

**AN ANALYSIS OF CODE MIXING
IN MEME ON INSTAGRAM BY YOUNGSTERS: A
SOCIOLINGUISTICS APPROACH**

THESIS



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FACULTY OF SOCIAL SCIENCE AND HUMANITIES
PUTERA BATAM UNIVERSITY
YEAR 2018**

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Submitted in Partial Fulfillment of the Requirement for the Degree

Sarjana Sastra



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Is the real work of myself and I realize that thesis has never been published in other media before, partially or entirely, in the name of mine or others.

Batam, 30th July 2018

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THESIS

**Submitted in Partial Fulfillment of the Requirement for the
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ABSTRAK

Peneliti tentang pencampuran kode di sebelumnya, memiliki konsentrasi pada bahasa lisan, beberapa pada bentuk tertulisnya. Penelitian ini menjelaskan jenis-jenis pencampuran kode dan alasan meme yang dibuat oleh penulisnya di media sosial, dalam hal ini di instagram. Meme biasanya berisi gambar dan tulisan yang kebanyakan menggunakan lebih dari satu bahasa. Dalam melakukan penelitian, peneliti menggunakan metode kualitatif. Data dikumpulkan dari status anak-anak di beranda mereka di instagram. Untuk mengumpulkan data, peneliti menerapkan metode observasi dan teknik partisipatif. Metode identitas referensial, teknik dasar dan lanjutan digunakan untuk menganalisis data (Sudaryanto, 2015). Peneliti menerapkan metode formal dan informal untuk mempresentasikan hasil penelitian. Hasil temuan menunjukkan bahwa (i) ada tiga jenis kode pencampuran dalam meme mereka; penyisipan, pergantian, jenis leksikalisasi kongruen, (ii) ada tiga alasan penulis meme menggunakan pencampuran kode yaitu; bersikap peduli tentang sesuatu, berbicara tentang topik tertentu, dan memasukkan pengisi kalimat. Jenis dominan dan alasan pencampuran kode dalam meme adalah tipe penyisipan dan penyisipan pengisi kalimat, dalam situasi tertentu untuk menyampaikan pesan kepada pembaca.

Kata kunci: meme, kode-mixing, Instagram, anak muda

ABSTRACT

The researcher on code-mixing in the past, had a concentration on the spoken language, a few on its written form. This study describes the types of code mixing and the reasons of the memes created by their author in social media, in this case on instagram. The memes usually contain image and writing which mostly use more than one language. In conducting the research, the researcher uses a qualitative method. The data were collected from the youngsters' status in their timeline on instagram. To collect the data, the researcher applied the observation method and participatory technique. Referential identity method, basic and continue technique were used to analyze the data (Sudaryanto, 2015). The researcher applied the formal and informal method for presenting the research results. The finding results indicate that (i) there are three types of code mixing in meme they are; insertion , alternation , congruent lexicalization types, (ii) there are three reasons of memes' author used code mixing they are; being emphatic about something, talking about particular topic, and inserting sentence fillers. The dominant type and reason of code mixing in memes are insertion type and inserting sentence fillers, in a certain situation to deliver a message to the readers.

Keywords: meme, code-mixing, Instagram, youngsters

MOTTO AND DEDICATION

MOTTO

Man Jadda Wa Jadda”

Anyone who is really serious will get it

"God loves a job which it works it finishes well"

(HR.THABRANI)

“Anyone who followed a path to seek knowledge,

Then Allah makes it easy to get a way to heaven”

(HR. MUSLIM)

"Prayer is a worship"

DEDICATION

This paper is dedicated to all people who always love me, pray and give me support in finishing this writing for my success, they are my beloved family and best friends

ACKNOWLEDGMENT

All praise to Allah the Lord is a merciful and compassionate researcher who has been blessed in completing this thesis entitled *An Analysis of Code Mixing in Meme on Instagram by Youngsters*. The researcher would like to say thanks to her father Syahrul and her mother Suyanti for the love, inspiring and blessing given to her endlessly in taking this undergraduate program. The researcher wishes her to express her gratitude and appreciation to Mrs. Yessie Aldriani, S.S., M.Hum as her advisor who has contributed his ideas and time in arranging this thesis.

