

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

THESIS



**By:
Rika Rahma Yunita
141210067**

**ENGLISH DEPARTMENT
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
2019**

TAG SWITCHING FOUND IN INSTAGRAM: A SOCIOLINGUISTICS APPROACH

THESIS

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



**By:
Rika Rahma Yunita
141210067**

**ENGLISH DEPARTMENT
FACULTY OF SOCIAL AND HUMANITIES
PUTERA BATAM UNIVERSITY
2019**

SURAT PERNYATAAN ORISINALITAS

Yang bertanda tangan di bawah ini saya :

Nama : Rika Rahma Yunita
NPM/NIP : 141210067
Fakultas : Humaniora
Program Studi : Sastra Inggris

Menyatakan bahwa “**Skripsi**” yang saya buat dengan judul :

TAG SWITCHING FOUND IN INSTAGRAM: A SOCIOLINGUISTIC APPROACH

Adalah hasil karya sendiri dan bukan “duplikasi” dan karya orang lain. Sepengetahuan saya, di dalam naskah ini tidak terdapat karya ilmiah atau pendapat yang pernah ditulis atau diterbitkan oleh orang lain, kecuali yang secara tertulis di kutip didalam naskah ini dan disebut dalam sumber kutipan dan daftar pustaka.

Apabila ternyata di dalam naskah skripsi ini dapat di buktikan terdapat unsur-unsur PLAGIASI, saya bersedia naskah skripsi ini digugurkan dan gelar akademik yang saya peroleh dibatalkan serta diproses sesuai dengan peraturan perundang-undangan yang berlaku. Demikian pernyataan ini saya buat dengan sebenarnya tanpa ada paksaan dari siapapun.

Batam, 18th March 2019

Rika Rahma Yunita
141210067

DECLARATION OF THE THESIS ORIGINALITY

I, Rika Rahma Yunita, NPM No. 141210067

Hereby declare that the term paper entitled:

TAG SWITCHING FOUND IN INSTAGRAM: A SOCIOLINGUISTIC APPROACH

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

Rika Rahma Yunita
141210067

TAG SWITCHING FOUND IN INSTAGRAM: A SOCIOLINGUISTIC APPROACH

**By:
Rika Rahma Yunita
141210067**

THESIS

**Submitted in Partial Fulfillment of the Requirementss for Degree of
Sarjana Sastra**

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

Batam, 18th March 2019

**Melly Siska Suryani, S.S., M.Hum
NIDN.1003088203**

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 Aniasi Zalukhu, Imron Silaban, Nurjanati Putri, Martha Sihombing and Andruw Yosua.

ACKNOWLEDGMENT

All praise to Allah the lord is merciful and compassionate researcher who has been in completing this thesis entitled “Tag Switching Found in Instagram: A osiolinguistic Approach”. The researcher would like to say thanks to her beloved father and mother for the love inspiring and blessing given her endlessly in taking this undergraduate program. The researcher wishes to express her gratitude and appreciation to Ms. Melly Siska Suryani, S.S., M.Hum. as my advisor who has contributed his ideas and time in arranging this thesis.

Furthermore, the researcher would like to express here sincere gratitude to all people who involve 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., as head of English Department of Putera Batam University
4. All lecturers of English Department, for their knowledge, motivation, and suggestion during my study at Putera Batam University
5. All of friends who are studying at Putera Batam University which have given spirit and friendship to the researcher.

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

Batam, 18th March 2019

Rika Rahma Yunita
141210067

TABLE OF CONTENTS

	Page
COVER PAGE	
PAGE OF TITLE	
DECLARATION	i
APPROVAL PAGE	ii
ABSTRAK	iii
ABSTRACT	iv
MOTTO AND DEDICATION	v
ACKNOWLEDGMENT	vi
TABLE OF CONTENT	vii
 CHAPTER I INTRODUCTION	
1.1. Background of the Research	1
1.2. Identification of the Problem.....	4
1.3. Limitation of the Problem	4
1.4. Formulation of the Problem.....	4
1.5. Objective of the Research	4
1.6. Significance of the research	5
1.7. Definition of Key Terms	5
 CHAPTER II REVIEW OF RELATED LITERATURES AND THEORETICAL FRAMEWORK	
2.1. Sociolinguistics	7
2.2. Code switching.....	8
2.3. Type of tag switching.....	10
2.4. Function of Tag Switching.....	11
2.5. Previous Study	14
2.6. Theoretical Framework	17
 CHAPTER III METHOD OF RESEARCH	
3.1. Research Design.....	18
3.2. Object of the Research	18
3.3. Method of Collecting Data.....	19
3.4. Method of Analyzing Data.....	19
3.5. Method of Presenting Research Result	19
 CHAPTER IV RESEARCH ANALYSIS AND FINDING	
4.1. Research Analysis	21
4.1.1 The Type of Tag Switching	23
4.1.2 The Function of Tag Switching	35
4.2. Findings	48
 CHAPTER V CONCLUSION AND SUGGESTION	
5.1. Conclusion	49
5.2. Suggestion.....	50

REFERENCES.....	52
APPENDICES	
CURRICULUM VITAE	
LETTER OF THE RESEARCH PERMITTING	