

CHAPTER I

INTRODUCTION

A. The Background of Study

Language is the most effective communication tool that enables humans to interact, express complex ideas, and build relationships essential for social cooperation and cultural development. Through linguistic competence, individuals negotiate meaning, perform social functions, and maintain the orderly exchange of information in everyday life, making linguistics central to human communication and interaction.

Over the course of thousands of years, the language created by humans has developed by thousands and leads to language diversity. Apriyanto (2020) explained that in human communication lives, language has become the most reliable tools, this leads to how important language is among humans. By all means, humans are bound to possess at least one language to communicate towards each other.

In the present era, language mixing within communication has become a normalized phenomenon. Students, especially those who are bilingual or multilingual, frequently incorporate other languages into their conversations, both in spoken and written forms. Such practices are not only evident in casual communication but also in digital interactions through platforms like Instagram. The flexibility of language use on social media

provides students with the opportunity to engage in creative expressions while simultaneously enhancing their exposure to new vocabulary and structures. As times goes by, not just the language that developed, it's also influence how people communicate among themselves. The way people communicate has undergone a remarkable transformation, starting from direct talking to the use of modern social media. Early humans began with spoken language and gestures to share immediate needs, emotions, and information in close-knit communities. Over time, visual symbols like cave paintings, petroglyphs, and pictograms were developed to represent ideas beyond immediate speech, leading eventually to systems of writing that preserved language across generations and distances.

With the invention of the printing press, communication expanded from handwritten texts to mass-produced books and newspapers, making information widely accessible. The 19th and 20th centuries brought revolutionary changes with the telegraph, telephone, radio, and television, allowing people to transmit messages instantly across great distances and enabling real-time conversations beyond face-to-face meetings.

Apriyanto (2020) explained that linguistics enables the construction of meaningful expressions that allow individuals to express thoughts, emotions, identity, and social intentions, facilitating social cohesion and personal relationships in daily life. Ever since linguistic has been basic as human interaction, this develop the behavior where human interact by using language as communication tools. The language development creates

languages features like grammar, vocabulary and even punctuation. Although vocabulary develops alongside language development through a dynamic and interactive process where the growth of vocabulary reflects and supports the overall advancement of language skills. As language evolves in individuals and communities, vocabulary expands from basic concrete words to more abstract and complex terms.

The digital era transformed communication even further by introducing the internet and mobile devices, culminating in the rapid development of social media platforms. Social media enables multi-way, global, and instantaneous interaction so that people can share ideas, news, images, and videos with anyone, anywhere, at any time. This has made communication more interactive, decentralized, and diverse, connecting communities on a global scale and making information sharing more efficient than ever before. Language and social media are closely related mostly because social media platforms rely on language for users to connect, share information, and express themselves. Digital environments have transformed language use, encouraging creativity through new slang, abbreviations, emojis, and multimedia, while also accelerating the spread of linguistic innovations among global communities.

Social media has been growing rapidly ever since it was first introduced to society. Yohanna (2020) stated that among the people, even to youngsters, social media has been part of their daily lives. Ever since early age internet has been introduced to live, in which this movement shaped

today's view regarding social media as the platform to express the interaction that cannot be happened in the outside world. Students as part of the younger generation mostly known social media as a platform of interaction or entertainment. Hence the social media has shaped the new general view of socialization within the reach internet growth. This social interaction also mentioned in Qur'an surah Al-Hujurat verse 13:

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ
وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ
لِتَعَارَفُوا إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتْقَىٰكُمْ
إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ ﴿١٣﴾
(Al-Hujurat : 13)

This verse highlighted the human relation towards each other. Thus, this verse emphasized how human should interact towards each other no matter what gender, race nor nationalities. Firmansyah et al (2023) In today's rapidly evolving digital environment, this verse provides valuable guidance by encouraging individuals to regard diversity as a source of unity rather than division. This principle is particularly relevant to communication on social media platforms such as Instagram, where code-mixing reflects the coexistence of different languages and cultural identities in everyday interactions. When used respectfully and appropriately, code-mixing can promote inclusivity, strengthen interpersonal connections, and facilitate communication among people from diverse linguistic backgrounds.