Furthermore, the researcher would like to express her sincere gratitude to all people who involved both directly and indirectly especially to:

1. Dr. Nur Elfi Husda, S.Kom., M.Si Rector of Putera Batam University
2. Suhardianto, S.Hum., M.Pd Dean of Faculty of Putera Batam University
3. Afriana, S.S., M.Pd., Head of English Department of Putera Batam University
4. All Lectures of the English Department, for their knowledge, motivation, and suggestion during my study at Putera Batam University.
5. My father and future husband thanks a lot for being my mood booster and always be patient, support and pray for me.

May Allah give mercy, peace, and love for them. Amin

Batam, 30th July 2018

Fitri Wunie Idayu
141210176

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

A language is a tool of communication. It also can be used for sharing any information, idea or feeling. It can be delivered through oral or written. Basically, the language has certain functions that are based on one's needs, such as a tool for self-expression. Nowadays the phenomenon of language cannot be separated from the influence of technology. In the digital era, the rapid flow of globalization in our daily lives has an impact on the development and growth of language as a tool of communication. The language has an important role in the formation of culture, especially, for the young generation who are increasingly creative and innovative in terms of technological progress.

When we talk about a language certainly it cannot be separated by communication because in everyday life everyone will definitely do it and use language as a tool for delivering. According to Fiske (1990), communication is social interaction through the message. It is concerned with how senders and receivers encode and decode, with how transmitters use the channels and media of communication.

Since ancient times humans have created many tools to communicate or interact with other without having to be face to face. In the seventeenth and eighteenth centuries still used post mail or letter physically, but in the 20th development of science and technology from traditional to modern, one of th

tools has changed into multiple tools that are a handphone. The advantages of handphone than the home phone are easier to call anywhere with a simple design, easy on handled. Its function is superior than the home phone because it can send a message or often called SMS (Short Message Service), MMS, and even video call.

Now, along with the progress of the handphone is also experiencing a very rapid development equipped with features for face-to-face long distance, send a ny others in a variety of applications with certain functions like BBM, Whatsapp, Twitter, Facebook, and Instagram. These applications are known as social media which is useful for human life through daily activities, for example, the world of work and education.

There is a community of humor which is popular in social media that is often used by the youngster. It is *meme* a kind of image that is one of the phenomena in Indonesian nowadays. The term of meme first appeared in 1976 by Richard Dawkins and be popular in the latest of 2012 until now. According to Richard Dawkins cited in Benaim (2018) he defines memes as cultural element of individuals that can be replicated and transmitted by others through an imitation process. Meme can be ideas, symbols, or image by adding text for the caption. Nowadays, memes are popular to share and reblog, repost or retweet, especially among youngster. The meme has been found on Instagram recently that is popular nowadays among the youngsters.

Meme as a social media Instagram community produces a phenomenon of language as a humor for the youngster, though can be said creative and innovative

in the field of linguistics. However, when the researcher read the memes, the expression in meme is not pure in one language. Most of the expressions are insert the other language as the examples below:

Example a:



“Kids jaman now gak bakalan tau boneka ini punya siapa”

It is the expression written in meme Indonesia on Instagram the image described a teddy doll in such the sentence.

Example b:

CEWEK :

**KALAU LAGI NGENDARAI
MOTOR, 1 SPION BUAT
NGELIAT BELAKANG
1 SPIONNYA LAGI BUAT
NGELIAT MUKANYA**

True girls?



“Cewek: kalau lagi ngendarai motor, 1 spion buat ngeliat belakang 1 spionnya lagi buat ngeliat mukanya . True girls?”

It is the expression written in Meme & Rage Funny Indonesia (MRFI) on Instagram the image described as a warning and there is a cartoon image of a woman in such the sentence.

Example c:

**KAMPRET MOMENT ITU DISAAT
LU MAU NGEFOTO ORANG SECARA
DIAM DIAM**



EH MALAH LAMPU FLAS NYA MENYALA

*“Kampret moment itu di saat lu mau ngefoto orang secara diam-diam eh malah lampu **flash**-nya menyala”.*

It is the expression written in Meme & Rage Funny Indonesia (MRFI) on Instagram the image described an image of a camera in such the sentence.

We can find another example of such the sentences because they have their own ways to entertain the reader with their language.

From the researcher observation, sometimes the meme's author uses bilingual languages in meme such as English mix in the Indonesian language for the caption of the image. The phenomenon of mix language we can learn in sociolinguistic fields about Code mixing. The term of code mixing refers to all cases where lexical items and grammatical features from two languages appear in one sentence Muysken (2001). Sometimes code mixing that used in meme influenced by viral language in social media itself especially on Instagram, for example, the word is very familiar in today is kids zaman now many of meme used the popular word to attract the attention from the youngster. In a community, it can easier to find out language like they do in an informal situation for example in media social. According to Kurniati (2014), code-mixing is seldom found in the formal situation. There is no right expression in such condition it needs to use the word or expression from a foreign language, in written language.

