

Code Mixing in E-commerce on Instagram

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Abstract—The practice of code mixing in Instagram online shop advertisements is common in Indonesia, however, not much research has been conducted with regards to the government’s regulation on the use of language on social media. This study aims to investigate the use of code mixing in e-commerce on Instagram. The method used in this research is qualitative using observation techniques, documentation and interviews. Data were taken from 10 Instagram account online shop advertisements by using purposive sampling. This study indicates that the use of code mixing occurred in the forms of words, phrases, and clauses. In addition, there is also internal code mixing, namely in the form of affixes. It turns out that this code-mixing practice was motivated by their intention of making their communication more relaxed and flexible. In conclusion, the code-mixing practice of instagrammers in making online shop advertisements is not in line with the government’s regulation pertaining to language use on social media.

Keywords—code mixing; language in e-commerce; Instagram; social media

I. INTRODUCTION

The development of technology is related to the development of language, in this development changes can occur and cause cases of mixed code [1]. This research was undertaken because this code mix is also prevalent in other countries where the people consist of even multilingual bilingual communities [2].

The development of technology is related to the development of language, in this development changes can occur and cause cases of mixed code [1]. This research was developed because this code mix is also prevalent in other countries where the community consists of even multilingual bilingual communities [2]. Indonesia is a multilingual community, therefore code mixing is a major problem in conversations between people, especially in the context of social media such as Instagram, where conversations are not only done with fellow Indonesian people but with other countries. This study problematizes the use of language that occurs on the Instagram media especially in the case of buying and selling, where there are no binding regulations to use good Indonesian.

Language confusion in electronic commerce on social media causes serious problems with the development of linguistic rules, especially Indonesian. The issue of language is not regulated in the law on electronic information and

transactions (Law number 19 of 2016). This legal vacuum results in the freedom of use, for example in the case of code mixing. It is undeniable, with the gathering of all Indonesian people with diverse cultural backgrounds coupled with world citizens who also have diverse cultures, it will have an impact on the language used, one of which is the case of mixing languages with other languages, according to Harimansyah in his article if left unchecked it will damage the rules of a language [3]. Code mixing is a current problem among millennial generations, in an 8-minute vlog, one of the foreign speakers recounts the habits of young Indonesians, especially Jakarta, who always use mixed language, by mixing Indonesian with English, and unfortunately the English language choice many of which are used incorrectly [4]. According to him, besides being able to damage the original rules of language used will also affect the development of formal communication.

Code mixing is a matter of using one main code or base code of one language mixed and inserted by other language code fragments. The Indonesian population is a bilingual speaker even for the urban community to enter the multilingual level, therefore it cannot be denied that the mixed code entered and became a habit used in communicating in Indonesia. Code-mixing problems cannot be considered trivial, because when the habit of using mixed language enters the formal domain and even written language, the existing language order may be disrupted. Although some experts state that the use of language, especially on the internet media, is a revolution, but significant changes will certainly affect the grammar that has been formed. If only limited to spoken language and used to get along, this is not a big problem, but when the mixed code starts to enter the formal domain and even writes, it can become a setback for a language. To analyze these problems, the theory is using Fasold in Chaer, which is that in mixed codes it occurs in the level of hybrid clauses, hybrid phrases in the form of clauses and phrases used mixed [5]. The process of mixing code can be through 1) insertion; 2) alternation, namely the process of substitution which is very common in bilingual communities and relatively stable, but this will greatly disrupt the structure of the language; 3) shifts, lexicalization congruent [6]. By using Fasold analysis the researcher can categorize the form of mixed code whether it is included in the phrase level or clause, by knowing the distribution of data in online communication on the internet, researchers can also find solutions to these problems.

The purpose of this research is to find out the mixed language symptoms used by millennials in doing business on Instagram media, and also to describe the factors that cause the problem, and explore how the interfering language affects internet surfers and consumers in particular in Instagram social media. The code mix has the purpose of establishing familiarity in communication, in this case the consumer. In line with the research conducted by Septia that establishing intimacy is one of the causes of code mixing [7], other studies state that by mixing code, online buying and selling transactions are more communicative and attractive, not rigid and become more alive [8], but if used continuously it is feared that this will cause misunderstanding of the meaning and chaos of the structure of the language itself. The use of mixed code by online merchants turned out to have a lot of influence on consumer attitudes, a lot of code mixing is done also by consumers when asking or wanting the product advertised. In contrast to sellers who use two languages in selling, namely Indonesian with English and a mixture of both, while mixed codes that occur to consumers include a mixture of regional languages, Indonesian, and English. This situation, if it is left unchecked, will affect the development of Indonesian language, in fact the holders of language policy must make regulations as well as the Regulation of the Minister of Trade No. 72 of 2015, namely the obligation to use Indonesian in various labels.

