THE IMPLEMENTATION OF CODE-MIXING USED BY COLLEGE STUDENTS ON SOCIAL MEDIA

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Abstract
Language has an important role in a society to communicate with other people in a daily life. Moreover, language can be used in a real world and virtual world such as social media. This leads to the research of code-mixing in relation to sociolinguistics. This research focuses on the code-mixing in Indonesia-English and English-Indonesia language. This research aimed to explore and describe the reasons and types of code-mixing used by college students. The research question was formulated as follows: how the implementation of code-mixing used by college students on social media. This research was a qualitative study which is done to find out a phenomenon deeply. It involved 5 people from the college students in university. The data were obtained by using an interview. The results showed that the college students want to show off that they have knowledge and mastering many languages. Furthermore, the college students used code mixing because they kept up with the times and technology to make them look more trendy and stylish.

Keywords: code-mixing, college students, social media

Introduction
In the sociolinguistic phenomenon, there is a language, society, and relationship between language and society (Romaine, 2000). Another use of sociolinguistics is in the field of communication. The point is that sociolinguistics will provide guidelines in communicating by showing what language, language variety or style of language one should use when talking to other people. In this day and age, language continues to grow and the use of social media continues to increase. Since English is an international language, the use of English in everyday life is not a foreign thing. Existence of social media, sparked a new style of language in digital communication tools (Meliani, Ratminingsih, & Mahendrayana, 2021). This is because there are many positive impacts obtained from the use of social media (Self-esteem and social media, n.d.). Moreover, social media can facilitate interaction with many people, expand relationships, distance and time are no longer a problem, it is easier to

express relationships, distance and time are no longer a problem, it is easier to express oneself, information dissemination can take place quickly, and costs are cheaper.

According to the data, the number of social network users in Indonesia has reached 191.4 million (Kemp, 2022). The number of active social network users in Indonesia was 191 million people in January 2022. This number has increased by 12.35% compared to the previous year which was 170 million people. Social media is an online media that occupies social interaction. Social Media uses web-based technologies that turn communication into interactive dialogue. Several types of popular social media sites today include WhatsApp, Instagram, Twitter, Facebook, TikTok, Youtube, and many else.

In this modern era, there is no significant difference between social media users in urban and rural areas. Social media users in urban areas are slightly higher than in rural areas. This is because rural areas prefer to interact directly rather than online. However, it is possible that the development of social media in rural and urban areas has progressed (n.d., 2015). It can be seen that the majority of Indonesian people in urban and rural areas access the internet to use social media.

The use of social media is truly not limited by space and time. Therefore, everyone can use social media from children to the elderly. In fact, several applications from social media are designed as learning media and games based on learning English (Cambridge, n.d.). Social media is a platform for students to continue to hone their skills in English. It is not just reading and listening, students can immediately practice pronunciation when using social media (Anwas, Sugiarti, Permatasari, Warsihna, Anas, Alhapip, Siswanto, & Rivalina, 2020). Young people, especially college students, will continue to be exposed to these technological advances. With the times that continue to develop, this social media will also be more productive with English. So, the impact of social media is to hone English skills for everyone (Akram & Kumar, 2017).

It can be seen that in this modern and growing era, technology and social media are increasingly sophisticated. This can foster a high understanding and interest in English, especially through social media. English is an international language which can change the mindset of a human being to be more advanced (Sharifian, 2019). It makes the students want to learn more and in depth about the English language. Then, by continuing to learn and use English on social media, students make this a habit. The college students continue to use code-mixing in conversation in real-world and digital communications. This code-mixing has become a trend and a thing that is usually done by people in this day and age. According to (Sukrisna, 2019), code-mixing is a natural thing and is usually done by young people, especially college students. Universities are no stranger to the use of English. However, it is undeniable that we are in Indonesia, which means that most of the language that will be used is Indonesian. So, the use of code-mixing between Indonesian and English is a natural thing.

(Language)

Language is a social communication tool in the form of a sound symbol system produced from human speech. Humans as social beings need a means to interact with other humans in society. Therefore, a communication tool called language is needed for social interaction. According to Permendiknas Nomor 22

tahun 2006 (Regulation of Minister of Education Number 22 in 2006) on Standard Content of Primary Schools, it acknowledged if Language plays a fundamental point of intellectual, communal, and emotional development of students. Language is a part of human ability and human ideas (Chomsky, 2002:1).

(Sociolinguistics)

Sociolinguistics is a combination of two sciences, namely sociology and linguistics. This science explains the human ability to use language rules appropriately in different situations. In general, the function of sociolinguistics is to study the variety of languages, word choice, and use of words that are appropriate to the situation, conditions and various other factors of the interlocutor, in order to avoid inefficiencies, misunderstandings, and various other language problems. Sociolinguistics provides knowledge on how to use language between interpersonal and society (Wolfram, n.d.).