We cannot deny that the use of language by youngster tend to be with the times so that the language function as a means of delivering information does not work properly. As the example of their writing in social media is one of the results of their self-expression, they just express their ideas and feelings without thinking

whether the writing can be understood by others or not. The use of language must also be customized to the situation, conditions and to whom the language used, so that the meaning of the expression would be conveyed well.

Some people may not understand what they are writing about. Some others may know that it is included in linguistics phenomenon. Some may understand about code mixing. But, the general people like a teenager who does not have any skills in English do not know how to use the code mixing in the meme.

Basically, there are many researchers that have discussed about code mixing analysis before. For example in (Fahrurrozy 2015) entitled Analysis of Code-Mixing in Commercial Advertisement. He aims to analyze the types and functions of code mixing, the data are taken from the script of 10 commercial advertisings of face wash and bath soap advertisings.

Based on the explanation of previous research, the researcher is interested in conducting this research especially in meme on Instagram that have been developed recently. Based on it, the researcher is wishful to do research about Code mixing found in the meme entitled AN ANALYSIS OF CODE MIXING IN MEME ON INSTAGRAM BY YOUNGSTERS.

1.2 Identification of the Problem

Based on the background there are many problems identified, they are:

1. Influence of meme existence towards the youngsters in media social especially on Instagram.
2. Influence of meme for youngsters toward their language.

3. The phenomenon of Code mixing found in a meme on Instagram.
4. The types of Code-mixing and reasons of using code mixing focused on a meme on Instagram.

1.3 Limitation of the Problem

Based on the study above, the researcher should be focused then the problem is limited, they are:

1. The types of Code mixing found in a meme on Instagram.
2. The reasons of using Code mixing found in a meme on Instagram.

1.4 Formulation of the Problem

Based on the research the significance formula of the study are :

1. What are the types of Code mixing found in a meme on Instagram?
2. What are the reasons of using Code mixing found in a meme on Instagram?

1.5 Objective of the Research

Based on the research the significance objective of the study are :

1. To describe the types of Code mixing that used in meme youngster
2. To describe the reasons of using Code mixing found in a meme on Instagram

1.6 Significance of the Research

In conducting the research the author is expecting that the result of this will give a valuable contribution to theoretically and practically.

1.6.1 Theoretically

The result of this research can be used as guidance for accomplishing the final thesis for the next researcher particularly in analyzing Code mixing that found in the meme

1.6.2 Practically

The result of this research can be used for my self to enrich the knowledge about language in a linguistic field especially code mixing and can be implicated in the development of English both University and Youngster's Community who use the social media as a tool of entertainment for a meme

1.7 The Definition of Key Terms

Based on the research there are three of keywords in the research they are :

- Meme : According to Richard Dawkins in Benaim (2018) memes as cultural element of individuals that can be replicated and transmitted by others through an imitation process.
- Code mixing : The term of code mixing refers to all cases where lexical items and grammatical features from two languages appear in one sentence (Muysken 2001).
- Instagram : Instagram is a photo and video-sharing social networking service owned by Facebook, Inc. It was created by Kevin Systrom and Mike Krieger and launched in October 2010

exclusively on IOS.

Youngster : The youngster is a good, generic way to talk about a person who's younger than you are, especially a child. If you babysit a neighborhood kid, you can describe him as a youngster. The noun youngster is a casual word meaning "child" older people sometimes use it to refer to adults who are younger than themselves.

CHAPTER II

REVIEW OF RELATED LITERATURE

THEORETICAL FRAMEWORK

The using of bilingual language is one of the phenomena that can not be separated from young generation's daily communication. In communication, they often mix their language, for example, the English mix in Indonesian language. The mixing of the language is not only using oral but also in writing, such as communication by using social media, they often use the bilingual language to entertaining the reader who uses social media to have fun and express their feeling. The phenomenon has a close relationship with a sociolinguistic study about code mixing.

2.1 Sociolinguistics

Language is not only meant as a tool of communication, but language also has a crucial meaning to build a relationship in society for example through on social media. According to Sapir (2001) language is a purely human and non-instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols. So it means that a language is a tool for transferring something like an idea, emotion even feelings and expression. Language is used by people to communicate with each other by giving the opinion, expressing the idea and some information.

