

**TAG SWITCHING FOUND IN INSTAGRAM:
A SOCIOLINGUISTICS APPROACH**

THESIS



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PUTERA BATAM UNIVERSITY
2019**

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**Submitted in Partial Fulfillment of the Requirement Thesis for the Degree of
Sarjana Sastra**



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2019**

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I, Rika Rahma Yunita, NPM No. 141210067

Hereby declare that the term paper entitled:

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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, 18th March 2019

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This thesis has been approved to be exaimed on the data as indicated below

Batam, 18th March 2019

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ABSTRAK

Penelitian ini adalah penelitian sosiolinguistik yang menyelidiki hubungan antara bahasa dan masyarakat dalam penggunaan alih kode, terutama tag switching. Tujuan dari penelitian ini adalah untuk mengetahui jenis tag switching yang digunakan oleh pengguna Instagram di #anakjakselliterally dan untuk mengetahui fungsi tag switching yang dilakukan oleh pengguna Instagram. Penelitian ini adalah penelitian deskriptif kualitatif. Objek penelitian adalah tag switching di # anakjakselliterary instagram. Dalam mengumpulkan data, peneliti menggunakan metode observasi dan menggunakan metode padan pragmatik menggunakan teori Sudaryanto (2015). Penelitian ini menggunakan teknik non partisipatif untuk mengumpulkan data. Untuk meneliti jenis tag switching, peneliti menggunakan teori Holmes (2001) dan Poplack (1980). Serta untuk meneliti fungsi tag switching, peneliti menggunakan teori oleh Appel dan Muysken (1987). Hasilnya menunjukkan bahwa tag switching digunakan dalam #anakjakselliterally. Jenis *tag switching* yang ditemukan di Instagram adalah *interjection*, *discourse markers*, dan *sentence fillers*. Tag switching biasanya digunakan dalam situasi informal. Maka fungsi dari fungsi tag switching adalah *metalinguistic*, *directive*, *phatic*, *expressiv* dan *poetic*.

Kata kunci: tag switching, sosiolinguistik, dan instagram

ABSTRACT

This research is sociolinguistic research that investigates the relationship between language and society in the use of code switching especially tag switching. The purpose of this research is to find out the type of tag switching that is used by Instagram users in the #jakselliterary and to know the function of tag switching that is done by the Instagram users. This research is a qualitative descriptive study. The object of the research is tag switching in the #anakjakselliterally Instagram. In collecting data, researchers used the observation method and used the pragmatic identity method used theory of Sudaryanto (2015). This research used non-participatory technique to collect the data. To examine the type of tag switching, researchers used the theory of Holmes (2001) and Poplack (1980). As well as to examine the function of tag switching, researchers used the theory by Appel and Muysken (1987). The results showed that the switching tags used in the #jakselliterary. Type of tag switching found in Instagram are interjection, sentence fillers, and discourse marker. The caption mostly insert the word that contain the type of tag switching and usually used in informal situation. Then function of tag switching metalinguistic function, directive function, expressive function phatic function and poetic function.

Keywords: Tag Switching, Sociolinguistic, and Instagram

MOTTO AND DEDICATION

MOTTO

Without imagination, we give up dreaming, and without dreaming we give up life

DEDICATION

This thesis proudly dedicated to beloved family especially my parents and friends, especially Aniati Zalukhu, Imron Silaban, Nurjanati Putri, Martha Sihombing and Andruw Yosua.

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May allah SWT given mercy, peace, and love for them. Aaminnnnn

Batam, 18th March 2019

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CHAPTER I

INTRODUCTION

1.1. Background of the research

In global era, language is one of social phenomenon and most important tools for communication in society. The study which shows the relationship between society and language is sociolinguistics. Gumperz (1971) has observed that sociolinguistics is an attempt to find correlations between social structure and linguistic structure and to observe any changes that occur. In sociolinguistics, there are several subjects discussed such as code mixing and code switching.

Code-switching is a language switch to others languages or the language is altered to others in an utterance. According to Wardhaugh (2006) code switching was written in the conversation between speakers such as in informal meeting with using more than one language. Moreover, in code switching there are three types; inter-sentential, intra-sentential and tag-switching.

