

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

THESIS



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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.

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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

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Batam, 30th July 2018

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