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 gitusih"

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 Saville-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)