Tag-switching involves inserting a tag or short phrase in one language into an utterance that is otherwise entirely in another language (Hamers & Blanc, 2000). Tag switching includes interjection (wow, oy, d'oh, hello, hi, bye, ouch, oh), sentence fillers (like, you know, well, actually, basically, and literally) and discourse marker (you know, I mean, by the way, hi, okay etc)

Tag switching can be found in public area or society like market, university, school, mosque, office, company and so on. Tag switching is used when someone

inserts the language to other language. The existence of tag switching also can be found in social media like instagram.

Instagram that researcher interested to be analyzed is #anakjakselliterally. #anakjakselliterally is one forum from South Jakarta. Hashtag can help instagram users to find all the posts that have been tagged using that hashtag. Researcher focuses on tag switching in #anakjakselliterally because in this #anakjakselliterally researcher can found the phenomenon tag switching in the user account instagram who was make #anakjakselliterally. #anakjakselliterally is the hashtag that in people from South Jakarta, mostly of them is from teenager where they always mix the language Bahasa and English. Instagram is most popular social media application in teenager. Then, there are many captions which contain tag switching found in Instagram. One example of caption found in Instagram:



“**basically** gue anaknya emang sering pergi sendirian gitulah“

That caption was written when @mutiara_zumi update photo in her instagram using hashtags #anakjakselliterally. She posted a photo in the toilet with the mirror selfie and gave a caption that she used to go alone even though it was only around Pekan Baru and she preferred to go to the cinema

From the caption above researcher found a tag switching, that is “basically”. This word is part of sentence filler. She was inserting “basically” in her caption. Sentence filler can be used to fill the blank without changing the meaning. Then, from the caption above researcher found the function of tag switching is directive function because she involved the followers directly to know her activity. In addition she also wanted to show that she is a brave she is a brave woman who likes to go alone.

Research about code switching has been done before by some researchers. First, Kalangit (2016). He researched about alih kode dalam instagram. He used theories of Hoffman (1991) and Saviile-Troike (1986). His research used descriptive method. He collected data from photos and videos caption and comments on Instagram. The similarity between his research and this research is the source of data, which is taken from instagram. The difference is he focus on code switching while this research focus to specific code switching that is tag switching.

Second, Heeti and Abdley (2016). They researched about types and functions of code-switching in the English language used by Iraqi doctors in formal settings. They used theories of Gumperz (1972) and Poplack (1980). They collected data from doctor in Iraq by voice recorder. The similarity between their research and

this research is that purposes which is type and function from code switching. Difference is the source of data, where their data were taken from doctors in Iraq while researcher from instagram.

Based on the explanation above, this research is different from those previous researches. The previous researches focused on general code switching. While, this research focuses on the specific type of code switching that is tag switching. Researcher is interested to analyze tag switching found in instagram because tag switching very rarely to be used as object of the research especially in instagram. Therefore, researcher is interested to analyzing more about tag switching found in instagram.

1.2 Identification of the Problem

There are some problems identified based on the background above:

1. Types of tag switching found in instagram.
2. The reason of mixing language in instagram.
3. The effects of the tag switching found in instagram.
4. The familiar words that is used in instagram.
5. Function of using tag switching in instagram.

1.3 Limitation of the Problem

Based on the identification of the problem above, the researcher limits this research into two categories. First is the type of tag switching found in #anakjakselliterally instagram. Second is the function of tag switching found in #anakjakselliterally instagram.

1.4 Formulation of the Problem

In this research, the formulations of the research problems are:

1. What are types of tag switching found in instagram?
2. What are functions of tag switching in instagram?

1.5 Objectives of the research

In this research, the objectives of the research are:

1. To describe type of tag switching found in instagram.
2. To describe the function tag switching found in instagram.

1.5 Significance of the research

1. Theoretically

The result has some purposes. First, researcher hopes this research can give more information. Second, it can enrich readers knowledge about sociolinguistics especially tag switching in social media instagram. Third, the researcher also expects that research will become a reference to the development of code switching especially tag switching analysis for the next researcher.

2. Practically

This research is expected to be useful for the following parties. First, this research enriches the students of English language and literature's knowledge in sociolinguistics field especially the use tag switching in social media. Second, this research expected to give more

practical contribution for the researcher in describing the phenomenon of code switching in instagram.

