

EXPLORING CODE-MIXING ON INSTAGRAM USERS' CONTENT

THESIS

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FAKULTAS TARBIYAH DAN KEGURUAN
UNIVERSITAS ISLAM NEGERI AR-RANIRY

BANDA ACEH

2025 M / 1446 H

THESIS

Submitted to Fakultas Tarbiyah dan Keguruan
Universitas Islam Negeri Ar-Raniry Banda Aceh
In Partial Fulfillment of the Requirements for The Degree
Bachelor of Education in English Language Teaching

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Date: 4 / 04 / 2025

It has been defended in *Sidang Munaqasyah*
in front of the board of Examination for the working paper
and has been accepted in partial fulfillment of the requirements
for the Bachelor Degree of Education in English Language Teaching

Friday,

April 25th, 2025

26th Shawwal 1446 H

In Darussalam, Banda Aceh

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EXPLORING CODE-MIXING IN INSTAGRAM USER'S CONTENT

adalah benar-benar karya saya, **kecuali semua kutipan dan referensi yang disebutkan sumbernya**. Apabila terdapat kesalahan dan kekeliruan didalamnya, maka akan sepenuhnya menjadi tanggung jawab saya. Demikian surat pernyataan ini saya buat dengan sesungguhnya.

بندة اعره

Banda Aceh, 17 April 2025

A R - R A N I R

Saya yang membuat surat pernyataan



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ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Alhamdulillahirabbil'alamin, In the name of Allah, the Most Merciful, the

Most Compassionate, I am deeply grateful to Allah SWT for the strength, life, and inspiration to complete this thesis. I also send blessings upon Prophet Muhammad SAW, his family, and companions.

I sincerely thank everyone who has supported and helped me complete this thesis. I am especially grateful to my supervisor, Mrs. Rahmi Fhonna, M.A., for her guidance and support. My academic advisor, Prof. Dr. T. Zulfikar, S.Ag., M.Ed., has become like a father figure to me during my time on campus. My appreciation also goes to Mrs Syarifah Dahliana, S.Ag., M.Ed., Ph.D., as the Head of the English Education Department, and to Mrs. Azizah, S.Ag., M.Pd., as the department secretary, who provided me with so much support and assistance. May Allah bless you all abundantly.

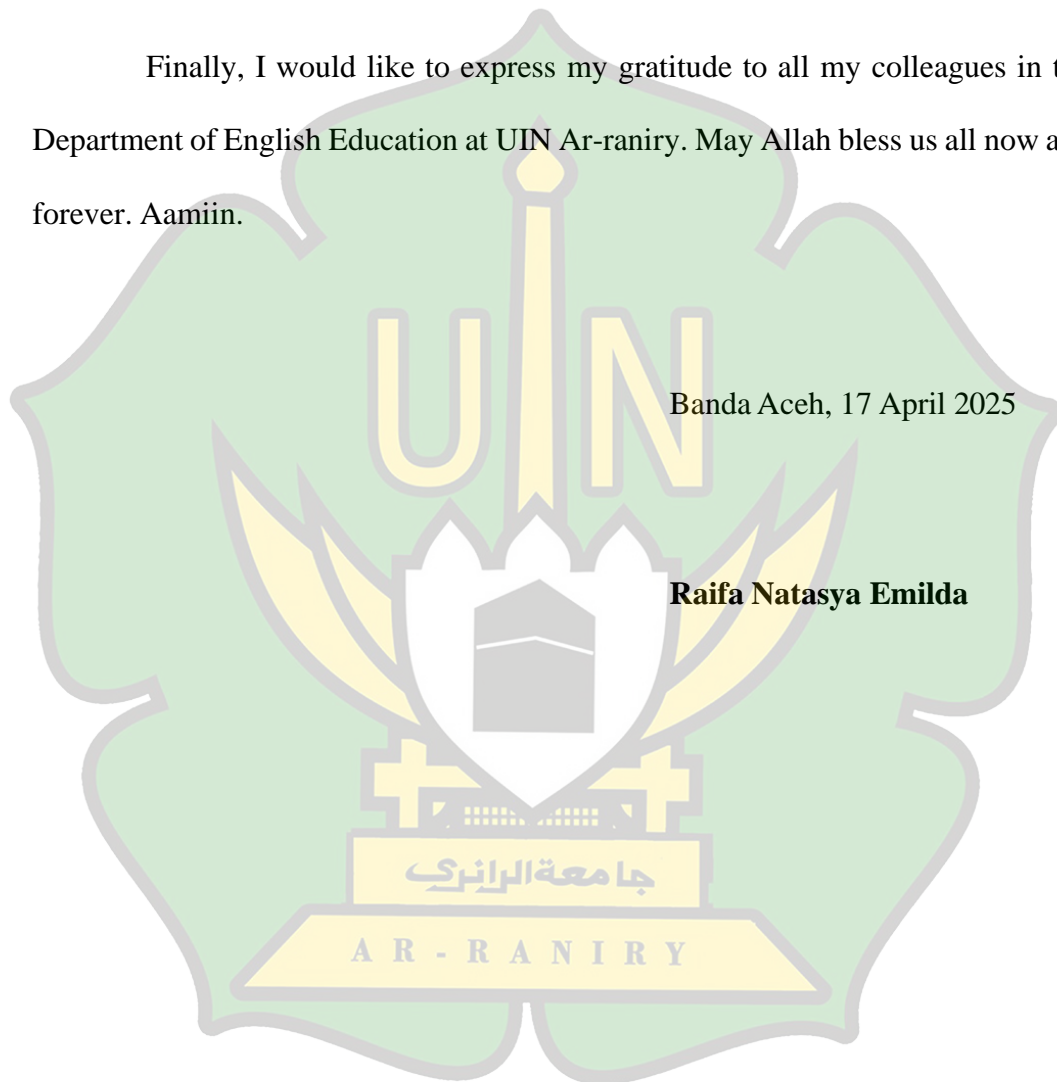
I extended my deepest and most heartfelt gratitude to my beloved family. My first love and life inspiration is my father, Mr. Muhammad Jamil, and my mother, Mrs. Idawati, my gateway to paradise. Thank you for bringing me into this world, raising me with love, and supporting me with your sincere sacrifices. Because of your endless prayers and encouragement, I was able to reach this point. May Allah bless you with long life and good health to witness and celebrate my future success. Aamiin. My sincere thanks are reserved for someone special, Muhammad Fadhil, who has always been by my side with steadfast

