## CHAPTER II

## RELATED THEORIES

### 2.1 Sociolinguistics

According to Peter Trudgil 1983 cited by Iwan (2010:65) Sociolinguistics isstudy the relationship between language and society. It is interested in explaining why we speak differently in different social contexts, and sociolinguistics concerned with identifying the social functions of language and the ways it is used to convey social meaning. Sociolinguistics is that part of linguistics which is concerned with language as a social and cultural phenomenon.

This is consistent with Noam Chomsky in Romaine (2000:1) cited by Sumarsih (2014:78) states that sociolinguistics focuses on differences in the use of language in society so that an object can be the object language learning another language. Then, Chomsky said that the question of language is the fundamental question of power. From the statement, it is clear that sociolinguistics is the study of language use in a society that does not focus on the composition of sentence structure but focuses on differences in language use and language development in society. According to Bram & Dickey (1986:146) sociolinguistics specializes in the study of how languages function in society. They also claim that sociolinguistics seeks to explain the human ability to use appropriate language rules in varied situations. Besides that, Fishman (1972:1) cited by Sumarsih (2014:78) states that the interaction between these two aspects sociolinguistics is

habits of the people of the usefulsness of the language and the social composition of habitual action.

Sociolinguistics is the field that studies the relation between language and society,between the uses of language and the social structures in which the users of language live Bernard Spolsky (1998) cited by Iwan (2010:65) Sociolinguistics concerned with the relationship between language and context in which it is used. People always use language to ask for and give another people information. People also used it to express indignation and annoyance, as well as admiration and respect. Often one utterance will simultaneously convey both information and express feelings. Hudson (1996:4) has described the difference as follows: sociolinguistics is 'the study of language in relation to society,' whereas the sociology of language is the study of society in relation to language. In other words, in sociolinguistics we study language and society in order to find out as much as we can about what kind of thing language is, and in the sociology of language we reverse the direction of out interest.

According to Wardhaugh 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. These are also the area's most susceptible to scientific methods such ashypoes is formation, logical inference, and statistical testing. (Wardhaugh,2006:11)

The relationship between linguistic choices and the social context in which they are made is sometimes easiest to see when different languages are involved.

The first focuses on multilingual speech communities and describe some of the ways in which social considerations affect language choice.

Sociolinguistics uses for practical life very much, because the languages as a tool of human verbal communication, of course have certain rules on its use. Sociolinguistics provide knowledge on how to use languages in a certain aspect or social terms. Sociolinguistics will guide us in communicating with show language, variety of language or style of what language should we use when we talk to a certain person. In language teaching at school, sociolinguistics also has a big role. The language variation is possible thing in social domain of small society, even in individual language usage. The factors influencing the language variation are the arranging of local society formation, and language used as normal activity between society members. The external factors influencing are speakers factor, social, and situational.

Language is a part of social life and there is a deep relationship between language and society. Language allows humans to form social groups, as the fulfillment of their need to live together. In the social group the human being is bound individually. The attachment of individuals in this group as self identify within the group. And that language is all we need to build relationship with each other.

Based on the explanation above, In general sociolinguistics discusses about language relationship between language and society. This relates the function    of  the  language  in  general  as  a  means  of  communication. Sociolinguistics is commonly defined as the study of  the characteristics and

variations of language and r elationship among the speakers with the characteristics function of variations of language.Sociolinguistics will guide us in communicating with show language, variety of language or style of what language should we use when we talk to a certain person.

### 2.1.1 Bilingualism

When two or more language use alternately by the same speaker, it can be said that those languages contact each other.speech community that has a relationship with another speech community, it will pass language contact. Therefore, bilingualism in Indonesian called *Kedwibahasaan* (Chaer 2004:84) cited by Sumarsih (2014:78) of the terms proposed by Chaer, it is understood that bilingualism or relating to the use kedwibahasaan by people bilingual speakers in their daily activities. There are several defenitions of bilingualism even though essentially same. Mackey (1962:12) cited by Sumarsih (2014:78) states that practice of bilingualism is alternately from one language to the another language by a speaker.

Bloomfield (1933) cited by Sumarsih (2014:78) also finds that bilingualism is the ability of a speaker to use two languages equally well. A bilingual situation can produce stillnother effects on one more of languages involved. As we have just seen, it can lead to loss, e.g. language loss among imigrants. But sometimes it leads to diffusion; that is certain features spread from one language to other (or others) as a result of the contact situation, particularly certain of syntactic features. One linguistics consequence, however, is that has been some convergence of the languages that are spoken in the village so far as

syntax is concerned, but vocabulary differences have been maintained. It is vocabulary rather than syntax which now serves to distinnguish the groups and the variety of multilingualism that has resulted is a special local variety which has developed in response to local needs (Wardhaugh, 2006:100).