1.7 Definition of Key Terms

- Tag switching: Inserting a tag or short phrase in one language into an utterance that is otherwise entirely in another language (Hamers & Blanc, 2000).
- Instagram: A photo and video sharing application that allows users to take photos, take videos, apply digital filters, and share them to various social networking services, including Instagram's own (Moodle, 2018)
- Sociolinguistics: an attempt to find correlations between social structure and linguistic structure and to observe any changes that occur (Gumperz, 1971)

CHAPTER II
REVIEW OF RELATED LITERATURES AND THEORETICAL
FRAMEWORK

2.1 Sociolinguistics

The study of sociolinguistics is concerned a language in a social context within the speech community. Sociolinguistics can be used to describe many ways of studying the language. Sociolinguistics stresses in the variation inherent in language competence of speakers whether other branches of linguistics stresses in the role of speakers in concentrating on grammar, phonetics or meaning. Sociolinguistics uses a language of different backgrounds not just for the information but to create an individual and/or group identity.

Based on Holmes (2007), sociolinguists studies the relationship between language and society. This book interested in explaining why we speak differently in different social contexts, and this book are concerned with identifying the social functions of language and the ways it is used to convey social meaning. Sociolinguists are examining the way people use language in different social context provides a wealth of information about the way language in the words, as well about the social relationships in a community, and the way people signal aspects of their social identity through their language.

From the studies above, researcher can say that sociolinguistics is a study about the languages that are used in the society, who use the languages and with whom the languages are used for, how the languages are used, where and when the languages are used, and what are the purposes.

2.1.1 Code Switching

Every people in this world have at least one or more language available. Even if they only speak one language, they can switch from a casual to formal style (as in greeting someone), or into different accents (as in telling a story or a joke), or even into different dialects (when moving from talking with your friend to talking with the teacher).

People who just can speak one language are called Monolingual. They who only speak one language might think learning other language is not that necessary because they already can speak one international language (for example, English or Mandarin). However, the ability to speak more than one language is more common in the world than monolinguals. This happens because a lot of other people feel being forced by this modern era to speak more than one language. The ability to speak two varieties of language is called bilingual, and for people who master over two varieties is called multilingual. Because bilingual and multilingual are a must for someone to do code switching.

Code switching can occur frequently in an informal conversation among people who are familiar and have a shared educational, ethnic, and socio-economic background. It is avoided in a formal speech situation among people

especially to those who have little in common factors in terms of social status, language loyalty, and formality (Hoffmann, 2014).

Code switching occurs where there is a change from one clause of language to another clause of language. Code switching can occur between different languages, dialect or styles within one sentence or adjacency pair. Code switching has become a common term for the alternate use of two or more languages, varieties of language or even speech styles. From theories above, it can be concluded that code switching happens when someone switches his/her language. It can also happen when someone changes his/her dialect or speech style. According to Holmes (2014) code switching occurs when the speaker shifted their language from one language to another. Code switching is switched essentially between sentences.

2.1.1. Tag Switching

This type of code switching only switches an interjection, a tag, or sentence filler in the utterances of the interlocutor. It is easily inserted at a number of points in monolingual utterance without violating syntactic rule. Tag switching is code switching with tags that follow a sentence. This contains the insertion of a tag in one language into an utterance of the other language.

Tag switching involves the insertion of a tag from one language into an utterance which is otherwise entirely in another language. Tags used easily inserted in a speech at several point in monolingual utterance without break syntactic rules cited by Romaine in Susanto (2008).

2.1.1.1 Type of Tag Switching

Tag switching is sometimes called emblematic switching where the switch is simply an interjection, sentence filler in other language that serves as an ethnic identity marker (Holmes, 2001). Tag switching also found in discourse markers, just like sentence fillers, discourse marker can be used to direct the conversation or topic without changing the meaning (Poplack 1980).

2.1.1.1.1 Interjection

The interjection is one of type tag switching. Interjections are words which conventionally constitute utterances by themselves and express a speaker's current mental state or reaction or attitude towards an element in their environment (as cited in Ameka, 2006). Interjections used to express emotions such as pleasure, surprise, shock and disgust. Most interjections are just sound and often found in the beginning or the end of the sentence. It more common used in speaking than in writing.

For example: *argh*, this going to be rain; *Aw*, you make her cry.