(Code-mixing)

Code-mixing is a phenomenon that causes the transition of one word from one language to another in one sentence. Code-mixing does not depend on the situation of the speaker in the conversation. Code-mixing has several forms such as the insertion of words, phrases, idioms/expressions, and so on (Hairennisa, 2018). Two languages can be used simultaneously in language processing. This is caused by the inability of the speaker to inhibit the naming of words that appear in different languages. code-mixing means that the inserted language is used. For example, inserting Indonesian words in English speech (Muysken & Muysken, 2000).

In fact, code-mixing is a natural thing for everyone to do. No age or education restrictions. This is because with code-mixing, everyone can learn and get to know new vocabulary (Veronika, 2018). The choice of code-mixing can be triggered by several things such as the interlocutor, the topic of conversation, the atmosphere, the realm, and so on. On social media, there are a lot of types of code-mixing. Since Twitter is a platform for sharing sad stories and laughter, then Twitter users do code-mixing to emphasize the intent and message of the thread created (Nabila & Idayani, 2022).

(Social Media)

Social media is a medium to socialize with each other and is done online which allows humans to interact without being limited by space and time. Over time, social media and technology will continue to develop and become more sophisticated (Carr & Hayes, 2015). For college students, social media plays a very important role and benefits. Social media allows students to interact with people all over the world, and also they get extraordinary knowledge from it. The college students will know the various cultures that exist in the world. This includes culture, traditions, language, lifestyle, food, customs.

Method

In this research, the researcher uses a qualitative method. Qualitative research is an approach that emphasizes the aspect of in-depth understanding of a problem

rather than looking at the problem for generalization research (Hennink, Hutter, & Bailey, 2020). The researcher wants to conduct exploration of the object of research. Qualitative research obtained the data which develops theory, describes reality, and social complexities (Morse, 1994). Hence, this research will be more detailed and in-depth because this research focuses on quality. The results of the study can describe a realistic view of the social world that has been experienced by the informants, where this cannot be measured numerically.

The researcher conducted this study using theories that were supported by literature review and also in-depth interviews to collect the data. Data collection was carried out by the researcher, then the researcher analyzed the data to obtain research results. The researcher will discuss and focus on how the implementation of code-mixing is used by college students on social media.

Firstly, the researcher conducted interviews with 5 students from English Language Education Study Program and outside English Language Education Study Program students. Then, the researcher discussed starting from the introduction of code-mixing to the application of code-mixing on social media. After that, the researcher categorizes the data, namely the processing of qualitative data by sorting the data. For the next step, data presentation is to make an explanation of information in the form of descriptive. The last one is data verification and conclusion, the process of analyzing data to make conclusions or verify data findings.

Findings and Discussion

Based on the results of the data obtained and its processing, the researcher found the results as follows: **How the implementation of code-mixing used by college students on social media.**

The researcher analyzed the result of this research using a qualitative method. The researcher used a criterion based on (Hammarberg, Kirkman, & de Lacey, 2016), not all data can be calculated and also measured. There is data that involve the researcher needs to understand the meaning and intent of the phenomenon. The reason the researcher chose the qualitative descriptive research design was because the researcher wanted to describe the situation that would be observed in the field more specifically, transparently, and in depth. Moreover, the researcher wants to identify phenomena in detail, not just measurements (Hancock, Ockleford, & Windridge, 2001).

The researcher has two respondents from the English Language Education Study Program and three respondents outside from the English Language Education Study Program. The data of the interview showed clearly that 5 college students agree that using code-mixing is very familiar on social media. The result from the analysis showed that 5 respondents on the interview already implement code-mixing on social media to communicate with other people. This means that the use of code-mixing for college students in Indonesia is not something strange and foreign. Moreover, the results of the study show that Indonesian language learners will continue to use code-mixing as an affirmation of a spoken word.

(Getting to Know Code-mixing)

In general, they all understand and already know about the use of mixed languages in conversation. However, they just found out that it is called code-

mixing. EA and MD, as the respondents of the interview, recognized that code-mixing is combining Indonesian and English. Meanwhile, NN and MW said that code-mixing is an insertion of another language between one of the dominant languages. Likewise, AD said that code-mixing is combining one language with another. She also gave an example that South Jakarta people usually mix Indonesian and English. Another example is english-spanish.

All of the respondents have a good understanding that code-mixing is the insertion of language used when talking to other people in the real world or in a virtual world. Code-mixing is common for students. The habit of listening to other languages can cause recordings in the brain that can result in the use of code-mixing (Simatupang & Sunari, 2021).

(Reasons College Student Use Code-mixing)

EA assumes that students use code-mixing because of prestige. Nowadays, technology is increasingly advanced and many applications and knowledge are obtained using English. Therefore, most people combine their way of speaking to keep up with the times and look awesome. According to MD, the world of university cannot be separated from English. That is, every course must involve English. Therefore, MD stated that students are accustomed to using English and find it enjoyable to use it. However, with less knowledge of grammar, they mix it up with English. This is what causes code-mixing to become a trend among college students.

