

A SOCIOLINGUISTIC ANALYSIS OF INDOGLISH USED ON INSTAGRAM CAPTIONS

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Abstract

The aim of the study was to identify the types of Indoglish and to describe the factors of using Indoglish on Instagram captions. In this study, the researcher used a descriptive qualitative method and the data was collected through documentation and observation. The data were analyzed by using Farihah and Suhartono's study of types of English. The factors of using Indoglish were analyzed using Holmes's theory. The findings of this study indicate that 1) there were two types of Indoglish including a) Indonesian elements in foreign languages, namely phoneme appearance, word addition b) Foreign Elements in Indonesian, namely adoption, and translation with classification into several categories including; Indoglish language translation form of verbs category, Indoglish language translation form of nouns category, Indoglish language translation form of adjective category, Indoglish language translation form of adverbs category, Indoglish language translation forms phrase category 2 (two) words, and Indoglish language translation forms phrase category 3 (three) words, Indoglish language translation forms phrase category 4 (four) words, Indoglish language translation forms phrase category 5 (five) words, Indoglish language translation forms phrase category 6 (six) words, Indoglish language translation forms phrase category 7 (seven) words, Indoglish language translation forms of phrase category 8 (eight) words, Indoglish language translation forms of phrase category 9 (nine) words, Indoglish language translation forms of phrase category 10 (ten), Indoglish language translation forms of clause categories and Indoglish language translation forms of sentence categories. 2) The factors of using Indoglish in the Instagram caption by Indonesian female singers found there were four, namely the solidarity-social distance scale, the status scale, the formality scale, and the referential and affective function scale.

Keywords: Analysis, Indoglish, Instagram Captions.

INTRODUCTION

Sociolinguistics is a part of linguistics that studies the relationship between language and society as a social and cultural phenomenon (Holmes, 1992). Generally, people often use more than one language. The phenomenon of people having more than one language is called bilingualism. Bilinguals exist in many countries, one of them being Indonesia. According to Avisena Ashari (2019), Indonesia ranks third as a bilingual country because 57.3 per cent of the population uses a combination of two languages to communicate, this phenomenon is known as code-mixing. Code-mixing is mixing a word, phrase, or clause from one language into another in bilingualism or multilingualism. In Indonesia, many speakers used code-mixing, one of which was a mix of Indonesian and English, this phenomenon was known as Indoglish (Joko, Subiyantoro, and Setiawan, 2019).

Adam (2021) stated that Indoglish began to boom or become popular in 2018 and the users were teenagers; Indoglih was used in daily conversation and even on social media, one of them social media used was Instagram. Based on the survey result by NapoleonCa there were 109.331.200 Instagram users in Indonesia in April 2023, which accounted for 39.1 per cent of its entire population. People aged 18 to 24 were the largest user group. Instagram posts can be completed with a “caption” to let other users or audiences understand the story behind the pictures or videos. Based on the description, this study aims to 1) Produced descriptions of types of Indoglish on Instagram captions by Indonesian female singers and 2) Produced descriptions of the factors for using Indoglish on Instagram captions by Indonesian female singers.

METHOD

The subjects in this study were four Indonesian female singers who follow sociolinguistic phenomena and use Indoglish on social media, especially Instagram captions. The researcher found data from Instagram captions uploaded by four

Indonesian female singers from May to June 2023. In this study, the researcher used descriptive qualitative research. Data collection was carried out through documentation and observation. The documentation in this study that was produced was a screen-captured in the form of an Instagram post from Indonesian female singers who used Indoglish on their Instagram captions. Then, the researchers classified the types of Indoglish based on the forms used in a study from

Farihah and Suhartono (2021). For the observations, the researcher note the results of the screen-captured taken previously to find out and then describe the factors that led to the used of Indoglish in four Indonesian female singers Instagram caption used the theory from Holmes (2013).