According to Hazen (2015) language is the discrete combinatorial system humans use most for communication. The word discrete here means ‘separate’, and combinatorial means ‘ability to add together. For spoken languages, we store collections of sounds together with their associated ideas in communication. According to Wardhaugh in Clark & Yallop (2006) communication among people who speak the same language is possible because they share such knowledge, although how it is shared or even how it is acquired is not well understood. That means if the people that have the same language or one language is very easy for them to do the communication. Everybody in this society has exactly the same language they know the same constructions and the same words, with the same pronunciation and the same range of meanings for every single word in the language (Hudson, 1996).

According to Appel & Muysken (1989) language is not only an instrument for the communication of messages. This becomes especially clear in multilingual communities where various groups have their own language.

The language is important to study because they have any contributions to society. The relationship between the language and society have been developed a new branch of the linguistic field named sociolinguistics there are some experts in sociolinguistics who have given their contribution in the developing of sociolinguistics.

According to Wardhaugh in Clark & Yallop (2006), Sociolinguistics is concerned with investigating the relationship between language and society with the goal being a better understanding of the structure of language and how

languages function in a communication. It is equivalent to the goal of the sociology of language is trying to discover how social structure can be better understood through the study of language in society.

The study of linguistics in society proven that language and society cannot be separated to be analyzed. According to Hudson (1996) he defined that sociolinguistics as the study of language in relation to society, implying (intentionally) that sociolinguistics is part of the study of language. Thus, the value of sociolinguistics is the light which it throws on the nature of language in general, or on the characteristics of some particular language. Based on the definition above, the researcher concludes that sociolinguistic is not just the study about language but it is also the study of a characteristic of language uses in the society.

It is clear now that sociolinguistics is a branch of linguistics that takes language and the relationship with society as the object study. Sometimes the language also make a new phenomenon, one of them the using of two or more languages in used by one individual known as bilingual and multilingual it can occur in any situation especially in informal situation either using oral or written.

2.2 Bilingualism and Multilingualism

The terms of bilingualism and multilingualism have come to be used, respectively, to refer to the knowledge of use two languages and the knowledge of use three or more languages. The existence may take place at the societal level or the individual level. A society can have many different languages spoken that

used by different groups of individuals. The individuals themselves may not necessarily be bilingual or multilingual. When an individual develops communicative competence in two or more languages they have opportunities to express their feelings and thoughts and shape their identity.

Bilingualism is normal in many places around the world and nothing unusual if people encounter with a person who able to master two languages which are usually called bilingualism. The language they use not only of two languages but at least they have to master two languages. However the researcher often found the mixing of language because of the people who master two languages often used this and the study about mixing the language, we have learned in sociolinguistics about code mixing.

According to Scotton (2016), Bilingualism is the term for speaking one or more languages. Usually, the speaker's mother tongue or first language is one of the two languages that make them bilinguals. Bilingualism is used as a cover term for multilingualism, to speaking more than two languages. Some researchers use the term plurilingualism for speaking more than two languages.

Based on the definition above, the researcher concludes that bilingualism is the ability to use or to understand two languages by someone. Usually, a bilingual person that master their national language and international languages such as Indonesian and English.

Beside bilingual language the term of using more than two languages also we known as multilingual. According to Bhatia & Ritchie (2012) multilingualism would include people who understand multiple languages in either spoken or

written form or both but do not necessarily speak or write all of them, a more common usage of the term refers to someone who can function in two or more languages in conversational interaction.

The language they use also depend on to whom they speak to in another linguistic background in a conversation. Bilingual and multilingual speakers choose their languages according to a variety of factors, including the type of person addressed (e.g. members of the family, schoolmates, colleagues, superiors, friends, shopkeepers, officials, transport personnel, neighbors), the subject matter of the conversation, location or social setting, and relationship with the addressee (Bhatia & Ritchie 2012). From the explanation about bilingualism the researcher often found the mixing of language because of the people who master two languages sometimes they often used this and the study about mixing the language, we have learned in sociolinguistics about code mixing.

2.3 Code Mixing

Code mixing is the use of one language in another language, it occurs when a speaker uses a language inserted with other language elements. Such as Indonesian mix in English and one of them is dominant. According to Muysken (2001), the term of code mixing refers to all cases where lexical items and grammatical features from two languages appear in one sentence.