2.1.1.1.2 Sentence filler

Another type of tag switching is sentence filler. Sentence filler is a sound or word that is spoken in conversation by one participant to signal to others that he/she has paused to think but is not yet finished speaking (as cited in Fox, 2002). In other words, sentence filler used as a filler of emptiness when someone speaks. Speakers can pronounce sentence filler whenever they want to say it. Sentence

filler appears when the next word or sentence forgets to say. Like interjection, sentence filler has no semantic or lexical or grammatical elements. So if there is sentence filler in a conversation, it actually does not have any meaning in that conversation. Sentence fillers tend to be used in spoken languages because they are included in informal language. Examples of sentences belonging to sentence filler are: *Umm*, I don't think you could finish this project; *you know*, I like her very much but I can't say it to her.

2.1.1.1.3 Discourse Markers

Tag switching is also can be found in discourse markers. Discourse markers is linguistic, paralinguistic, or nonverbal elements that signal relations between units of talk by virtue of their syntactic and semantic properties and by virtue of their sequential relations as initial or terminal brackets demarcating discourse units (as cited in Zarei, 2013). Just like sentence filler, discourse markers only used to direct the conversation to be addressed without any meaning. Discourse markers used for connect, organize, and manage what we say or write. Examples of discourse markers are: *by the way*, can you take this book to Dewi's house? ; *okay*, let's go to the beach.

2.1.1.2 Function of Tag Switching

Code switching always listens in a conversation between people to another. Code switching is a requirement that people switch from one language to another at the moment. People only switch code while communicating with each

other. Then, there are code switching functions from some code switching experts. According to Appel and Muysken (1987) six of tag switching functions that are:

2.1.1.2.1 The referential function

The referential function refers to code-switching occasions in which people switch from using the dominant language to another language because they lack certain knowledge of the dominant language or they do not know how to say the word in the dominant language. This function can also be linked to the function of "topic-related switching" because the language that people choose is more appropriate for a certain topic. It is preferred by two-language speakers during interaction. The example can be shown as follows:

“ saya lapor ke **manager** dulu ya”

From example above, it happens because she/ he lack certain knowledge of dominant language. She/he use manager because the word that she/he show is more appropriate for a certain topic.

2.1.1.2.2 The directive function.

The directive function refers to a code switching instance which directly involves and affects the listener. This code switching function is indeed referred to as a "participant-related switching" and a directive function. The example can be shown as follows:

“Smart people. Jadilah netizen yang cerdas ya”

From example above, She/he make directly involves and affect to the listener that is netizen.

2.1.1.2.3 The expressive function

The expressive function refers to an instance of code-switching that is used by bilingual people to express or emphasize certain perceptions or feelings in a language which is different from the matrix language. The expressive function is used to demonstrate a mixed and different identity in the same discourse. The example can be shown as follows:

“basically saya benci banget sama dia”

From example above, it used to express or emphasize certain perceptions or feelings. In this example she/he want to express that feeling hate to someone

2.1.1.2.4 The phatic function

The phatic function refers to a code-switching instance in which speakers change their tone from one to the other in order to highlight the information conveyed at the same time and also gives more attention to the importance information. This function also involves the repetition or repeats a word or sentence to indicate a message. The example can be shown as follows:

“wow. Kalian terlihat serasi”

From example above, speakers change their tone from one to the other in order to highlight the information. In this context researcher can get the function of wow that is to show the expressing astonishment or admiration. So this word can change the tones.

2.1.1.2.5 The metalinguistic function

The metalinguistic function refers to code-switching instance which serves as “comment directly or indirectly on the language involved” and is used for providing a quotation or a reported speech that used by other persons, for instance, idioms, etc. The example can be shown as follows:

“hei nice person! Sapa seseorang ketika kami melewatinya.

From example above, she/he wants to comment directly the topic which is being discussed. The use word “hey nice couple” also impresses the complement of the person.

2.1.1.2.6 The poetic function

The Poetic function refers to a code-switching instance where speakers use puns or jokes in another language instead of using the matrix language or dominant language uses. The example can be shown as follows:

“Ahahhaaaa.. By the way wajahmu sudah seperti **boiled shrimp**”

From example above, she/he make the word “boiled shrimp” just for make a joke. Because she/he look their friends face have like boiled shrimp

2.2 Previous Study

There are several previous studies with code switching as the topic of the research. The researcher takes five of them as references in conducting this research. First, Siebenhaar (2006) he researched about code choice and code-switching in Swiss-German Internet relay chat rooms. This research used

qualitative method because it allows a detailed view on different levels and can pinpoint various aspect of language choice. The data was collected from Swiss-German Internet Relay Chat rooms in 2002 until 2005. The result of this research shows that situational code switches occur when chatters join another conversational thread or to distinguish different phases of an interaction, for example, greetings. This happens because the chatters take the third person stance and the script that written in the chat is written outside the communicative situation.

