



**CODE MIXING AND CODE SWITCHING ANALYSIS  
IN FILIPINO'S INSTAGRAM ACCOUNTS  
CAPTIONS AND COMMENTS**

**A Final Project**

In Particular Fulfillment of the Requirement

For S-1 degree in Linguistics

In English Department, Faculty of Humanities

Diponegoro University

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## **PRONOUNCEMENT**

The writer honestly confirms that she compiles this project entitled Code Mixing and Code Switching Analysis in Filipino's instagram account captions and comments herself without taking any result from other researchers in S-1, S-2, S-3, and in diploma degree of any university. The writer ascertains that she does not quote any material from other publications or someone's paper except from the references mentioned.

Semarang, November 14, 2017

Evangelia Ginanti

## MOTTO AND DEDICATION

*“Everyone who competes in the games goes into strict training. They do it to get a crown that will not last, but we do it to get a crown that will last forever. Therefore I do not run like someone running aimlessly; I do not fight like a boxer beating the air”*

— **1 Corinthians 9: 25-26**

*“Dream, you will fully bloom after all the hardships,*

*Dream, though your beginnings may be humble, may the end be prosperous”*

— **Min Yoongi**

*“Surround yourself with only people who are going to lift you higher.”*

— **Oprah Winfrey**

**I dedicated this project to my God, beloved family and all of my support  
system,**

**Thank you for always be there and support me,**

**I love you all**

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CAPTIONS AND COMMENTS**

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I realize that this project is still far from being perfect. Therefore, I will be glad to receive any constructive criticisms and suggestions to make this better. I expect that this project will be useful for the readers.

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## ABSTRAK

Penulisan project ini ditujukan untuk menganalisa dan menjelaskan jenis dan faktor Campur Kode dan Alih Kode yang muncul di caption dan kolom komentar Instagram. Project ini merupakan penelitian deskriptif kualitatif yang menganalisa data-data berupa kiriman pesan atau tulisan melalui Instagram untuk sebuah foto di caption dan kolom komentar. Caption berfungsi sebagai deskripsi atau penjas foto, sedangkan kolom komentar berfungsi sebagai tempat pengirim dan pengguna lain untuk berkomunikasi. Penulis menggunakan metode sampel bertujuan untuk memilih caption dan komentar yang mengandung unsur Campur Kode dan Alih Kode. Metode Agih digunakan penulis untuk menganalisa data sehingga mendapatkan temuan Campur Kode Luar. Selain itu ditemukan pula adanya alih Kode dalam jenis Alih Kode Eksternal.

Kata Kunci, Campur Kode, Alih Kode, Tagalog.

## **1. Introduction**

### **1.1 Background of the Study**

Language is an essential part of human communication. In everyday life there are many forms of communication done by human. To expand their communication abilities, there are many ways that humans do to improve their communication skills. In the field of language there are many variations which are created to help people to communicate. One of the ways used by the people to communicate more widely is to learn a foreign language. Sometimes, people do not realize that they mix and switch language code to help them to communicate to other.

Code mixing and code switching are happening in a communication process, not only in spoken or verbal way but also in written or non-verbal way. In Indonesia and The Philippines, two countries that have diversities of languages, code mixing and code switching often happen in their daily communication. In Indonesia, people tend to mix or switch the national language (Bahasa Indonesia) with local languages (Javanese, Batak, Sunda, etc) or other foreign languages. In The Philippines, there are regional languages (Cebuano, Chavacano, Ilocano, etc), national language (Tagalog) and official language (Tagalog and English) (Wikipedia.com). So in daily basis, people mix or switch the language frequently.

Instagram is well-known as a social media to shares pictures or videos. In Instagram, the users are offered many ways to share their pictures and edit the picture like professional photographers so they are able to create good pictures

and get attention from the other users. To help the other users or audiences understand the story behind the pictures or description of the picture, users can make “caption” to tell others about the pictures. Caption here could be a way to communicate among users too and the users can communicate or talk in comment section, causing non-verbal chat.