In other definition by Judy. Ho (2007) says Code-mixing is the change of one language to another within the same utterance or in the same oral or written

text. It is a common phenomenon in societies in which two or more languages are used.

All these reasons and requirements are fulfilled by the users of communication. According to (Ali, Ranjha, & Fakhar, 2010) In the world of entertainment like films, TV serials and soaps, news and other fields, code-mixing is a common phenomenon as widespread as it is in the general life of a bilingual or multilingual community. So it is the way to attract the attention of someone in order to convey the message clearly based on their purpose. For example, in a social media, there is a group of humor type which the function to entertain the reader sometimes they do bilingual language to attract the attention of the reader. There are three types of code mixing proposed by Muysken (2001) they are Insertion, Alternation, and Congruent lexicalization that will be described below.

2.4 Types of Code Mixing

According to Pieter Muysken in his book entitled “Bilingual Speech: A Typology of Code-Mixing”, there are three types of code mixing, they are Insertion, Alternation, and Congruent lexicalization. The explanation of types of code mixing will be discussed below:

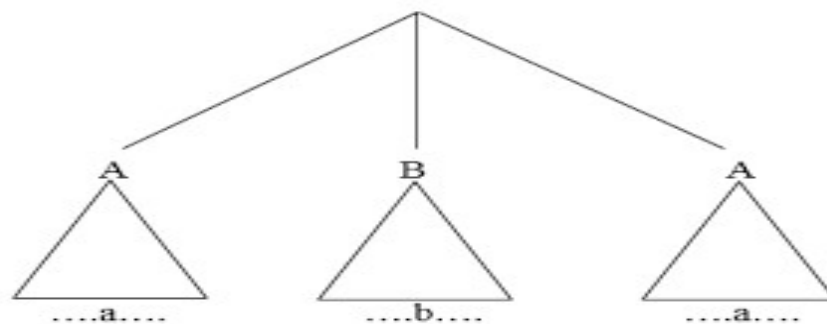
2.4.1 Insertion

Insertion of material (lexical items or entire constituents) can occur in one language into a structure from the other language. Approaches that depart from the notion of insertion (associated with Myers-Scotton 1993b). The concept of

insertion is defined as insertion of material such as lexical items or entire constituents from one language into a structure from the other language. Here the process of code mixing is conceived as something akin through borrowing: the insertion lexical.

It's illustration of insertion:

(11) Insertion



In this situation, a single constituent B (with words b from the same language) is inserted into a structure defined by language A, with words a from that language (Muysken, 2001)

For example:

1. Sebutkan 1 **Quote** dari doi yang paling terkenal. Written in meme kamvret Indonesia (MKI)
2. Mitos **or** fakta? jaman sekarang Anak SMP pada pendek.

Written in meme comic Indonesia(MCI)

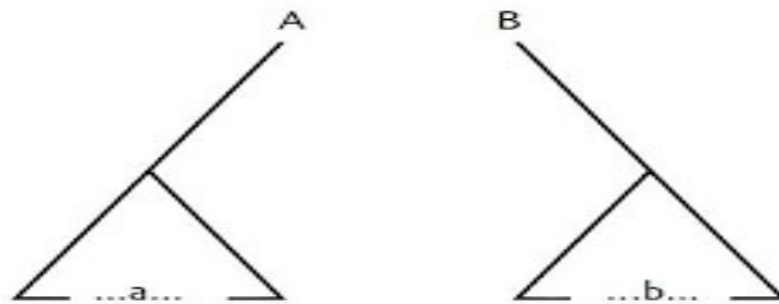
In example (1) the word **Quote** incorporates to the Indonesian language in the middle of sentence. And the example (2) the word **or** inserted between two Indonesian words.

2.4.2 Alternation

Alternation between structure from the language. Approaches departing from alternation (associated with Poplack, 1980) view the constraints on mixing in terms of the compatibility or equivalence of the languages involved at the switch point. In this perspective, code-mixing is akin to the switching of codes between turns or utterances.

It's illustration of alternation:

(12) Alternation



In this situation, a constituent from language A (with words from the same language) is followed by a constituent from language B (with words from that language). The 1 (Spanish/English; Poplack, 1980: 591) language of the constituent dominating A and B is unspecified (Muysken, 2001:7)

For example:

1. (A) Se me hace que (B) I have to respect her (C) porque 'ta . . . older.

'It appears to me that I have to respect her because [she] is . . . older.'