RESULT AND DISCUSSION

Result

1) The types of Indoglish

There was a total of 220 data have been found in types of Indoglish on the Instagram captions by four Indonesian female singers, namely Lyodra, BCL, Raisa, and Rossa. The researcher found that two types of Indoglish on Instagram captions. Those data types of Indoglish can be seen in the following table:

a) Indonesian elements in foreign languages

Table 4.1 Indonesian elements in foreign languages

| No | The types of Indoglish | Amount |
|----|------------------------|-----------|
| 1 | Phoneme appearance | 23 |
| 2 | Word addition | 31 |
| | Total | 54 |

Table 4.1 shows that there were 54 data, namely phoneme appearance found 23 data, and word addition found 31 data.

b) Foreign elements in Indonesian

Table 4.2 Foreign elements in Indonesian

| No | The types of Indoglish | Amount |
|----|---|--------|
| 1 | Adoption | 24 |
| 2 | Indoglish language translation form of verbs category | 10 |
| 3 | Indoglish language translation form of nouns category | 6 |
| 4 | Indoglish language translation form of adjective category | 7 |

| | | |
|----|--|------------|
| 5 | Indoglish language translation form of adverbs category | 3 |
| 6 | Indoglish language translation forms phrase category 2 (two) words | 24 |
| 7 | Indoglish language translation forms phrase category 3 (three) words | 14 |
| 8 | Indoglish language translation forms phrase category 4 (four) words | 15 |
| 9 | Indoglish language translation forms phrase category 5 (five) words | 15 |
| 10 | Indoglish language translation forms phrase category 6 (six) words | 9 |
| 11 | Indoglish language translation forms phrase category 7 (seven) words | 5 |
| 12 | Indoglish language translation forms phrase category 8 (eight) words | 8 |
| 13 | Indoglish language translation forms phrase category 9 (nine) words | 2 |
| 14 | Indoglish language translation forms phrase category 10 (ten) words | 3 |
| 15 | Indoglish language translation forms clause category | 11 |
| 16 | Indoglish language translation forms sentence category | 10 |
| | Total | 166 |

Table 4.2 shows that, the researcher found 166 data; adoption 24 data and translation found 142 data with classifications in several categories; Indoglish language translation form of verbs category found 10 data, Indoglish language translation form of nouns category found 6 data, Indoglish language translation form of adjective category found 7 data, Indoglish language translation form of adverbs category found 3 data, Indoglish language translation forms phrase category 2 (two) words found 21 data, Indoglish language translation forms phrase category 3 (three) words found 14 data, Indoglish language translation forms phrase category 4 (four) words found 15 data, Indoglish language translation forms phrase category 5 (five) words found 15 data, Indoglish language translation forms phrase category 6 (six) words found 9 data, Indoglish language translation forms phrase category 7 (seven) words found 5 data, Indoglish language translation forms of phrase category 8 (eight) words found 8 data, Indoglish language translation forms of phrase category 9 (nine) words found 2 data, Indoglish language translation forms of phrase category 10 (ten) found 3 data, Indoglish language translation forms of clause categories found 11 data and Indoglish language translation forms of sentence categories found 10 data.

2) Factors of Indoglish

The researcher also found four factors of four Indonesian female singers, namely Lyodra, BCL, Raisa, and Rossa using Indoglish on their Instagram captions. Those data of Indoglish factors can be seen in the following table:

Table 4.3 Factors of Indoglish

| No | Factors of Indoglish | Amount |
|----|--|-----------|
| 1 | The solidarity-social distance scale | 2 |
| 2 | The status scale | 3 |
| 3 | The formality scale | 4 |
| 4 | The referential and affective function scale | 2 |
| | Total | 11 |

Table 4.3 shows that there was a total of 11 data have been found, namely a) The solidarity-social distance scale found 2 data, b) The status scale found 3 data, c) The formality scale found 4 data, and d) The referential and affective function scale found 2 data.

Discussion

1. Types of Indoglish

a. Indonesian elements in foreign languages

1) Phoneme appearance

The phoneme appearance occurred because of the combination of phoneme in a morpheme. This type of Indoglish found 23 data from 4 Indonesian female singers, namely Lyodra, BCL, Raisa, and Rossa who used Indoglish in their Instagram caption. Among them; Lyodra found 1 data, BCL found 4 data, Raisa found 10 data, and Rossa found 8 data. This can be seen in the following example of a paragraph:

“Ngga lupa foto di-backstage”

The word “*di-backstage*” was a combination of the prefix “*di*” and the morpheme “*backstage*” which means in Indonesian it was “*dibelakang layar*” or “*dibelakang panggung*” which functions as an adverb. In this context, if written completely in Indonesian it became “*ngga lupa foto di belakang panggung*”.