II. METHODS

The qualitative approach was used in this study, and the method used was a descriptive one. This method is usually used to explain the phenomenon of the state of a society [9]. Data collection techniques used were observations, documentation, and interviews. Observations are observing the 10 online shops that use various languages in their marketing uploads and documentation are intended to search and collect data from various online shops on Instagram media in 2018, and interviews are used in one subject of the study. Data collection was carried out with a purposive sample, researchers chose an online shop that is currently most popular not only by teenagers, and adults but also favored by mothers. The 10 online shops were examined, and researchers selected 10 random uploads for each online shop upload.

III. FINDINGS AND DISCUSSION

The data taken in this study, which is an online shop that is closely related to the needs of women, 10 online shops were chosen by the number of followers ranging from 150 thousand to 700 thousand followers. The online shop is: a) @wearingclamby, b) @ iymelsayshijab.id, c) @shellaalaztha.id, d) @nisacookieproject, e) @zytadeliaofficial, f) @nesaaqila, g) @makeupuccino, h) @envygreen. id, i) @hijabprincess, j) byayudyahandari. The products offered in the online shop above are related to hijab clothes, veils, hijab accessories, and make up. The tenth followers of this online shop are not only popular with teenagers, but adults and even many mothers are interested, and these ten online shops are not owned by an artist but ordinary people who have become celebrities (Instagram celebrities), and the age of this business owner is still relatively young. The price offered is not as expensive as an online shop that is owned by an artist, because

it is in great demand by various generations, inevitably this online shop has an effect on every visitor, unwittingly starting the fashion trends offered to the language used has influenced his followers. There are plenty of cases of mixing languages in buying and selling transactions in this online shop. From the results of interviews with one of the online shop owners, the code mix was done so that the atmosphere of the transaction was not rigid and built an atmosphere of familiarity with consumers, as stated in the study [7,8]. If you look at the case there is nothing wrong with the use of code mix in the business field, but what is feared with brand names, colors, materials, even advertisement sentences that use a mixture of Indonesian and English, there are even some online shops that sell using language Full English, then the existence of Indonesian (Indonesian prestige) will gradually be displaced.

Language usage data from 10 online shops on the Instagram media are shown in figure 1.



Fig. 1. Language usage from online shops on the Instagram.

In figure 1, it is clear that the language used in selling and trading is buying and selling on Instagram's online shop, 51% use a mixture of Indonesian with English, while 41% use Indonesian, and 8% consistently use English. Examples of mixed codes and explanations as follows:



Fig. 2. Examples of mixed codes and explanations. "Still Available, Pearl TUTU Pink...sisa around 20pcs, last stock! ISH tidak akan keluarin Tutu Skirt lagi ya so grab it now or cry later".

The mixed code case above is included in the hybrid phrases (mixed phrases), "sisa around 20pcs", while hybrid clauses are seen in "ISH tidak akan keluarin Tutu Skirt lagi ya". The process that occurs in mixed code is insertion. Seeing the above code-mixed case cannot be separated from the code

switching, the clause " *ISH tidak akan keluarin Tutu Skirt lagi ya* ", followed by the clause " *so grab it now or cry later* ", it is included in the code switching, each clause is written with using Indonesian, which is mixed with English, but the information clause uses full English.

Researchers are of the opinion that if the sentence is built to complete the description of products sold using the full Indonesian language, consumers who comment to buy too, will use the same language. The effects of sellers who use mixed codes will affect consumer thinking.



Fig. 3. Examples of the consumer's answer.

With the use of mixed code in the product description box, the consumer's answer also uses mixed language as the example above, the word " *freebooked* " is an inappropriate English language, besides the wrong writing, the meaning becomes blurred and when seen the structure of the Indonesian language is the sentence the question asked by the consumer is inappropriate. To choose colors, consumers choose English because sellers use foreign terms in naming colors, such as "cream and silver" even though consumers can use the word " *krem* " and " *perak* ".