support from the first word to the last word of this thesis. I also sincerely thanked my dear friends, Indah, Dila, Marsya, Intan, Miska, Mimi, Yona, Najwa, Ayu, and Naila. Thank you for your endless support from the beginning of my academic journey until its completion.

Finally, I would like to express my gratitude to all my colleagues in the Department of English Education at UIN Ar-raniry. May Allah bless us all now and forever. Aamiin.

Banda Aceh, 17 April 2025

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ABSTRACT

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Major : Department of English Language Education
Thesis working title : Exploring Code-Mixing on Instagram Users'
Content
Supervisor : Rahmi Fhonna, M.A
Keywords : Code-Mixing; Sociolinguistics; Instagram;
Content Creator

In today's digital era, where social media has become a platform for personal expression and professional branding, code-mixing is a widespread linguistic phenomenon. This study investigates the types and factors of code-mixing used in Instagram videos by parenting influencer @dhannicha. Based on Muysken's (2000) theory, which categorizes code-mixing into three types: insertion, alternation, and congruent lexicalization. The research identifies all three types in the videos, along with four influencing factors: psychological, social, linguistic, and cultural-contextual. Muysken's theory explains how bilingual speakers combine elements from two languages in different structural ways during communication. The findings reveal that insertion is the most frequently used type of code-mixing, while the social factor is the most dominant factor influencing its use. This suggests that code-mixing in @dhannicha's videos is often driven by social interaction and audience engagement, rather than random language use. These findings contribute to the field of sociolinguistics by illustrating how language choice on digital platforms reflects social dynamics and identity construction in online communication.

