language than in the rest of the sentences. For example, an Indonesian bilingual switches from English to Indonesian, "It is one of interesting places I think, *benegerak?*"

2. Inter-sentential code switching

It happens when there is a complete sentence in a foreign language between two sentences in a base language. Romaine (1995) stated that Inter-sentential switching involves a switch at a clause or sentences boundary, where each clause or sentence is in one language or another. For example, an Indonesian bilingual switches from Indonesian to English, "*Cewek itu cantik dan ramah. She's totally good looking I think. Idaman para lelaki banget.*"

3. Intra-sentential code switching

Poplack (1980) suggest that intra-sententialis takesplace within a clause or sentence boundary. It is found when a word, a phrase, a clause of a foreign language is found in the sentence in a base language. For example, an English bilingualswitches from English to France, “Theroom in the hotel, *trèspacieux*and make comfortable.” The contextual classification of code switching is divided into two types of code switching, they are :

a. Situationalcode-switching

It appears when there is a change in the situation that causes the bilingual switches from one code to the other. In regard to the factors of choosing a code suggested by Hymes (in Jendra, 2010:76-77), the changing situatios involved could be the settings, the Participants, or the Norms of interaction. For example, an Indonesian bilingual switches from Indonesian to English because of the presence of an English native speaker friend.

Lisa : “*Apa benar dia lulusan Universitas ternama di Singapura? Fen.*”

Angel : “Hi, Lisa !”

Lisa : “Hi, how are you. Angel this is my friend from Bogor, Feny. Feny, this is my friend Angel from Australia.”

Feny : “Hi Angel, nice to meet you!”

Angel : “Nice to meet you too!”

b. Metaphoricalcode-switching

It happens when there is a change in the perception, the purpose or the topic of the conversation. Saville- Troke (1986) defines metaphorical code switching as a

code switching occurring within a single situation but adding some meaning to such component. Metaphorical code switching means that the speakers are not constrained by situational or social norms. This kind of code switching concerned the communicative effect the speaker intends to convey. It occurs within a single situation, but adds meaning to such components as the role-relationship that is being expressed.

The following example illustrates by some Indonesian students jokingly switch from English to Indonesian to affect a serious dialogue to be a bit humorous.

Julian : I like this place so much... *cocok banget buat nongkrong*, and just for fun or drinking something and make a little discussion.

Dian : Actually we are not make a discussion but make a jokehahaha..
Terus, kita jadi gak jelas jelas sendiri”

Julian : “Come join us!”

John : “Okay, then.”

Musyken (1987) stated that switches occurring at the lexical within a sentence (intra-sentential) are referred as ‘code mixes’. On the other hand, change over phrases or sentences (Inter-sentential), including tags and exclamations at either end of the sentences is called ‘code switches’ and ‘code switching’.

2.5 Instagram

Instagram, with its large community, could be regarded as an emerging culture where people with different backgrounds are actively communicating and interacting with each other. Instagram is a popular photo and video capturing and sharing mobile

application, with more than 500 million registered users by June, 2016 which also provides a website where users can view posts on the web interface, (Li Danling, 2017). According to Tyer (2016), Instagram is a form of social media that shares photos over the Internet through an application that allows users to alter their images by applying filters and sharing their photos on a variety of other social media platform. Instagram is a free, visual content sharing social networks which focused on taking and sharing Photo with friends through a Mobile application.

Instagram was founded by Kevin Systrom and Mike Krieger in October 2010 in San Francisco. It was released in Android version on April 3, 2012 and launched on October 6, 2010. Instagram is Internet based photo and video sharing application and service that allows users to share pictures and videos either publicly, or privately to followers. The sharer can tag other users in the photos, tag the place when the photo is taken, and write the caption for the photo which can include hashtags and mentions (marked with “#” and “@” respectively) to share the photo and categorize the content, (Hellbreg, 2015).

Based on Adam Lang (2014), Instagram comes from the combination of two words “Instant photograph” and “Telegram” which explain the whole function of this application. Like a Polaroid camera in his time better known as “instant photograph”, Instagram can also display photos instantly. Besides, the word “gram” is derived from the word “telegram”, which works to send information to others quickly.

Instagram grows rapidly and to be a trend among the juvenile. It allows the users to upload what they want. Miles (2013) compared Instagram to the most popular social media networks such as Facebook, YouTube, Pinterest and Twitter in terms of time and energy required, and virality. Because of those reasons, the writer is

choosing Instagram as the subject in conducting this research. It is because many people use Instagram and post any Photos and videos in their account using the caption.

2.6 Caption

Before uploading the photo, the users can add the caption based on what the users think. Lin Danling (2017) stated that caption is written and added to pictures or videos by the posters to explain the content or to express their feelings, which could be the main source for other users to comment. It is a brief description, short or long statement, or title that identifies or introduces a photograph in Instagram. Caption contains emoticons, aroba (@), hashtag (#), and the last is verbal expression that will be described below. Many users write bilingual captions in English and Bahasa. For example "Brent is so yummy and just so adorable, your hubby Charles *baik banget!*". According to previous study by Rohmatul (2013), there are four kinds of captions. They are emoticon, aroba, hashtag, and verbal expression.

Emoticon is used to express what the users feel in the context of the photos that will be uploaded. It can make the caption more interesting because they have a funny shape to express the user's feeling.

Aroba is words or phrases with the @ symbol at the start. Instagram has features that allow the users to tag other users by adding @ and entering the name of a user's Instagram account. The user not only can tag other users in the caption, but also in the photo comments section.

Hashtag is a word or phrase with the # symbol at the start. It can let users outside of the user's primary connections to find other users. They help people to search, find images and add an image to current trends.

Finally, verbal expression explains about photo or video that the user posts. By giving verbal expression in the photos and video, it can give a clear explanation and do not make other people misunderstand about the picture.