Second, Halim^a and Maros (2014) they researched about the functions of code-switching in Facebook interactions. The purpose of this study is to examine the code-switching functions performed by five Malay-English bilingual users in their Facebook interactions. The data of this study were collected within one year from status updates posted by the bilingual users on their Facebook wall. The result of this study stated that code switching occurs in online interaction to serve quotation, addressee specification, reiteration, message qualification, clarification, emphasis, checking, indicating emotions, availability, principle of economy and free switching functions.

Third, Lavender (2017), he research about comparing the pragmatic function of code switching in oral Conversation and In Twitter in Bilingual speech from Valencia, Spain. This study examines the pragmatic function of code switching in Twitter, emails and blog. The data is from the PRESEEA corpus with a corpus of 106,719 words and 8,432 tweets. Findings of this research states that code switching is used for pragmatic functions such as tag switches, lexical

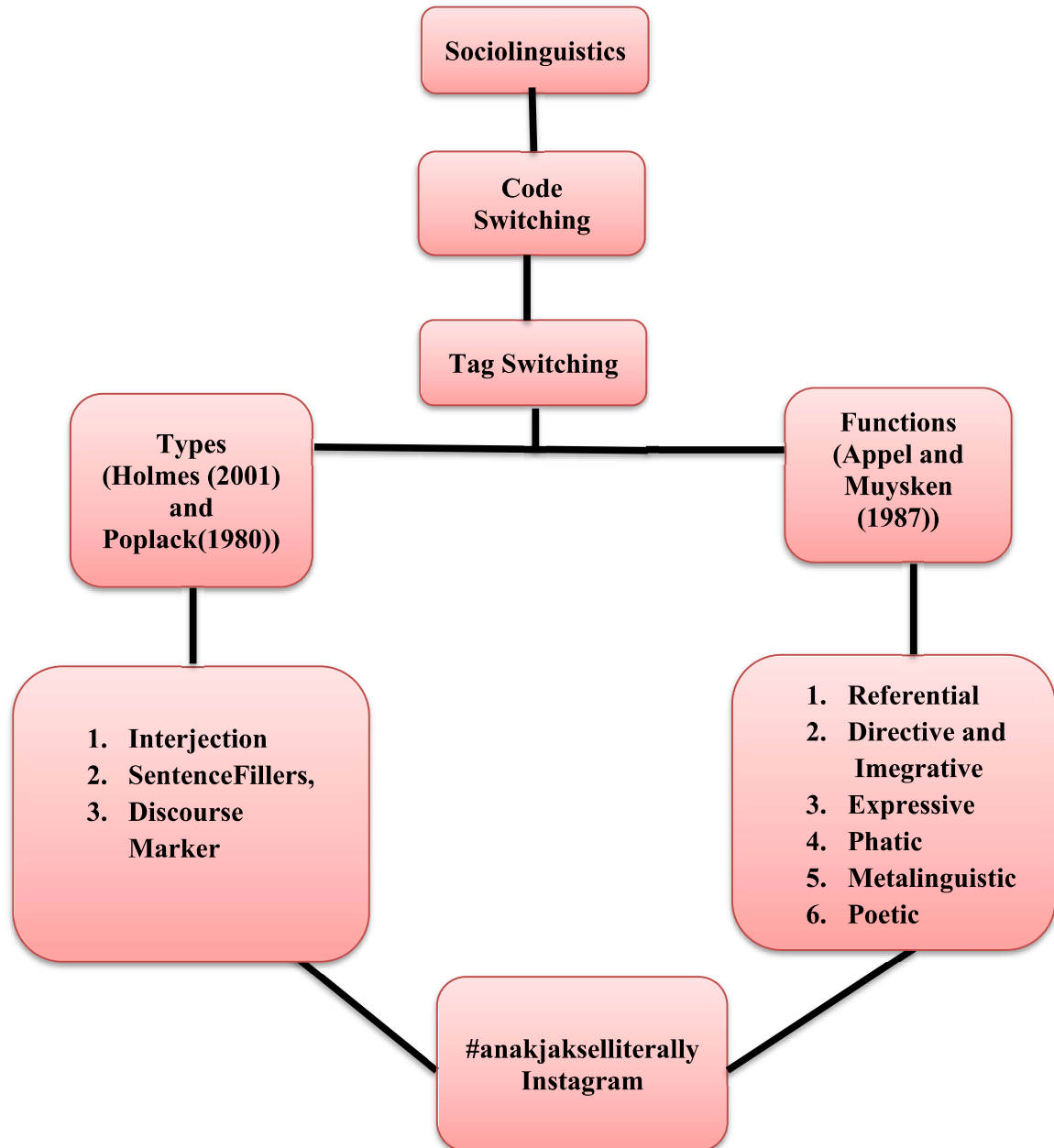
necessity, and emphatic purpose.