The writer chooses two previous studies as references of this research. First, from Fardanti Firli Nastiti (2014) with the title “A Study of Code Switching through the Character “Iwan” in 9 Summer 10 Autumn Novel By Iwan Setiawan”. From the analysis, the author found out that from ten conversations as the sample which consist of sentences or phrases or words, the character, the kind of code switching that used is Inter- sentential switching and the factors behind code switching is social factors of the character. Second, from Debby Mediyatih (2012) titled “A Descriptive Study of Code Mixing in Social Networking (Facebook)”. As the result, author found the use of code mixing in the form of words, phrases, idioms, hybrids, clauses and word imitation. She also found that the purposes of code mixing are to express solidarity and intimacy, assert status, pride and power, lingual needs, inability and express the feelings, throw jokes, and more informative. The author analyzed the factors that influencing the use of code mixing on Facebook; Speaker and personal speakers, partner speech, presence of three speakers, time and place of conversation last, the purpose of conversation, and topic being spoken.

Based on the backgrounds above, the purposes of the research are to obtain the variety of code mixing and code switching on Instagram captions and

comments. As data for research, the writer will use Instagram captions and comments from Filipino account. Indonesia and Philippines are developing countries with many instagram users. The writer is interested in analyzing captions and comments made by instagram users from The Philippines. To analyze code mixing and code switching on inStagram captions and comments the writer will use theory from Suwito (1985) and Hymes (19875)

## **2. Theoretical Framework**

This project applies Hymes (1975) and Suwito (1985) theory about code mixing and code switching, external code switching, outer code mixing in the form of words phrases, hybrids, repetition words, idioms, and clause. To analyze the factors that influenced the use of code mixing and code switching among instagram users, the writer will use Hoffman's explanation (1991).

### **2.1 Code Mixing**

Kachru in Suwito's book stated that code mixing is using two languages or more by inserting one language particle to other language particle in one expression. The application of it is only in the form of word or phrase (Suwito, 1985: 89). Hudson (1996: 25) said if there is an eloquent bilingual person talking to another eloquent bilingual person without fully changing the language is called code mixing. It happens when both speakers are fluent in two or more languages together to extent their language to other language in the direction of a sole expression (Wardough, 1986: 103). There are two types of code mixing, inner code mixing and outer code mixing. Based on the form,

code mixing appears in the form of words, phrase, repetition words, hybrids, and idioms.

### **2.1.1 Inner Code Mixing**

It happens in native or national language with its many kinds of variations. It can also occur between local language or regional language. The example is between *Jawa Ngoko* with *Krama Inggil* (Suwito, 1985: 76).

### **2.1.2 Outer Code Mixing**

It blends or mixes a native language with a foreign language, the example is English language is mixed with Indonesian Language. (Suwito, 1985: 76).

The forms of code mixing usually appear in:

#### **a. Word**

Word is the smallest component of language and it consist of a morpheme or more. Code mixing tends to appear in word forms, such as noun, verb, adjective, adverb etc.

Example: “*tolong nanti tools untuk keperluan latihan lapangan bisa diambil di office*”

b. Phrase

Phrase is grammatical structure to point to a singular component of arrangement especially consisting more than one word, and lacking the subject and verb structure typical of clause. Phrase placement here is an order of words, which is semantically and often syntactically limited, and functions as a singular component.

Example: “*tolong balas pesan ini as soon as possible*”

c. Hybrid

Hybrid is the outcome of blending of two different language objects which have meaning. Hybrid usually can be shown from adding suffix or prefix from the native language to the foreign word.

Example: “*Jangan lupa didesign ulang saja denahnya*”

d. Idiom

Idiom is group of words with different meaning from the meaning of the individual word. It means that Idiom makes new meaning from the original meaning of the each word. Usually idiom appears in code switching or code mixing when someone wants to say something in a good way.

Example: “*Tugas yang kemarin diberikan itu just a piece of cake!*”



e. Repetition word

Repetition is repeating the same words or phrases a few times to make an idea clearer.

Example: “*Ibu membeli souvenir-souvenir untuk keluarga di luar kota.*”

## **2.2 Code Switching**

Based on Hymes’s theory (1975: 103), code switching is changing two or more languages or some variations in one language. Hudson (1996: 25) said that in code switching the subject at which the language changes suits to a point where the situation changes, either on its own or properly because the language changes. There are two types of code switching, internal and external code switching (Suwito, 1985: 69). Internal code switching usually occurs between vernacular or local languages in one native language. Meanwhile, external code switching occurs between national or native language and foreign language.

### **2.2.1 Internal Code Switching**

It is a language switching that happens between the application of local language in one national or native language, between local dialect in one language or between some types and style in the one dialect. (Suwito: 1985: 69)

### **2.2.2 External Code Switching**

It is a language switching that happens between the application of a national or native language and foreign language (Suwito. 1985: 69). Poedjoesoedarmo stated that people frequently switch their language in conversation because of the language types (Rahardi, 2001: 21)

## **3. Research Methods**

This part will explain the research design, data, method of data collection, method of data analysis and research procedure.