Mackey and Fishman (Chaer, 2004: 87), assert emphatically that bilingualism is the practice of using language interchangeably, from one language to another, by a speaker. Development of bilingualism is also related to understanding of the language is involved in that bilingualism. Bloomfield in this case give the sense of language as a system of codes that have special characteristic. Know to language means being able to use the two systems code in good. Lado (1964:214) cited by Sumarsih (2014:78) argues tha bilingualism is the ability to use two languages by someone with as good or almost as good, which is related to the knowledge of two languages regardless of level.

Based on the explanation above,bilingualism have become a phenomenon that has taken place in many parts of the world. We can find many people speak two or more language. They are be able speak informal or formal situation. This usually happens to people who move from another place, visitors, or children where parents are from different cultures.

### 2.1.2 Code Mixing

Wardhaugh (1986:103) states that "code mixing occurs when conversant use both languages together to extend that they change from one language to other in the course of a single utterance". It happens because the conversant tend to use more than one language. Nababan (1993) cited by Nana (2015:48) said that code mixing is found mainly in informal interactions. There are some reason why people make code mixing. Firstly, in code mixing, bilingual speakers seem to apply some words or phrases from foreign language. In code mixing, pieces of one language are used while a speaker is basically using another language. Jhon Gumperz (1977) cited by Iwan (2010:70)

Maschler (1998) cited by Lau (2011:4) defines code mixing or a mixed code as "using two languages such that a third, new code emerges, in which elements from the two languages are incorporated into a structurally definable pattern". According to Jendra cited by Sumarsih (2014:79) code mixing is a symptom of language usage in which a mixing or combination different variations within the same clause.In addition, Nababan (1993:32) said that Code Mixing is a mixing of two codes or languages, usually without a change of topic. Code mixing often occurs within one sentences one element is spoken or written in languages A and the rest in language B. Code mixing occurs when a speaker changes from one languages to another language or from a certain variety of the same languages. By this the speaker inserts some pieces or element another language while he is using a certain language.

Code mixing is frequently found in sentences, because be an application among social interaction in bilingual communication. It can be found in spoken and written communication. People often mix their language, especially mixes with English in this globalization era, because English is globally accepted as one of international languages. In this case English is an international language which many countries in the world use it in everyday occasion either spoken or written communication. From above description can be deduced that code mixing is a main code that has a function and autonomy. In the code mixing there are fregments of a language used by a speaker, but basically people uses only one particular language.

As the effect, nowadays Indonesian is also influenced by English because most of Indonesia people mix both languages in their conversation, such as in the following examples:

Ayo anak-anak **hurry up please**!

Petakilan **since one day**.

**Good night**, sampai jumpa besok ya!

Aku pengen **recomended** tempat yang bagus nih..

From example number 1 to number 4 with the bold writing show the example of code mixing, because the word is located between two different language (Indonesian - English) but still one utterance. It indicates the existence of language mixing, because the speaker masters two languages, Indonesian and English. since they speak both languages. They can easily mix the languages.

Code mixing used in social media Instagram, is an interesting sociolinguistics sub unit in need for further study.

### 2.1.3 Forms of Code Mixing

According to Kridalaksana (1993) cited by Helmi (2012:19) code mixing is the use of language units from one language to another to extend the language or language style, including the use of word, phrase, hybird, repetition word, clause, and idiom. The same thing also by Saddhono cited by Helmi (2012:19) that the form of speech component of code is never sentence, but only form of word, phrase, hybird, repetition word, clause, and idiom. Chaika (1982: 29) states that language is the way people use the language in communication, it can be written or oral language. Language style actually refers to selection of linguistics form to convey social or artistics effects. Style also acting as a set instructions. We can manipulate other with style. In doing communication people usually use formal or informal language which depend on the situation they are communicating with others. Style also tells the listener to take what is being said; seriously, ironically, or humorously style.

### 1. Code mixing in the form word

This is form of code mixing we found in communicated messages, in which word in the smallest unit in the formation of a sentence and very important role in the grammar. The word consists of a morpheme or more than one morpheme. Insertion of words it means adding English words inside Indonesian utterances.

1). Udah *chic* belum?

The italic word *chic* it means something beautiful.

2). Demi apapun gue *shock* gue kira ada setan keluar dari lubang wc.

The italic word *shock* it means someone feel suprised and upset.

**2. Code Mixing in the form of phrase.**

Phrase is combination of two or more related words that doesnot certain both subject and predicate in the form of a basic pattern of the sentence or not.