(Spanish/English; Poplack 1980: 591)

2. **I mean**, ganti ke kalimat laen. (Cárdenas-Claros & Isharyanti, 2009)

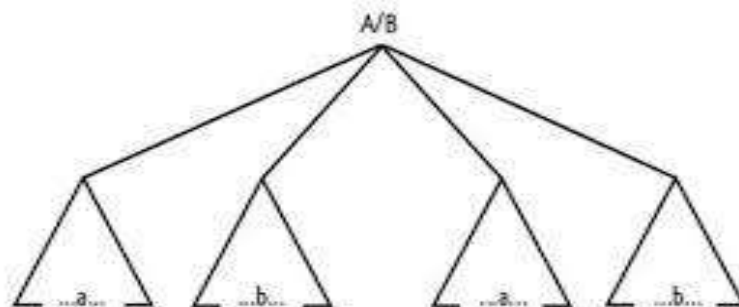
In example (1) Fragment (B) is a complement to (A), and (C) modifies (B). Notice that Porque 'ta 'because [she] is' does not form a unique constituent, excluding other elements, in this case, older. And the example (2) occurs when the Indonesian participant talks about a paper about sentence choice that he needs to submit. He uses the expression "I mean" to introduce the rest of his utterance in his first language.

2.4.3 Congruent lexicalization

Congruent lexicalization of material from different lexical inventories into a shared grammatical structure. The term congruent lexicalization refers to a situation where the two languages share a grammatical structure which can be filled lexically with elements from either language. Congruent lexicalization is akin to style or register shifting and monolingual linguistic variation. The latter would be the limiting case of congruent lexicalization.

It's illustration of congruent lexicalization:

(13) Congruent lexicalization



In this situation, the grammatical structure is shared by languages A and B, and words from both languages a and b are inserted more or less randomly (Muysken, 2001:8)

For example:

1. **Chat**-*an mulu jadiannya kapan?*

Written in meme rage comic Indonesia (MRCI)

2. *Kalo* **driver**-*nya dia, Gua bakal setia berlangganan ojek ini.*

Written in Meme_Gokil_Indo (MGI)

In example (1) and (2), the word **Chat** with the affixation *an* are and the word "**driver**" with the affixation *nya* are two languages which can share the grammatical structure and can be filled lexically with elements from either language.

2.5 The Reason of using Code Mixing

According to Hoffman (1991) in the book *Reasons for Bilinguals to Switch or Mix their Languages*, cited in Kurniawan (2016), there are several reasons for people to do code mixing. These reasons are:

1. Talking about a particular topic means that people prefer to talk about the particular topic in any kind of subjects that makes them comfortable to express their situation, particularly informal situation.
2. Quoting somebody else is restating the statement or saying famous expression written by the well-known figures.

3. Being emphatic about something is used in an empathy and sympathy situation by mixing languages.
4. Inserting sentence fillers (interjection) in a certain situation of using language switching and language mixing, people tend to unintentionally or intentionally mark the interjection or sentence connector.
5. Expressing group identity (pride) in this kind of situation, there is a motive using the code mixing to get people's attention and boost up their pride while communicating with others.
6. Limited Words or Unknown Translation, this kind of situation avoid the misunderstanding and be more understandable by the interlocutor, people tend to mix the languages which have no translation in Indonesia

Based on these theories, this study aims to investigate the youngsters use of code mixing between Indonesian and English in their social media especially that found in meme on Instagram recently.

2.6 Previous Research

As the reference in conducting the research, the researcher uses some previous researches which have related topic, that is in the field of sociolinguistic about code mixing. The first an analysis of code mixing in the conversation of the students at states junior high school (SMP) 3 XII Koto Kampar Amsal (2011). He aims to carry out the research dealing with this problem with the formulation of the student's code mixing. To collect the data, the researcher uses to record and questionnaire. The record is the primary instrument in collecting the data dealing

with an analysis of Code Mixing in Conversation of the students at State Junior High School 3 XIII Koto Kampar. The qualitative descriptive method is applied to his research. He used the theory of code mixing by Muysken. The result shows that the most inserted words are noun 164 words (52,9%) and adjective and exclamation are the least (12,8%). It shows that the noun is the most inserted words than others.

In the first previous research, the researcher found the similarities and the differences. The similarities are the same field about code mixing and the theory he used by Pieter Muysken to analyze the data. The differences are the data source and the method to analyze the data.