### **3.1 Research Design**

This paper is using Descriptive method because the analysis draws and explains about specific and systematic fact. The paper also uses Qualitative Method because it does not show number but linguistics elements such as words, phrases, and sentences.

### **3.2 Data, Population and Sample**

The data were collected from Instagram from early 2016- mid of 2017 as the data source. The populations are captions and comments. While the samples were taken using Purposive Sampling Technique to select captions and comments that contain characteristic of code switching and code mixing.

### **3.3 Method of Data Collection**

The writer opened instagram account and observed activities from instagram users by reading their comments and captions. When the writer found captions and comments that include code mixing and code switching, writer took it as a sample, used print screen button and paint program. The final result of the process is screenshot. Then the writer sent some data/screenshots to her Filipino friends so they could translate those data.

### **3.4 Method of Data Analysis**

The writer defined code mixing and code switching by applying method from Sudaryanto (1993: 16) called Distributional Method that can be applied to analyze the part or elements of language. The writer searches captions and comments which contain code mixing and code switching. After finding that, the writer analyzed the elements and structure of the data. The writer analyzed in what way the user mixed and switched the languages. After finding the elements, the writer categorized or distributed the data into two types based on the criteria and terms that matched, first is code switching if the user fully changed the language after using or finishing the first language, second is code mixing if the user only used some words from different language into their captions and comments or switched the language for some small part of those.

## 4. Data Analysis and Discussion

### 4.1 Code Mixing

#### 4.1.1 Outer Code Mixing

(I) argelt :

@\_marabe @kayetolentino\_ please freeze some yummm burger  
for me. The only thing I ask for *pasalubong!* love you guys☺))

lol (J)

(please freeze some yummm burger for me. The only thing I ask  
for souvenir)

J is a Filipino and lives abroad, J asked his close people to freeze the burger as the gift for him. *Pasalubong* is a word to describe as gift for Filipino who lives in overseas as homecoming gift. They use *Pasalubong* because this is more common and traditional instead of word gift. J also said “yummm” as the interjection to mark his sentence and explain his feeling.

(II) gomanila: (A)

*Sarap mag-refresh*

(It feels good to refresh)

A is an account that mainly covers up about culture and daily life in Manila, or Philippines in general. *Sarap mag-refresh* is a tagline from Coca-cola as a way to promote their product in Philippines. There are prefix *mag-* was used before “refresh” means there is code mixing occurs in hybrid.

(III) manilaeatup: (B)

Chubbyperohappy (D) *Salamat! We made sure na nakasmile si Ryan, yung server, para maganda ang kakalabasan ng shot*

(Thank you! We made sure that Ryan, the server, was smiling, so the outcome of the shot would look nice)

B replied the comment from (D) and from the sentences code mixing occurs in words, phrase, and hybrid form. In word form, there are word server from English in between of Tagalog and word shot in the end of the sentence. For hybrid form, there are prefix naka- added in word smile.

(IV) beloved5254: (O)

*Na kaka miss na pag sakay ng jeep, dati yung nandyan pa ako sa pinas, masipag ako mag abot mga mga bayad sa driver*

(I miss riding the jeep, before when I was still in the Philippines,  
I was eager to pay the driver)

Code mixing in O's comments occurred in word form, such as miss, jeep, and driver. Those words are common to use in daily and mix with the national language, Tagalog. Miss, jeep and driver are mixed here because the words also familiar to use.

(V) carinacastle: (M)

Hihi I missed your photos! *tagal kong hindi nagscroll ng newsfeed gomanila*

(it means it's been a while since I didn't scrolling to my newsfeed)

M mix English and Tagalog in hybrid form and word. There are prefix nag- in the front of word scroll. Newsfeed is an English word from media and being used often because there are no Tagalog words for this since its came from social media term.

(VI) Jollibee: (F)

*Mas YUMmy ang snack time pag may Jolly Spaghetti*

(the snack time is more yummy when there is a Jolly Spaghetti)

F inserted snack time and Jolly Spaghetti between the tagalog words because those words are familiar to use in Philippines and there is no specific word to say those in Tagalog.