2) Word addition

The word addition occurred because of the addition of foreign words to the words before or after them. This type of Indoglish found 31 data from 4 Indonesian female singers, namely Lyodra, BCL, Raisa, and Rossa who used Indoglish in their Instagram caption. Among them; Lyodra found 4 data, BCL found 2 data, Raisa found 16 data, and Rossa found 9 data. This can be seen in the following example of a paragraph:

“Rossa *memberikan* **surprise** *kepada penikmat musik*”.

It can be seen that the word “**surprise**” in Indonesian was “*kejutan*”. It means in KBBI was “*segala yang munculnya tiba-tiba dan tidak diduga sebelumnya*”.

3) **Foreign Elements in Indonesian**

1) **Adoption**

The adoptions were marked by the used of the form and meaning of a foreign language as a whole. This type of Indoglish found 24 data from 3 Indonesian female singers, namely Lyodra, BCL, Raisa, and Rossa who used Indoglish in their Instagram caption. Among them; Lyodra found 4 data, Raisa found 9 data, and Rossa found 11 data. In this case BCL did not found the used of adoption in her caption Instagram. This can be seen in the following example of a paragraph:

“*Tunggu kejutan di akhir* **video**”

The word “**video**” was an English vocabulary adopted into Indonesian with the same meaning and pronunciation and also spelled. “**Video**” in Indonesian was spelled “v-i-d-e-o”, which has the same meaning, namely means in KBBI was “*rekaman gambar hidup atau program televisi untuk ditayangkan lewat pesawat televisi*”.

2) **Translation**

a) **Indoglish language translation form of verbs category**

The types of Indoglish form of translation were categorized as a verb because the types of data occupied the function as a verb. This type of Indoglish found 10 data from 3 Indonesian female singers, namely Lyodra, Raisa, and Rossa who used

Indoglish in their Instagram caption. Among them; Lyodra found 1 data, Raisa found 3 data, and Rossa found 4 data. In this case BCL did not found the used of translation category verbs in her caption Instagram. This can be seen in the following example of a paragraph:

*“Dan spesial **perform** kak @ade_govinda hingga terciptalah kolaborasi yang begitu indah”.*

It can be seen she inserted the word “**Perform**” in Indonesian as “*penampilan*”. When viewed based on the accompanied sentence the word “**Perform**” still referred to its basic meaning, namely “*penampilan*” which functions as a verb.

b) Indoglish language translation form of nouns category

The types of Indoglish form of translation were categorized as nouns because the types of data occupied the function as a noun. This type of Indoglish found 5 data from 3 Indonesian female singers, namely Lyodra, Raisa, and Rossa who used Indoglish in their Instagram caption. Among them; Lyodra found 2 data, Raisa found 1 data, and Rossa found 2 data. In this case BCL did not found the used of translation category nouns in her caption Instagram. This can be seen in the following example of a paragraph:

*“**Moment** disaat aku minta tolong tapi pakdhe tetep fokus promo”*

The word “**moment**” was an English vocabulary and in Indonesian means in KBBI was “*suatu waktu or peristiwa*”. Based on the accompanied sentence, the word “**moment**” which functions as a noun.

c) Indoglish language translation form of adjective category

The types of Indoglish form of translation were categorized as adjective because the types of data occupied the function as an adjective. This type of Indoglish found 7 data from 3 Indonesian female singers, namely BCL, Raisa, and Rossa who used Indoglish in their Instagram caption. Among them; BCL found 1 data, Raisa found 4 data, and Rossa found 2 data. In this case Lyodra did not found

the used of translation category adjective in her caption Instagram. This can be seen in the following example of a paragraph:

“*Tetap **happy** karaokean lagu-lagu mas Yovie yang dibawain bintang tamu luar biasa*”.