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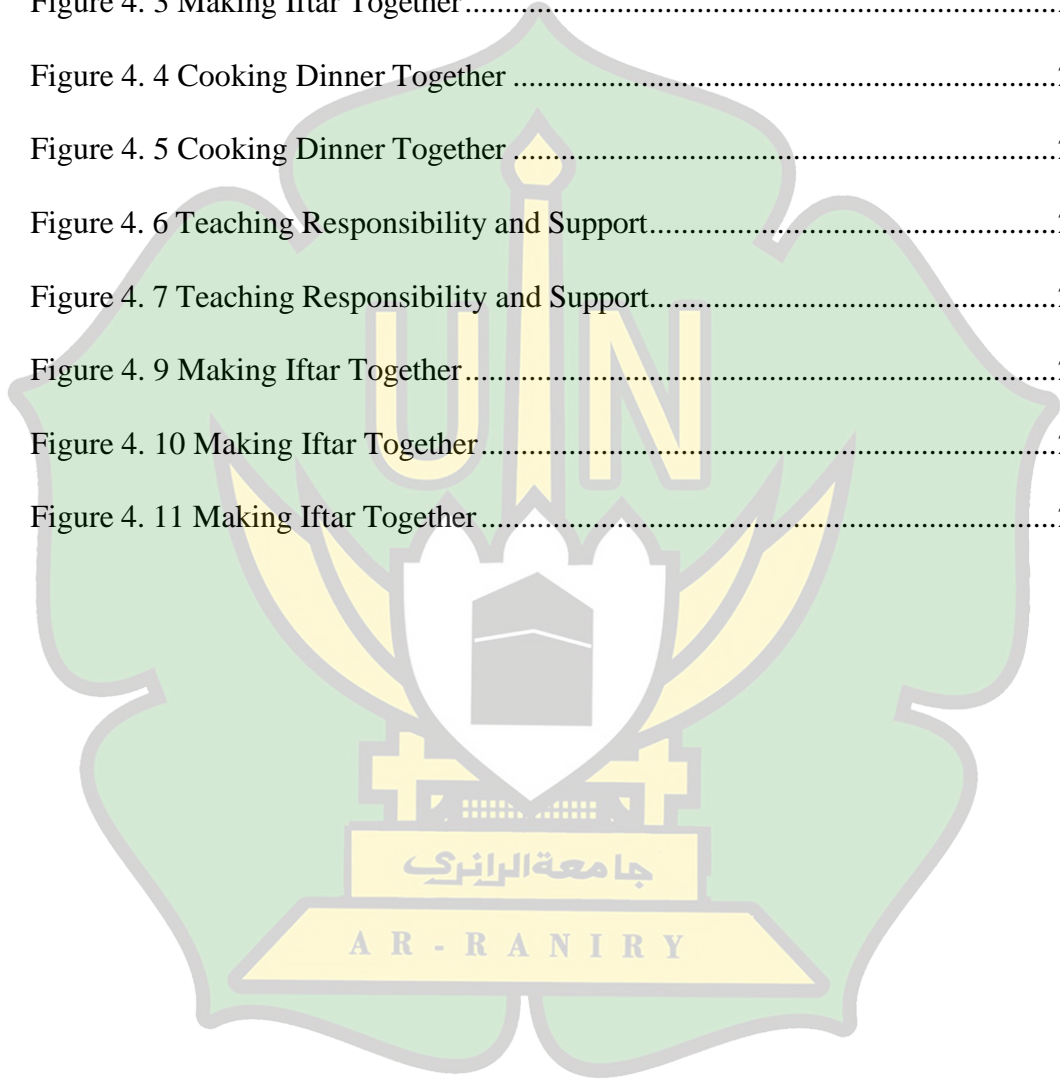
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CHAPTER I

INTRODUCTION

A. Background of Study

Language is a dynamic and flexible communication tool that develops according to the communicative needs of its speakers (Canagarajah, 2020). This flexibility is not just a matter of choosing words or language but also describes the social and cultural identity of the user. In the context of students, using mixed language can be a way to show closeness between them, making communication feel more personal and touching. They can convey their meaning more quickly without getting caught up in formal language structures. The development of this language can be seen as time progresses and interactions become increasingly complex. The development of the era also influences the development of information technology. In this fast-paced digital era, the use of social media has become the main platform for communication, especially for content creators who use it to interact with audiences and share other creative content. One phenomenon that shows that language is flexible code-mixing (Sebba, 2022).

Code-mixing occurs when speakers mix words from two languages in one sentence. The phenomenon of code mixing has existed for centuries, especially in areas where multilingualism has emerged due to migration or cultural exchange. In addition, code-mixing can occur because it has been influenced by individuals who studied abroad, implementing elements of a foreign language into their daily conversations after returning their home. Code-mixing often occurs in informal conversations, which is usually caused by the habits of the speakers. This happens

because human are born to interact with each other in terms of exchanging opinions, sharing information, and expressing their feelings both in small and large communities (Haryati & Prayuana, 2020).