1). Pria *limited edition*, cari aja ditempat lain kalo ada wkwk.

The italic word *limited* and *edition* it means small number of copies.

2). Mau ada apa yaaa.... stay tuned

The italic word *stay* and *tuned* it means continue to pay attention.

**3. Code mixing in the form of hybrid**

Hybrid is composed mixed part of word it leading hybrid as mixed of different language. Hybrid has big influence form one language to other. In Indonesia English scope, this is a combination between pieces of Indonesian word and English word.

1). Alhamdulillah terimakasih buat *support-nya* dan doa dari teman semua.The italic word support-nya consist of two languages which combine support in english verb and nya in english is suffix.

2). Hari saptu besok gue nge-vlog bareng cewek lucu ini, ada yang bisa nebak enggak, ini siapa?

The italic word nge-vlog consists of two languages which combine nge in indonesia is suffix vlog in english is noun.

**4. Code mixing in the form of repetition word**

Repetition word is a word-formed because of reduplication. Reduplication is a word that is part of the same repetition with basic word is repeated. In other words, repetition occurs when a basic form experienced repetition completely.

1). It so-so, ya bolehlah.

The italic word *so* and *so* it means to something not good and not bad.

2). Sampai saat ini masih fine-fine aja bro.

The italic word *fine* and *fine* it means everything it's oke.

**5. Code mixing in the form of idiom**

Idiom is group of word with a meaning that is different form the meaning of the individual word. It means that idiom creates new meaning that is different form literal word meaning.

1). Sepertinya *bite my tongue* lebih baik.

The italic word *bite my* and *tongue* it means to stop yourself from saying something that you would really like to say.

2). Of course sepertinya ini pantas sekali.

The italic word of and course it means used say yes or no in way that shows is very something definite.

**6. Code mixing in the form of clause**

Clause is a unit of grammatical organization smaller than the sentence, but larger than the phrases, word or morphemes and clause having a subject and verb.

Some clauses are dependent, so they can stand themselves as sentence or may appear within sentence as grammatically complete statements. Other clauses are dependent, they cannot stand themselves.

1). *What do you think* jika rambutku aku potong?

The italic word is clause and independent or can stand alone. It means when you are asking someone opinion about something.

2). *Oh my god* bener-bener jatuh cinta saman kamu nak!

The italic word *oh my* and *god* is clause and independent or can stand alone. It means suprized, shocked, angry, etc.

### 2.1.4 Factors of Code Mixing

According Beardsmore (1982:38) cited by Sumarsih (2012) There are some factors that cause people do code-mixing:

1. Bilingualism

The ability of the speaker of using more the one language is abasic factor of code-mixing. Most of the word population is bilingual or multilingual. Because most of speaker master in two languages or more.

2. Speaker and partner speaking

Speaker needs partner speaking to communicate and code-mixing could appear if both use and understand it well.

3. Social community

Most communities are bilingual that use two languages in their interactions. In this case, an individual will be influenced by social community directly.

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4. Situation

Code-mixing occurs in relax or informal situation. This situation is closer with daily conversation and for writers is also describe as their habitual communication.

5. Vocabulary

The inability to find an appropriate word or expression in one language makes people change the word or phrase from one to another language. So, what they want to convey can be delivered through use code-mixing.

6. Prestige

For many young people code-mixing becomes own style which is hoped to be modern and educational one. They mix because of prestige. They want to look cool in front of many people.

**2.1.5 Purpose of Using Code Mixing**

**1. Need Feeling Motive**

According to Ohoiwatun (1996:71) need feeling motive happens because of technology need feeling, speaker use it as if they could not find words that have similar meaning in the language they speak. The reason is in order they are able to speak simpler and clear to make their partners understand the message conveyed easily, certain bilingual would use certain bilingual would use certain word to express their feeling. There is example for the reason:

1. Aku malah berasa kayak ***rapper*** yang kehilangan jati diri.

The italic word is need feeling motive because the writer cannot find the word that has similar meaning in their mother tongue. ***Rapper*** is a person who performs rap music.

**2. Prestige Feeling Motive**

According to Ohoiwatun (1996:71) Prestige feeling motive choose by the writer to appear their educational status. There is example for this reason:

1). Aku baru tau kalo kawan aku yg disebelah ini adalah anak yg ***sophisticated*** banget loh. The italic word is prestige feeling motive because the writer wants to show their educational status. Sophisticated is having, revealing, or involving a great deal of wordly experience and knowledge of fashion and culture so they choose this word to complete the sentences.