Fig. 4. Examples form of mixed code that occurs is a mixture of phrases " *Btw ini piyama dari... lagi open order hari ini, ...busui friendly* ".

Instead of using a mix of languages that not all consumers understand would be better if you use the words " *ngomong-ngomong* " and " *cocok untuk ibu menyusui* "

From the promotional sentence above, the form of mixed code that occurs is a mixture of phrases, the words " *btw* " and " *busui friendly* " are forms of insertion.



Fig. 5. Examples, the code mix occurs at the phrase level with the insertion process in make-up online shop.

For the online shop above because it is a make-up online shop, there are terms that are difficult to interpret in Indonesian, such as " *retractable micro brow* " and " *spoolie* ", so the seller is a tool for forming and smoothing eyebrows that are easy to apply. The code mix occurs at the phrase level with the insertion process. It would be better if the whole explanation the sentence uses English so that it is not mixed with Indonesian. But for the phrase " *all items* ", you can use the purchase of all items, the product of the " *best seller* " who had " *out of stock* " the best-selling product, which had run out for months ... using good Indonesian, the consumer will easy understand.



Fig. 6. Examples, the insertion process occurs in the mixed code and enters the phrase level in online skin care product.

The product-naming in this online shop are almost all of them using English, though this online skin care product shop is an Indonesian product. The insertion process occurs in the mixed code and enters the phrase level. The sentence "menggunakan face toner" can be replaced by "menggunakan penyegar wajah". *Envyfriend* is replaced with "teman-teman envygreen", and writing "comment" will be better if you use "komentar".



Fig. 7. Example insertion of English at the phrase level at online shop in major events as weddings, parties, and other official events.

While for the above product is an online shop that deals with major events such as weddings, parties, and other official events, see some insertion of English at the phrase level in each sentence above. The words "available", "top", "item", "limited stock" are equivalent in Indonesian, such as "tersedia", "baju atasan", "barang", and "persediaan terbatas".. But still some business owners prefer to mix English with Indonesian.

The various online shops above are some examples of mixed code cases that occur in buying and selling on Instagram media. Each example represents all products needed by women, including veil products, Muslim clothing, beauty equipment, party dresses and skin care. Seen the form of mixed code is found at the phrase level, while the clause is only a few, and the process that occurs as a whole is a form of insertion.

The factors that cause the use of code mix in the business arena are to make communication more polite and not rigid. This is not a fatal mistake made by sellers and buyers because it is possible that the language skills between speakers and participants are limited to that, it is similar to what was stated by Haryono in Chaer [5], but if done continuously it can obscure the structure native to Indonesian, because even in trading, you can use Indonesian language that is more polite while still following the correct rules, therefore the best solution is a) the establishment of regulations that require the use of Indonesian in all forms of buying and selling transactions in internet media, especially in Indonesia, although it wants to combine with foreign languages, use the two languages appropriately, b) the socialization that has been carried out by the body of language, continues to be improved and the dissemination of the socialization must touch various groups including business people, and c) the existence of clear

sanctions against violations committed, when sanctions are not enforced, the rules will be underestimated.

IV. CONCLUSION

At present, the form of code mixing in both oral and written communication cannot be avoided because as a bilingual and multilingual citizen this problem is rooted and difficult to avoid. It does not mean that it is wrong when the use of mixed codes is rampant on social media, because the existence of this code mix aims to make communication more relaxed. Problems arise when this code mix appears in written language and even formal speeches, although it cannot be avoided if done continuously it will affect the good and correct Indonesian language rules. This will have an impact on the participant who is invited to speak in the case above is the consumer, consumers do the same thing (mixed code) when interacting with the seller, meaning that it has a strong effect. From this point of view when language experts discuss with power holders and bring down policies that can protect the Indonesian language, slowly this case of mixed code can be avoided.

The implications of this research are useful for business people and language users on social media. Business people must recognize that the use of mixed languages will directly affect their customers, consumers can follow languages that should not be used. For language users, after knowing the effects of using the mixed language, social media users like Instagram must wisely use language properly and not mix one language with another. It is hoped that this research can develop sociolinguistic science specifically in the discussion of code mixing.

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