In today's digital era, social media has become a popular means of communication, especially among content creators (Tagg, 2020). Those who can master and speak more than one language often use code mixing when creating and sharing content on social media platforms. This is often done by content creators who mix English with Indonesian to convey humor, convey messages so that they are easier to understand, or add a trendy impression to their content. In addition, this linguistic phenomenon also highlights how content creators use code-mixing not only as a means of communication but also as a way to show their linguistic creativity and connect with a wider audience.

One example of code-mixing among influencers can be seen on the Instagram account @dhannicha. Dhannisa Dwilagustino is the owner of the Instagram account @dhannicha, known as an influencer who frequently shares content about parenting and daily activities with her family. Dhannisa Dwilagustino is a bilingual who has mastered both Indonesian and English since childhood. This is largely due to the influence of her family environment, especially her father, who grew up and lived in the United States. Growing up in a bilingual environment allowed Dhannisa to learn both languages from an early age. English, as her second language, became an important part of her daily life, both in communicating with her parents and in other social interactions. Gumperz (2020) explained that code-switching and code-mixing are frequent practices in bilingual communities,

particularly among individuals who are exposed to multiple languages from a young age.

Dhannisa's education also supported her bilingualism. In addition to being raised in a family that spoke two languages, she also attended an international school, which further improved her English skills. Therefore, using English in daily conversations, including in the content she shares on Instagram, comes naturally to Dhannisa. Her language skills are also reflected in how she mixes English and Indonesian in her speech, a phenomenon known as code-mixing. Muysken (2020) explains that code-mixing happens when bilingual speakers alternate between languages within sentences or discourse to express meaning or identity.

There have been many previous studies discussing code-mixing. Daulay, et al. (2022) focused on investigating the types and functions of code-mixing used in WhatsApp groups of online English classes. Mabela, et al. (2022) focused on analyzing the use of code-switching and code-mixing in Ustadz Hanan Attaki's sermons on YouTube as social media to find out what forms and factors of code-switching and code-mixing Ustadz Hanan Attaki used in his videos on YouTube. However, in this study, the researcher explored the types and factors that influenced the use of code-mixing in the content created by the Instagram account @dhannicha, especially in her videos that showed daily family activities and her approach to educating her children through gentle parenting.

B. Research Question

Based on the research background, this study focuses on the following research question:

1. What types of code-mixing are used in the videos on @dhannicha's Instagram Reels?
2. What factors influence @dhannicha to use code-mixing in her Instagram Reels videos?

C. Aims of The Study

Based on the research background, the objectives of this study are outlined as follows:

1. To analyze the types of code-mixing used in @dhannicha's Instagram Reels, focusing on exploring the specific types of code-mixing employed in content related to daily family activities.
2. To identify the factors influencing @dhannicha to use code-mixing in her Instagram Reels, with a focus on understanding the reasons behind the use of code-mixing in her content as an Instagram content creator.

D. Significance of The Study

The author hopes that this research can contribute to the field of education, particularly in sociolinguistics and social life.

1. Theoretical Significance

This research can enhance knowledge in Sociolinguistics and English for Young Learners. Exploring @dhannicha's Instagram content shows how code-mixing is

used in the context of gentle parenting, offering insights into how content creators use language mixing to teach English to young learners in a supportive environment.

2. Practical Significance

a. For Content Creators

The findings reveal how code-mixing impacts content creators, influencing their social interactions and engagement with audiences on social media.

b. For Researchers

The researcher hopes that this research can be useful for future researchers looking for references with the same case.

c. For a lecturer in the Sociolinguistics Course

The results of this research can help lecturers find teaching materials to increase knowledge about code-mixing.

d. For Lecturer in English for Young Learners

The results of this research can help lecturers find teaching materials to increase knowledge about how to teach English for children.

e. For Social Media Users

The researcher hopes that this research can become a science that can increase social media users' awareness of how social media influences their social lives.

E. Terminologies

1. Code-Mixing

Code-mixing often occurs in multilingual societies where speakers blend elements of two or more languages. This phenomenon is common when no exact equivalents

exist in one language or when the borrowed term is more precise or widely understood (Muysken, 2020).

2. Social Media

Social media is a digital platform that allows users to interact virtually with others. these platforms facilitate social interaction, such as communication and sharing content, images, and videos (Marwick & Boyd, 2020). There are several social media, and this research will be focused on content Reel videos on Instagram.