**3. Asserting Status, Pride Power**

As holmes opinion the porpuse usually causes a writer to swich or mix codes which are more important, in which did not obtain when using his previous code. The mixing word usually is not related specifically to the topic and there is always a word subtitute the fist language. The researcher did not found example from this statement.

**4. Being More Informative**

This purpose occurs when a code mixing is conducted since the speaker is message-oriented. For instance it happens because his occupation and education use the codes often. Holmes (1992:29) says that people may select a particular variety or code because it make is easy to discuss a particular topic regardless of

where they are speaking. It can be done by quoting and important recitation. In this case, the speaker wishes to be accurate the exact words are important.

There is for example for this reason:

1) Didunia ini ada binatang bernama *ferret*, sejenis musang yang bisa dipelihara.

The italic word is domesticated polecat kept as a pet or used, especially in Europe, or cathcing rabbits. It is typically albino or brown.

**5. Making Jokes**

The purpose occurs when a code mixing is conducted to set humorous effect. This purpose also indicates the formality of conversation, an example paraguay shows that guarani, the low variety is considered more appropriate for joking and humorous anecdotes. (Holmes, 1992:46).

There is example for this reason:

1) Demi apapun *shock* gue kira ada setan keluar dari lubang wc.

The italic word shock is someone feel suprised and upset.

**6. Expressing Self Emotion**

This purpose occurs when  code mixing is concluded to express a writer self emotion, such as sadness and happiness. Yet, sometimes a speaker can even switch in the opposite direction. From the high variety is often to express disapproval, so a person may switch language because they are angry (Holmes, 1992:47). But a writer usually uses regional dialects to express sadness and happiness. There is example for this reason:

1) *Oh my god*, bener-bener jatuh cinta sama kamu nak.

The italic word *ohmy* and *god* is how suprised, angry, shocked, etc.

2) Walaupun pipiku gendut, **but i'm happy.**

The italic word *but i'm* and *happy* is feeling or showing pleasure or contentment.

## 1.2 Instagram

Instagram is one of the most popular social media in the world, including Indonesia which has millions members from various types of social media accounts.Instagram is a mobile, desktop, andinternet – based photo sharing aplication and service that allows users that share pictures and videos either publicly and privately. It was created by Kevin Systrom and Mike Krienger, and launched in October 2010.

## 2.2.1 Purpose of Instagram

Many people like to connect with other people through social media on the internet. They great over the internet and become penpals. The social media is also usefull to exchange experience, knowledge, and ideas.Instagram is a social media whose usefulness is to post photo or video with the filter inside and using caption under the photo or video and also send direct massages to another.. And with instagram,we can find out our vacancies, scholarships,  and old friends. People can find the news at the moment is happening, learn more about topics that are important to you, and get information directly from the source real time.Instagram makes it easy to see the products on sale and can directly comment under the photos of interest. Instagram into a social media that manyopportunities to do business users can be used as a marketing communication media, through the share photos of seller products, and has a lot of Instagram followers make it

easy to see the products on sale and can directly comment under the photos of interest.

**Relevance Studies**

In this research, the researcher reviews some report related of researcher about sociolinguistics especially code mixing. The researcher user some graduating paper as following:

1. Sutrismi thestudents of Muhammadiyah University of Surakarta entitle "The use of Indonesia English Code Mixingin Social Media Networking (FACEBOOK) by Indonesian Youngster". She used social media networking (Facebook) data source and analyzed code mixing used by Indonesian youngsters by data of this research come from the statuses which are posted by Indonesian Facebook users and from the chat between the researcher and the correspondences. she also found out focuses on the linguistic form of code mixing and the reasons of using code mixing.

2. Sri Nuryanto students of Muhammadiyah University of Surakarta entitle "Code Mixing Usedin SBY'S POLITICAL SPEECHES" she also foundseveral English words, phrases, or clauses. There are many insertions of English in SBY's speeches that basically uses Indonesian. It is interesting to know what forms of code mixing of SBY's speech are and what factors of code mixing in those speeches are.

3. Reza Sri Wahyuni students of Islamic University of Riau entitle "Code Mixing Words Analysis in Twitter" Shealso foundseveral English words, phrases, or clauses. And she is found out purpose of his research by twitter users.

4. Amsal students of Islamic University Sultan Syarif Kasim Riau entitle "An Analysis of Code Mixing in Conversation of the Students at State Junior High

School (SMPN 3 XIII KOTO KAMPAR). He is analyzed the type of code mixing and analyzed conversation in code mixing.

5. Based on the relevance studies above, the researcher want to investigate about "An Analysis of English Code Mixing used in Social Media Instagram'' the researcher want to describe about forms and purposes of code mixing in social media by instagram users.