Second analysis of code mixing in nine summer ten autumns novel by Kurniati (2014). She aims to analyzed code mixing and interference that appears in the conversation of the novel. The data are taken from dialogs randomly which are interested to be analyzed by Iwan Setiawan. She used the theory of Suwito about the types of code mixing in analyzing the data. The result shows that this novel from the analysis of twenty data, there are nineteen data of outer code mixing and one data of inner code mixing. Besides that, there is no interference in the conversations of the novel.

In the second previous research, the researcher found the similarities and the differences. The similarities are the same field about code mixing. The differences are the theory used to analyze, the data source and the method of analyzing the data. In this research, the researcher used the theory of code mixing by Pieter Muysken, whereas Kurniati used the theory of code mixing by Suwito.

Third, analysis of code mixing in a commercial advertisement by Fahrurrozy (2015). He aims to analyze code mixing advertisement. The data are taken from the script of 10 commercial advertisings of face wash and bath soap advertisings. The qualitative descriptive method is applied to his research. He used the theory of code mixing by Wardhaugh. In this research, Fahrurrozy classified two of three types of code-mixing that found in advertisement and it's script there were intrasententially and intersententially. After analyzed 10 data, the result shows two of three functions of code-mixing, there were as the dialect choices, as gender-specific speech forms, and as age-grading functions. So the functions also can be concluded that these become a strategy of the companies to promote their product to the consumers.

In the third previous research, the researcher found the similarities and the differences. The similarities are the same field about code mixing. The differences are the theory used to analyze, the data source and the method of analyzing the data. In this research, the researcher used the theory of code mixing by Pieter Muysken, whereas Fahrurrozy used the theory of code mixing by Ronald Wardhaugh.

The last previous research in analysis of the social factors of code mixing in Annisa tour and travel agency's ticketing staff's utterances Soraya (2015). She aims to analyze the types of code-mixing of Travel Agency's jargons which used in ticketing staff in Annisa Tour and Travel, into three types, Insertion, Alternation, and Congruent Lexicalization. It also analyzes social factor which motivated the staff to code-mix her utterances by two languages. The data are

taken from Travel Agency's jargons which used in ticketing staff in Annisa Tour and Travel. The qualitative descriptive method is applied to her research. She used the theory of code mixing by Muysken and the social factor which motivated the staff to code-mix their utterances based on Eunhee Kim's Theory. The reason's result of using insertion when expressing the jargons are; The staff arranged that phrase same as Indonesian grammatical, there are two of jargons used successively and they have relation but they do not arrange parallel. The reason's result of using congruent lexicalization when expressing the jargons are; the jargons already habitually used in daily life, the staff knew the meaning well, the jargons quoted from the information of airlines.

In the last previous research, the researcher found the similarities and the differences. The similarities are the same field about code mixing which the theory she used by Pieter Muysken to analyze the data and the method to analyze the data. The differences are the data source and the which she prefer to analyze spoken language whereas the researcher prefer in writing form.