The word “**happy**” was an English word and in Indonesian was “*senang* or *bahagia*” it means “good felt or showed pleasure or contentment” which functions as an adjective.

d) Indoglish language translation form of adverb category

The types of Indoglish form of translation were categorized as adverbs because the types of data occupied the function as an adverb. This type of Indoglish found 3 data from 1 Indonesian female singers, namely Raisa found 3 data, In this case Lyodra, BCL, and Rossa did not found the used of translation category adverb in her caption Instagram. This can be seen in the following example of a paragraph:

“**Finally** biar menjadi kenangan duet aku dan pakhdee @ahmaddhaniofficial sudah bisa didengarkan oleh kalian semua”.

The word “**finally**” was English word and in Indonesian “*akhirnya*”. When viewed based on the accompanied sentence the word “**finally**” still referred to its basic meaning, namely “*akhirnya*” which functions as an adverb.

e) Indoglish language translation forms phrase category 2 (two) words

The two phrases were combination of two words occupied one function. This type of Indoglish found 24 data from 4 Indonesian female singers; Lyodra, BCL, Raisa, and Rossa who used Indoglish in their Instagram caption. Among them; Lyodra found 3 data, BCL found 4 data, Raisa found 7 data, and Rossa found 10 data. This can be seen in the following example of a paragraph:

“**Happy wedding** kak @jscmila & kak Yakub”.

The first sentence she used English phrase “**Happy wedding**” then she mixed Indonesian “*kak @jscmila & kak Yakub*”. It means the complete meaning in Indonesian “*Selamat menikah kak @jscmila & kak Yakub*”.

f) Indoglish language translation forms phrase category 3 (three) words

The three phrases were phrases that appeared in English with a composition of three words and have one grammatical meaning. This type of Indoglish found 14 data from 3 Indonesian female singers; BCL, Raisa, and Rossa who used Indoglish in their Instagram caption. Among them; BCL found 3 data, Raisa found 3 data, and Rossa found 8 data. In this case Lyodra did not found the used of translation forms phrase category 3 (three) words in her caption Instagram. This can be seen in the following example of a paragraph:

“**Saying goodbye to @syarla.marz**, *yang dengan suara nya dan hati nya yang besar*”.

The first sentence she used English phrase “**Saying goodbye to @syarla.marz**” then she mixed Indonesian “*yang dengan suara nya dan hati nya yang besar*”. It means the complete meaning in Indonesian “*Ucapkan selamat tinggal pada @syarla.marz, yang dengan suara nya dan hati nya yang besar*”.

g) Indoglish language translation forms phrase category 4 (four) words

The four phrases were phrases that appeared in English with a composition of four words and have one grammatical meaning. This type of Indoglish found 15 data from 4 Indonesian female singers; Lyodra, BCL, Raisa, and Rossa who used Indoglish in their Instagram caption. Among them; Lyodra found 2 data, BCL found 4 data, Raisa found 7 data, and Rossa found 2 data. This can be seen in the following example of a paragraph:

“*Dan akhirnya ke panggung spektakuler bersama 14 peserta* **with extraordinary talent & personality**”

She inserted an Indonesian, namely “*Dan akhirnya ke panggung spektakuler bersama 14 peserta*” Then she continued to write with an English phrase, namely “**with extraordinary talent & personality**”. For the complete meaning in Indonesian was “*Dan akhirnya ke panggung spektakuler bersama 14 peserta dengan talenta & kepribadian yang luar biasa*”.

h) Indoglish language translation forms phrase category 5 (five) words

The five phrases were phrases that appeared in English with a composition of five words and have one grammatical meaning. This type of Indoglish found 15 data from 4 Indonesian female singers; Lyodra, BCL, Raisa, and Rossa who used Indoglish in their Instagram caption. Among them; Lyodra found 2 data, BCL found 8 data, Raisa found 1 data, and Rossa found 4 data. This can be seen in the following example of a paragraph:

“Thank you again and congrats ya mas”

The first sentence she used English phrase “**Thank you again and congrats**” and then she mixed Indonesian “*ya mas*”. It means the complete meaning in Indonesian “*Sekali lagi terima kasih dan selamat ya mas*”.