## 4.2 Code Switching

### 4.2.1 External Code Switching

(I) Jollibee: (F)

*Mas YUMmy ang snack time pag may Jolly Spaghetti*

(the snack time is more yummy when there is a Jolly Spaghetti)

Albertdaryll : Just had @jollibee for dinner last night. And *bakit wala kasing malapit na Jollibee ditto sa The Fort? Mind Museum na pinakamalapit tsk tsk* (G)

( Just had @jollibee for dinner last night. And why not be as close to jollibee here at The Fort? Mind Museum is the closest)

F is famous original fast food restaurant chain from Philippines, they usually switching or mixing the language for the captions and answering the comments as a way to communicate with their followers. F also tend to mix and switch language to show his identity as an original fast food chain from Philippines and to make his followers from outside Filipino community knows better about F. F responded in Tagalog in

friendly way. E is a Filipino who complained about one of the store chains place is far from his place. E used tagalog to assert his complain instead of using English.

(II) la.kona: (Q)

“Mama *bayad daw*, mama *bayad daw*,” Me. Then I go without paying

(Means "Mom the payment, mom the payment." Then I go without paying)

Q commented for a Jepney picture, the traditional Filipino public transportation. He is referring to what he used to say when he was kid. “*Daw*” is being use to repeat same word or sentence in Tagalog. In this case, “*daw*” was being used to repeat her statement and confirmed that his mother would pay the fare. While the English sentence is to explain towards the other users about what she did after said that.

(III) Lacrs3: (W)

Yummmm!! *Iba talaga ang sariling atin. Tapos may mainit na kanin..umuusok usok pa.* I don't mind using my *hands pag ganyan kasarap!* (Here I am daydreaming about food...)



(Yummmm! Our culture really is unique. Then there is hot rice.. it even steams. I don't mind using my hands when it's that delicious! (Here I am daydreaming about food...))

W commented about the process of the making of the fish dish, at first W commented in Tagalog then he switched in English. His tagalog sentence was to express his pride towards their own culture and how delicious the food is, while the English sentence was about what he currently doing (daydreaming) and expression of what he would do or expect. W switched the language so other users could notice how proud he with his local food was.

(IV) Jollibee: (F)

Ready for a joy ride? *Tara, sakay na!* #Jolli Pinoy Collectibles  
pict by: chubbyhitchat

( Ready for a joy ride? Let's go, aboard! )

F posted a picture to promote their original food chain toy, to gather the attention F used both language, English and Tagalog. At first F threw a question in English and continue the caption with Tagalog. F used tagalog to sound more familiar and interesting towards their followers. With using tagalong as the invitation to join instead of English, their followers can feel more compelled.

(V) Jollibee: (F)

*Sabi ni Miss Universe 2015, piawurtzbach, she's always been a fan of Jollibee! Awww :> Sana nag-enjoy ka kasama kami!:)*

*( Says Miss Universe 2015, piawurtzbach, she is always been a fan of Jollibee! Awww :> Hope you have fun with us!:)*

F mixed Tagalog with English at the beginning, then fully switched to English to explain for their follower that Pia, the Miss Universe 2015, is a fan of them. The last sentence they continued to switch again in Tagalog to make a friendly statement and show their identity as Filipinos.

(VI) Jollibee: (F)

*Sabi ni Miss Universe 2015, Pia Wurtzbach, she's always been a fan of Jollibee! Awww :> Sana nag-enjoy ka kasama kami!:)*

*(Says Miss Universe 2015, Pia Wurtzbach, she is always been a fan of Jollibee! Awww :> Hope you have fun with us!:)*

Xenapereyra: (X)

*How about Sandara Park Jollibee? Sobra niyang loyal sayo*

*(How about Sandara Park Jollibee? She is very loyal to you)*

X commented to Jollibee's post and expressed her opinion in Tagalog and English. She asked in English, "How about Sandara Park Jollibee?", then she continued to show her opinion in Tagalog, "Sobra niyang loyal sayo". She used Tagalog to assert her opinion.

(VII) carinacastle: (M)

Hihi I missed your photos! tagal kong hindi nagscroll ng newsfeed gomanila

(it's means it's been a while since I din't scrolling to my newsfeed)

M used English at first to tell the user and make a clear and bold statement then switched in Tagalog that mixed with some English too to tell the user that M also a Filipino and made M more friendly.

## **5. Conclusion**

After the writer analyzing the phenomenon of code mixing and code switching in Instagram captions and comments, it can be summed up that there is code mixing phenomenon appear, the type of code mixing that appears is outer code mixing between English and Tagalog. Therefore, there is code switching phenomenon happens, called external code switching. The external code switching switches English to Tagalog.



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