Whereas, NN said that college students use code-mixing because all the materials and e-books given are mostly in English. It is this exposure and style that creates a habit for college students using code-mixing. Moreover, NN stated that using code-mixing on social media will look more slang and keep up with the times. Different from MW, he said that college students use code-mixing when speaking with the aim of making it easy to understand and adapting the way they communicate with other people. Social media is a platform that gives freedom to communicate. Therefore, MW explained that the use of code-mixing in digital communication will increasingly show the function of social media.

Last but not least, AD stated that most college students use code mixing because of the current development. They just feel cool when they talk using code-mixing. Moreover, they feel superior and have a statement that means that they study English. However, by using code mixing, college students know English from a sentence or a few words. In fact, this is also good, because indirectly, students are self-taught or not spontaneously and learn independently from the times. AD also explained that the development of the times can affect language change. This makes many people create and change their own language techniques and speaking styles.

Through the times, code-mixing is a common phenomenon in today's generation. Precisely this matter of language mastery shows that the individual has advantages in communicating and speaking (Hall, & Nilep, 2015). Since code-mixing is a habit, many people don't realize that someone is speaking by mixing several languages. This happens naturally and not because of feelings made up (MasterClass, 2022).

(Frequency of Using Code-mixing on Social Media)

According to EA, Tiktok users have a high frequency of talking using code-mixing. EA mentions that people enjoy watching tiktok because the content contains videos and music that can be enjoyed so it's not boring. The videos on TikTok are very diverse and often use code-mixing. Not only Indonesian and English, but also Javanese, Chinese, and Thai languages. Thus, EA felt that she could continue to learn another language because her brain was constantly recording the words from the video that she watched.

In contrast, MD feels that the frequency of social media that uses code-mixing more often is WhatsApp and Instagram. In a real situation, MD always chats with his friends and relatives using code-mixing on WhatsApp and Instagram. This is because he studied Latin. So, he wanted to show off that he could speak another language. Similar to MD, NN also uses code-mixing to chat with friends on WhatsApp. According to him, using code-mixing can make him feel superior to others because not everyone can use code-mixing or understand more than one language.

MW also said that WhatsApp is a social media platform with a high frequency rating that uses code-mixing. He usually uses code-mixing when chatting with his friends via WhatsApp and Line as a digital communication. He also often reads the home page on Facebook using code-mixing. He really enjoys it because it can add new knowledge and vocabulary for him. However, MW feels that WhatsApp is the most common social media that can be used for code-mixing applications.

In AD opinion, she stated that Instagram and Tiktok are platforms for using code-mixing. However, Twitter is still the most superior platform for using code-mixing.

(The Implementation of Code-mixing on Social Media)

EA said that the most frequent social media is TikTok because someone doesn't need to think about aesthetics, neatness, and so on. Tiktok is really free to upload content without restrictions on topics, languages, titles, and much more. An example of implementation on tiktok is by creating tiktok content. For example, making daily conversation, giving advice, emphasizing something using code-mixing so that the message in the video can be conveyed. However, MD said that almost all chats on social media must use code-mixing. Today's young people, especially those who are familiar with the world of university, will not be able to escape code-mixing because it has become a habit to mix one language with another. In fact, MD himself often uses code-mixing to emphasize messages on WhatsApp and direct messages on Instagram.

NN explained that the application of code-mixing in digital communication occurs when on twitter. The freedom to create threads on twitter causes college students to be more flexible and enjoy sharing their feelings and venting about social media. Direct messages on twitter are also more convenient because they are not piled up with class groups and events at university. In contrast to MW, he said that code-mixing can occur by adjusting the interlocutor or changing to the main language. So, he will adjust the interlocutor then code-mixing can be applied to his conversation.

For the AD opinion, she said that the application of code-mixing occurs when talking to friends who have the same frequency or to the same circle of friends

using code-mixing to chat with each other. Moreover, this usually happens on twitter when someone wants to retweet or reply to a message.

According to the research conducted by A, 2019 proves that the use of code-mixing on social media can aim to arouse netizens' interest in deepening their English skills. Moreover, the influencer wants to show that English is very important to learn, especially because English is an international language (Sutrisno & Ariesta, 2019).

Conclusion

Humans are social beings who must interact with each other in fulfilling various needs of life. Therefore, humans cannot possibly live alone without interacting with other people. Language is one of the most important elements that affect human life and culture. Language is a human communication system that is expressed through the arrangement of sounds or written expressions that are structured to form larger units, such as morphemes, words, and sentences. Language forms social interaction and social interaction forms language. In fact, sociolinguistics is the study of the relationship between language and society and the way people use language in different social situations. Moreover, most people often use other languages to communicate. This is what is commonly referred to as code-mixing, namely language switching events. Code-mixing has often happened in the real world and virtual world such as social media. The results of this research obtained the data that the respondents of the interview stated that using code-mixing especially on social media can make them look stylish and smarter. The implementation of code-mixing is carried out by college students through social media and the most frequently used is chatting with friends through WhatsApp and creating threads on twitter.

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