This also means, even with different language, people could interact with each other even in simple manner. This verse also applies to human

interaction in social media no matter what gender or race. This encouragement are highly affected how human interaction, whether in real life or social media, humans are demanded to interact with utmost respect among others. Social media and students might not related in any other way. Not until the pandemic hits and then the students was forced to do the academic activity mostly online. Khattak et al. (2023) stated, ever since the the pandemic occurred, the social media has been among the students in their study lives. With school closures, social distancing measures, and increased isolation, social media served as a crucial lifeline for maintaining social connections, accessing educational resources, and coping with the challenges of the pandemic era up until present day.

In accordance to Fitriarningsih (2024) among all social media that has been introduced nowadays, Instagram is one of the social media that mostly used by people, including the students. Several people has been collecting data regarding to the students favoritism towards Instagram in which include several reason which can be summarized as how Instagram could bring inspiration to the users just by pictures or short videos and this leads to how Instagram can influences people and even students. This influence can be used to catching not just trends but also knowledge.

The massive use of social media has shaped linguistic structure that's been used by people among the other. Barman et al., (2014) stated that the interaction in social media might involve more than one language. This

interaction especially for English learning students that use more than one language might cause the language switch or mix in between the conversation. This switch and mix can happen naturally among those who speak the same language but share the same understanding.

These days, the mix of language in a conversation has become a normal phenomenon. Students especially those who speak more than one language tends to involve other language in their conversation either verbally or written text. Hence, this research was done to look into and figured out how Instagram is influencing students in using code mixing in their conversation.

Mixing languages within a single conversation has become a normalized and accepted phenomenon in these days. Students, especially those who are bilingual or multilingual, frequently engage in code mixing both in spoken and written communication. This practice often occurs naturally when students converse with peers who share similar linguistic backgrounds. For instance, in informal settings such as chatting, commenting, or posting on Instagram, students tend to combine their native language with English expressions. This not only reflects their cultural and linguistic identity but also demonstrates their ability to navigate between languages flexibly.

Considering these conditions, this research aims to explore the influence of Instagram on students' use of code mixing in their daily conversations. By examining how social media platforms like Instagram

contribute to linguistic behavior, the study seeks to understand the extent to which code mixing serves as both a communicative strategy and a learning process. This investigation shed light on how Instagram, as a widely used platform, shapes students' language practices and potentially contributes to their language development. The role of Instagram as a visual and interactive platform further strengthens this linguistic phenomenon. Students are exposed to vast amounts of content, including captions, comments, reels, and stories that frequently combine different languages. English, in particular is often used in these contexts to convey modernity, creativity, and a sense of belonging to a global community. Such practices inevitably encourage students to adopt and adapt English vocabulary and phrases in combination with their native language, resulting in an increased use of code mixing in daily communication.

From an educational perspective, this linguistic shift presents both opportunities and challenges. On one hand, the frequent exposure to English on Instagram provides students with opportunities to acquire new vocabulary and improve their language awareness. The habit of mixing English with their native language might also enhance their creativity in language use and strengthen their familiarity with English expressions. On the other hand, uncontrolled and excessive use of code mixing may create dependency, where students rely heavily on switching languages instead of developing fluency in one language. This indicates the necessity to further investigate the

pedagogical impact of social media platforms like Instagram on students' linguistic practices.

Furthermore, the presence of code mixing in students' communication through Instagram is not merely a reflection of social trends but also an indicator of how digital media shapes language learning environments. Unlike formal classroom interactions, social media encourages spontaneous and informal communication. This type of interaction motivates students to use language more freely, often without strict adherence to grammatical rules. As a result, Instagram can be viewed as an alternative, non-traditional learning space where students practice language skills in a more natural and context-driven manner.