2.7 Theoretical Framework

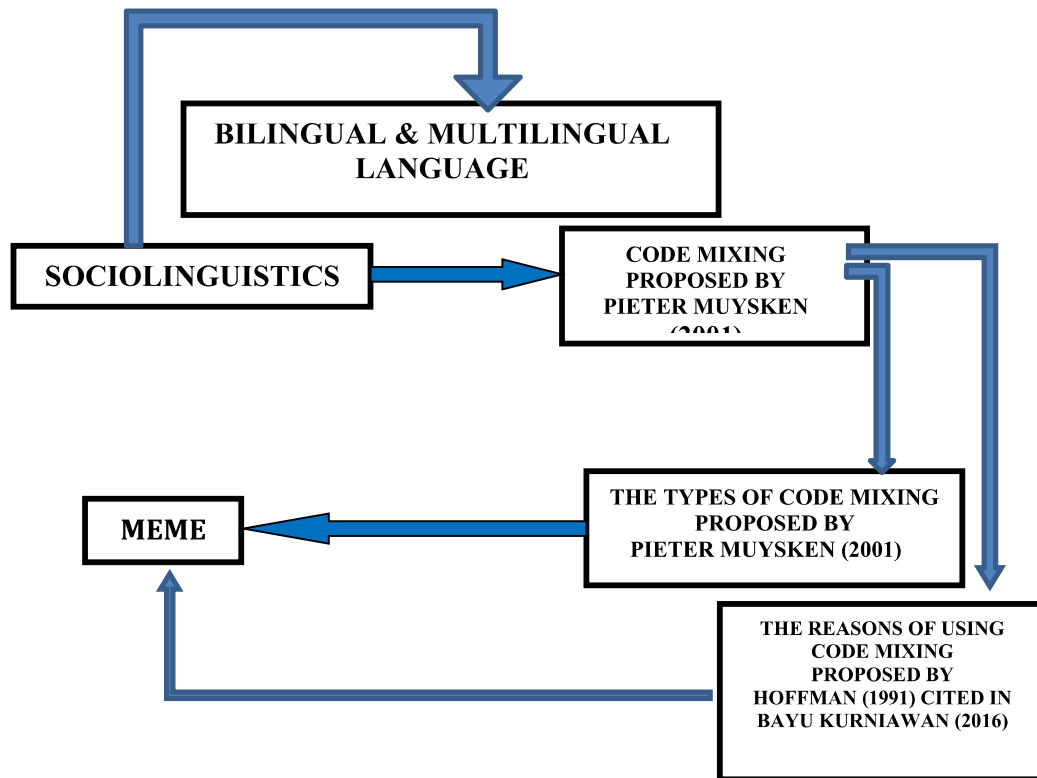


Figure 2.1 Theoretical Framework

This part presents the theoretical framework underlying this research. The main theory is about code mixing proposed by Muysken (2001) the definition and types of code mixing and also several reasons of using code mixing proposed by Hoffman cited in Kurniawan (2016), that found in Meme on Instagram recently.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

At the beginning of this research starting when the researcher is interested in the uniqueness of internet meme that combines their language in social media. The aim of the research itself is to obtain systematically description and accurate facts. Concerns with the collected data, the researcher used some several ways to obtain the data such as doing observation and taking note. The researcher also does the deepest problem through the books and journals, do the problem formulation and collect theory related to the object of the research proposed by Muysken (2001) that divides code mixing into three types found in meme on Instagram and the reasons of using code mixing proposed by Hoffman (1991) cited in (Kurniawan, 2016).

This research primarily uses a qualitative approach in analyzing the data considering that the purpose of this study is to authentically examine the phenomenon of human linguistics experience. According to Sugiyono (2010) that qualitative research method is research method used to examine the condition of natural objects, (as the opponent is an experiment) where the researcher is an instrument key and the results of this qualitative research is to emphasize the meaning.

3.2 The Object of the Research

The object of the research is about Code mixing found in meme and its contribution in social media especially on Instagram recently by youngsters.

3.3 Method of Collecting Data

In the process of collecting and selecting the data, the researcher is used observation method. The technique used is a participatory technique (Sudaryanto, 2015) because the researcher participates in social media Instagram and following some of the meme communities in this social media. Here are some procedures which the researcher did in collecting the data:

1. The researcher started following meme community on Instagram since July 2017.
2. The researcher read all of the memes that occur on her timeline and stories on social media Instagram.
3. The researcher selected the meme based on their language in use, in this case, the user of bilingual language.
4. The researcher took a note all the data found in meme.

3.4 Method of Analyzing Data

The researcher takes the next step in analyzing the data. The data will be analyzed by identity method, the research method which its determiner device is outside of language apart from and does not become part of the research language. There are five types of identity method, in this case, the researcher uses referential identity method by (Sudaryanto, 2015).

The technique of analyzing data for identity method is divided into two parts. Namely basic and continue technique. The basic technique used in this research is *sorting elements technique* especially the types of code mixing found in the meme. After that, the continuance technique used in this research is *technique to compare and to differentiate*, it means that the technique to compare all of the element which relevant with all of the specified data in the reason of meme's author used such code-mixing to describe the image. Here are several steps which the researcher did in analyzing the data:

1. The researcher described the picture and writing in the meme.
2. Later the researcher analyzed and explain each data based on the theory of (Muysken, 2001).
3. After that, the researcher determined the types of code mixing used in the meme.
4. Next, the researcher described the relation of the image with the writing based on the researcher's perspective.
5. Later the researcher classified the reasons of meme's author based on the theory of Hoffman (1991) cited in (Kurniawan, 2016).

3.5 Method of Presenting Research Result

To present the result findings, there are two kinds of presentation method of data analysis result they are; formal and informal presentation method to present the research result which explained by using words and tables. The researcher presented the result of data analysis based on the purposes of the research (Sudaryanto, 2015).