Fourth, Bintang (2015) she research about alih kode dan campur kode pada media sosial facebook grup wuhan. This research is taking from August until December 2015 on Facebook group named Wuhan. The data collected is 26 data and there are 12 data that contained code switching. The results show that code switching used for five functions in intimate social condition, for respect to other person, to convince someone about something, to make humor and to be styled and prestige.

Fifth, Rosdiana (2016) she research about alih kode (Code-Switching) pada jejaring sosial path. This research is focused on Path and used descriptive qualitative analysis. The data is collected from Rosdiana's friends that connected on her path. They are on his/her undergraduated, postgraduated and lecturer. Finding show that the function of using code switching are to express feeling and special meaning, to force any meaning to others, and to showed the identity of user language.

Based on previous researches above, this research is different. The previous researches focused on general code switching. While, this research focuses on the specific type of code switching that is tag switching. Researcher is interested to analyze tag switching found in instagram because tag switching very rarely to be used as object of the research especially in instagram. Therefore, researcher is interested to analyzing more about tag switching found in instagram.

2.3 Theoretical Framework



CHAPTER III

METHOD OF THE RESEARCH

Research methods are the procedures and schemes used in this research. This research includes research design, object of the research, Method of collecting data, method of analyzing data, and method of presenting research results etc. Research methods help researcher collect data and find the solution and a problem.

3.1 Research Design

Research design is different from the method by which data are collected. (Rajasekar, Philominathan, & Chinnathambi, 2013). Theoretically, there are two research design; they are quantitative and qualitative research. Quantitative research is based on the measurement of quantity or amount. Qualitative research is concerned on qualitative phenomenon involving quality. For this research, researcher used qualitative research because this research aim to searched the accuracy - gaining on daily reality from some social phenomena especially tag switching. It is applied to analyze tag switching found in instagram.

3.2 Object of the research

Object of the research is very important in a research. This research is an analysis of tag switching found in instagram. The object of this research is the tag

switching. Then, the data are all utterances in caption that contain tag switching found in #anakjakselliterally from #anakjakselliterally researcher analyzes the caption that show tag switching for type and function.

3.3 Method of Collecting Data

Method of collecting data in this research is observational method by Sudaryanto (2015). In this research, researcher used non participatory technique to collect the data because in this research, researcher did not involve in caption their instagram in #anakjakselliterally.

Data were collected by following steps, because the researcher already has an Instagram account so the researcher takes . First, the researcher searched the #anakjakselliterally. Second, look and read the information from the #anakjakselliterally. Third, the researcher classified their captions that contain code switching in #anakjakselliterally. Fourth, the researcher classified their captions that contain tag switching found in #anakjakselliterally. Fifth, the researcher capture the captions that contain tag switching in #anakjakselliterally.

3.4 Method of Analyzing Data

In analyzing data, researcher applied tag switching theory to analyze type of tag switching proposed by Holmes (2001) and Poplack (1980). Then, to analyze the function of tag switching on caption, the researcher used Appel and Muysken (1987).

Those theories were applied by using pragmatic identity method

(Sudaryanto, 2015), because pragmatic identity method is the method that is used based on contextual situation. It was used in this research to analyze tag switching found in instagram.

3.5 Method of Presenting Research Results

There are two methods to present research result. There are formal and informal method presenting. Formal method present the data by using table, chart, picture, and so on. Informal present the data just uses texts. Researcher used informal method to present research results. The result was presented by using words and sentences to make the reader easily understand.