Considering these conditions, this research was conducted to explore the influence of Instagram on students' use of code mixing in their daily communication. The research seeks to examine how Instagram, as one of the most dominant social media platforms, contributes to students' linguistic behavior, particularly in terms of mixing languages during conversations. By doing so, the research not only highlights the impact of social media on students' language practices but also provides insights into how code mixing may function as a learning strategy in English language development. This research is expected to contribute to a better understanding of how digital platforms like Instagram shape language use among students and how such phenomena can be considered in the field of language education. Therefore, the researcher is going to conduct a research study titled “**STUDENTS**

PRECEPTIONS OF USING CODE-MIXING IN INSTAGRAM”

B. Definition of Key Terms

Several terms related to the research are clarified to avoid misconceptions :

1. Students

Students is a term for those who's formally engage in learning activities. Essentially, student is someone who is learning a particular subject or subjects from a teacher or instructor. In this research, the students refers to the individuals whom engage study in university level whom majoring in English Education department.

English education students engaging in various conversation with other Instagram users who use code mixing in the comment section feature while are the target of this research in which the students are engaging conversation in either two language in a conversation based on what language the students mastered. The student's experience regarding the engagement in Instagram comment section within the reach of code mixing in this platform is target of this study which further lead to explore the students vocabulary gaining while engaging conversation in the comment section of Instagram who contain code mixing in it. This engagement resulting positive impact regarding to engaging in code mixing on Instagram in which the engagement not only enriches language ability but also enhance English vocabulary which leads to vocabulary gaining, digital literacy

awareness, the enhance social bonds which leads to student's confidence in engaging communication.

also develops social bonds, cognitive skills, confidence, digital literacy, and awareness of cultural diversity.

2. Instagram

Instagram is a social networking service whose main goal is to share their personal experience to the world by posting photos and videos. Instagram allow it's users to upload, edit, and share visual content through its mobile app. The platform has evolved to support various features including Stories (temporary posts), Reels (short-form videos), and Direct Messaging (chat) capabilities.

Instagram engage people to interact not just by sharing photos and videos but also to engage in conversation in the comment section or in their Direct Message feature. In this research, Instagram is a place for students to interact by using the comment section feature in which students are engaging conversation either just a casual conversation or a chat related to what others are shared in the platform while using code mixing in engaging the conversation, thus this interaction can make the students gained new words which the students might never heard of or newly exposed to.

3. Code Mixing

Code mixing is a linguistic phenomenon where elements from two or more languages are combined within a single utterance or sentence. It often occurs in bilingual or multilingual contexts, allowing speakers to

blend vocabulary, phrases, and grammatical structures from different languages seamlessly.

Code mixing involves the embedding of various linguistic units such as morphemes, words, phrases, or clauses from one language into another within the same conversation. This can happen without a change in topic and typically reflects the natural speech patterns of bilingual individuals. Thus the student's writing while engaging conversation in Instagram comment section which consist more than one language in a text is the code mixing aimed in this research.

C. Research Questions

This research conducted to answers question regarding the subject of the research. Thus, the researcher conducted these following question of the study in which elaborate as:

1. What kind of code mixing is used by students in Instagram?
2. How can code mixing engagement enrich student's vocabulary?

D. Research Objectives

Regarding to the question of the research, the researcher aimed to uncover the objectives which further elaborate as:

1. To find what kinds of code mixing used by students in Instagram
2. To find the reason behind the use of engaging conversation using code mixing in Instagram to improve vocabulary for students

E. Significance of Study

This research is conducted to obtain the benefits of Instagram for the

students and researcher. Ever since many students using Instagram, this research is hoped to help other researcher understanding the reasons behind the effect of code mixing phenomenon that happen on students conversation in Instagram. The method use in this research can also be used by other researcher as their reference to conduct another research who want to do the research about code mixing and Instagram.

Just by knowing how many people use social media including Instagram, this research is hoped to help students to be more aware of their writing style in communicating. The method use in this research can also be used by other researcher as their reference to conduct another research who want to do the research related to usage of Instagram and code mixing. Without further doubt, the result of this research can be useful for the reader.