i) Indoglish language translation forms phrase category 6 (six) words

The six phrases were phrases that appeared in English with a composition of six words and have one grammatical meaning. This type of Indoglish found 9 data from 3 Indonesian female singers; Lyodra, BCL, and Raisa who used Indoglish in their Instagram caption. Among them; Lyodra found 2 data, BCL found 4 data, and Raisa found 3 data. In this case Raisa did not found the used of translation forms phrase category 6 (six) words in her caption Instagram. This can be seen in the following example of a paragraph:

j) Indoglish language translation forms phrase category 7 (seven) words

The seven phrases were phrases that appeared in English with a composition of seven words and have one grammatical meaning. This type of Indoglish found

5 data from 3 Indonesian female singers; BCL, and Raisa who used Indoglish in their Instagram caption. Among them; BCL found 1 data, Raisa found 1 data, and Rossa found 3 data. In this case Lyodra did not found the used of translation forms phrase category 7 (seven) words in her caption Instagram. This can be seen in the following example of a paragraph:

“Tapi I can’t wait to visit and see!”

The first sentence she used Indonesian “*Tapi*” and then she mixed English phrase 7 words “**I can’t wait to visit and see**” means “*saya tidak sabar untuk berkunjung dan melihat!*” in Indonesian.

k) Indoglish language translation forms phrase category 8 (eight) words

The eight phrases were phrases that appeared in English with a composition of eight words and have one grammatical meaning. This type of Indoglish found 8 data from 3 Indonesian female singers; BCL, Raisa, and Rossa who used Indoglish in their Instagram caption. Among them; BCL found 2 data, Raisa found 4 data, and Rossa found 2 data. In this case Lyodra did not found the used of translation forms phrase category 8 (eight) words in her caption Instagram. This can be seen in the following example of a paragraph:

“Ide kolabnya cuma beberapa hari sebelumnya, latihan masing-masing ketemuan pas GR aja it wasn’t perfect but surely lots of fun!”

The first sentence she used Indonesian “*Ide kolabnya cuma beberapa hari sebelumnya, latihan masing-masing ketemuan pas GR aja*” and then she mixed English phrase 10 words “**it wasn’t perfect but surely lots of fun!**”. It means in Indonesian “*itu tidak sempurna tapi pasti sangat menyenangkan!*”.

l) Indoglish language translation forms phrase category 9 (nine) words

The nine phrases were phrases that appeared in English with a composition of nine words and have one grammatical meaning. This type of Indoglish found 2 data from 2 Indonesian female singers, namely BCL and Rossa who used Indoglish

in their Instagram caption. Among them; BCL found 1 data, and Rossa found 1 data. In this case Lyodra, and Raisa did not found the used of translation forms phrase category 9 (nine) words in her caption Instagram. This can be seen in the following example of a paragraph:

“Aku doakan kamu sukses dan terus semangat, and I hope to see you on another stage”.

The first sentence she used Indonesian *“Aku doakan kamu sukses dan terus semangat”* and then she mixed English phrase 10 words *“, and I hope to see you on another stage”*. It means in Indonesian *“dan saya berharap dapat melihat kamu di panggung lain”*.

m) Indoglish language translation forms phrase category 10 (ten) words

The ten phrases were phrases that appeared in English with a composition of ten words and have one grammatical meaning. This type of Indoglish found 3 data from 3 Indonesian female singers, namely Lyodra, BCL and Raisa who used Indoglish in their Instagram caption. Among them; Lyodra found 1 data, BCL found 1 data, and Raisa found 1 data. In this case Rossa did not found the used of translation forms phrase category 10 (ten) words in her caption Instagram. This can be seen in the following example of a paragraph:

“Saya juga selalu berdoa semoga kalian sukses love you guys and also thank you for supporting us @vertuharmony”.

In this context, the first sentence used Indonesian *“Saya juga selalu berdoa semoga kalian sukses”* and then she mixed English phrase 10 words *“love you guys and also thank you for supporting us @vertuharmony”*. It means in Indonesian *“cinta kalian dan juga terima kasih telah mendukung kami @vertuharmony”*.

n) Indoglish language translation forms clause category

The types of Indoglish were included in the category of clause because there were subject and predicate in a sentence. This type of Indoglish found 10 data from

4 Indonesian female singers, namely Lyodra, BCL, Raisa, and Rossa who used Indoglish in their Instagram caption. Among them; Lyodra found 2 data, BCL found 6 data, and Raisa found 2 data, and Rossa found 1 data. This can be seen in the following example of a paragraph:

*“yang selalu jadi barisan paling depan, **we did it**”*

The bold word was an English clause which occupied the structure as a clause. It means in Indonesian *“yang selalu jadi barisan paling depan, kita berhasil”*.

o) Indoglish language translation forms sentence category

The types of Indoglish were included in the category of sentence. This type of Indoglish found 10 data from 4 Indonesian female singers, namely Lyodra, BCL, Raisa, and Rossa who used Indoglish in their Instagram caption. Among them; Lyodra found 2 data, BCL found 6 data, and Raisa found 2 data, and Rossa found 1 data. This can be seen in the following example of a paragraph:

“You are the Indonesian idol this season”

The sentence above occupied the structure as a sentence. **“You are the Indonesian idol this season”** means *“kamu adalah idola Indonesia musim ini”* in Indonesian.

2. Factors of Indoglish

a) The solidarity-social distance scale

A social distance scale concerned with participant relationships. Holmes explains that the closer a person to a person, the higher the intimate or relationship of the language they get. In this case only found 2 data on Instagram caption by Rossa. The following was an example sentence:

“yang tersibuk cariin aku kostum adalah @fadiljaidi aka Zenitsu biar bisa couple an sama Nezuko. Maacii Adil, love you”.

In the caption above, she showing the closeness of the two, Rossa wrote the spoiled word *“maaci Adil”* by mentioning her favorite name *“Adil”*, then Rossa added the word *“love you”* which added a close impression between the two. (High solidarity)

b) The status scale

A status scale concerned with participant relationships. Using "Sir or Mrs" rather than directly calling his/her name reflected the higher status and a respectful term. In this case only found 3 data on Instagram caption by Lyodra found 2 data, and Raisa found 1 data. The following was an example sentence:

“Proud of you *mas @ywpiano* and friends *yang sudah menghiasi belantika musik Indonesia dengan karya yang manis*”.

She mentioned the word "*Mas*" which in English was "Brother". She respected him not only as he was older than him but he was a senior in the industry music. (High status)

c) The formality scale

This scale was the influence of the social setting or type of interaction on language choice (Holmes, 2013) in a formal setting. The language choice will influence regardless of the personal relationships between the speakers. In this case only found 4 data on Instagram caption by Lyodra found 2 data, BCL found 1 data, and Raisa found 1 data. The following was an example sentence:

“Aaaaa super happy *akhirnya bisa hadir dan juga sharing Di Talkshow “Be Your Own Idôle Di Lancôme Idôle” House Pacific Place Mall Jakarta 15 Juni Kemarin*”. In her post, she was attended in Talkshow “Be Your Own *Idôle Di Lancôme Idôle*” House Pacific Place Mall Jakarta. This context was included in the formal setting. (High formality)

d) The referential and affective function scale

Functional scale relating to the purposes or topic of speakers' interaction. The speakers used the English expression in daily conversation because have solid emotional arousal that increases the frequency of code-mixing. In this case only found 2 on Instagram caption by Lyodra found 1 data and Rossa found 1 data. The following was an example sentence:

“Perasaan aku lagi low dan enggak mood buat ngapa-ngapain terus aku bilang sama Risky, terus kata Risky aku temenin deh seharian ibu kerja. So happy and really appreciate what he did”.

She took a sweet photo with her son; Rizky Langit Ramadhan. In the caption, she and son share support by expressing their closeness through a caption. Rossa wrote that she was low and not in the mood. Rossa also explained in her caption that her child would accompany her to work all day. (High information content)

CONCLUSION

In general, in this study it can be seen that Indonesian female singers active and often used Indoglish in their Instagram captions. After analyzing and obtaining data, the conclusion of this study was that an Indonesian singer who was active and often used Indoglish in her Instagram captions was Raisa. It can be seen from the data that has been presented, that compared to other Indonesian singers, namely Lyodra, BCL, and Rossa. Almost all of Raisa's posts used the Indoglish type. And what Raisa used the most was the type of Indoglish Indonesian elements in foreign languages; in the form of additional words.

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