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## Code Mixing as Woman Identity: A case on Instagram Captions of Influencer

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### **Abstract**

*This paper deals with the fact that special code mixing is used by every people for their caption. Include the Influencer. They promoting the products on Instagram using unique, chic, and fancy captions that will make their fans interested. The code mixing, which is employed in this case involve words or phrases identified as woman language. The data were taken from documented captions, which accompany the Influencers with the most people love their photos from Indonesia. The data focuse on Indonesian clauses or sentence mixed by English language. The result of study demonstrates that code mixing in the captions is the woman language features; empty adjective, special color terms, hashtags, polite form and sweet clossing, used by women but commonly avoided by men. In this case, those features as a certain group with distinctive language features. Internal and external factors determine the process of certain language features to be a marker of the group as well.*

*Keywords: Code Mixing; Instagram; Woman Language; Identity; Influencer*

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### **I INTRODUCTION**

In the last decade, social media platforms such as Facebook, Instagram and Snapchat have grown to become the number one communication tool for people all over the world. In social media, people can create conversation as what they do in a real spoken activity in the written form. Use social media not only as a way of communicating with,

but also as a way of advertising to their (potential) costumer, and with success.

One of the popular social media, Instagram is used by more 800 millions being Instagram active user. Instagram is a photo and video sharing application letting users take videos and photos, apply digital filters, and share them with various social networking services. As the advent of the

internet goes by, this application is also used as an online media promotion through video or picture.

Advertising on social media has become even more effective with the emergence of influencer marketing. As opposed to traditional advertising, where brands promote their products and services themselves, influencer marketing refers to advertising done by 'influencers', i.e. people with a lot of followers on social media. Brands increasingly engage and pay such people to write positive messages about their products or services. In Instagram people called 'Influencer Ads' - with a nice picture and a caption full of praise-are shared with costumers.

The way people use the language is different. Every person has his/her own way in using language for promote the product. It can be seen between the women and men. Men have their own way in promoting their products on Instagram. The language uses by men is shorter and simpler than women. As the world's lingua franca, English is by far the most popular language for (Influencer

Ads) captions on Instagram, but there are still a lot of people, including influencers, who use other languages as well.

Code mixing is a ter which is used by bilingual people. Poplack and Walker stated that code mixing is all cases where gramatical features and lexical item from two language appear together in a sentence. He divides code mixing into three types; insertion, alternation and lexical congruent. He also said that insertion is the process of code mixing that is rasped as smoething which is similar to borrowing the insertion of an alien lexical or phrasal category into a given structure. This type occurs within a word, abbreviation and phrase.

From the explanation above, individual or group identity can be identified based on language features used by someone as individual or someone as a part of group. Code mixing is linguistic behavior of billingual speaker to insert words or phrases from other languages because the words of phrases from different language are special terms.

## II RESEARCH METHODS

This study examines how code mixing is identifies as woman identity in captions of Influencer Ads in Indonesia. The research use descriptive method to identify, describe and generate explanation of the captions. The data were collected from the Influencer Ads Instagram Caption with

documentation technique. The data in the form of word, abbreviation, and phrase are then collected by logging in Instagram application. All sentences with code mixing were documented and the put in to a table. Then, the types of code-mixing was classified based on the type of code mixing.

## III RESULTS AND DISCUSSION

Code mixing is a phenomenon that happens to bilingual or multilingual community. In this case, the Influencer mixes Indonesian language with English. English is international language where in Indonesia it is used as second language. The exposure of foreign language especially English from any media makes everyone easier to acquire English words or

phrases. They just imitate them first and the use those in everyday; even though only a single English word in Indonesian sentence.

Influencer ads prefer to write captions which show femininity or feminine side using diction/ language characteristics that are dominated by empty adjective, precise color term, hashtags and sweet closing.

Uniquely, the woman sellers apply English words to show the woman language features; not in Bahasa or Indonesian language. The English words are inserted into Bahasa and mix them.

The following is the example of code mixing with women language features.

#### A. "Empty" Adjective

In the caption of @dindasafay as an Influencer is found several 'empty' adjective words which are used, such as: Glowing, Glow Boost and Flawless. The influencer inserts English word in the middle and in the end of Indonesia language sentence. Those are the adjective words, which are usually used by the woman. The words "glowing and flawless" have the different meaning when the sentence is purpose for beauty product. If we see, glowing means It is either lit up like a light or it is full of praise and enthusiasm and Flawless means "without any imperfections", like your flawless vocal performance – no one mistake. In other hand, using those words into beauty sentence has different meaning, Glowing means (in beauty) the skin was shining with a soft warm light Flawless means (in beauty) extremely good and that there are no faults or problem with them(skin). Those words are almost never used by the male especially when the Influencer is a man. The following is the example of empty adjective used in one of the captions

"... Keunggulannya ada fitur untuk cuci muka & mode teknologi **Glow Boost** untuk mendapatkan kulit **Flawless dan Glowing** dalam 30 detik...."

Basically, adjective can be interpreted as a word used to describe a noun or pronoun. In language and gender studies, there are several adjective terms which are termed by Lakoff as „empty“ adjectives. These terms are used to express an admiration of a person or an object. Adjective words that give a limited impression to woman only are *adorable, charming, sweet, lovely, divine, cute, gorgeous, etc.* Then finally those words are regarded as the words, which characterize as language used by female groups. The choice of empty adjective in captions shows the special women personality. It allures the woman buyers with capturing the view of high level women characters.

#### B. Precise color terms

Women are more precisely in determining color names than men, for example: maroon, nude, lavender, gray yellowish, smoke green and golden gold. Those words are often used by the women. On the other hand, men almost never use those words. The word "Nude and golden gold" are the names of color, but these color names only used by the women. Women are very detail in determining color names. Men will ignore the differences of those colors. It is because the women are more details in determining or naming something. It can be said that woman is more expert in making special terms.

Men there are only a few colors in their dictionary, it is disparate with women. Women has many colors in their dictionary. The following is examples of the use of precise color terms in the caption by @tasyafarasya :

"*Lipstick terbaru dari Maybelline yang udah launch sebanyak 10 shade!:* 02 Soft **Wine**, 03 Flush it **Red**, 04 Easy **Berry**, 07 Barely **Nude**...."

#### C. Hashtags

Including a hashtag in ads posting create great visibility for promote the product, and help the influencer reach the target audience by using relevant hashtags that people is already following. If (social media stars) do not label their posts properly, fans or followers may be led to believe that an endorsment represents the star's own view, rather than a paid-for-promotion. They are more likely to place trust in that product, as they think it has een recommended by someone they admire.

Most women using too many hashtags for promote the product than men. The maen want to maintain their photo charisma by only using 1 or 2 hashtags. This the example of beauty influencer's caption using hashtags, by @nikkissecretx :

"#skincare#skincareroutine#skincaretips #skincareproducts#skincarenatural skincareshop #skincarejunkie # masking #spa #facial #skincareluxury #skin #skinrejuvenation #boscia #jellyball"

#### D. Sweet Closing

In the captions there are several closing with sweet expressions that are found in the Influencer's caption. In their opinion it will make their caption perfect and make a friendly impression for the fans. It is different with the

men, make a short caption that is felt to be representative.

Women often use polite language which shows respect to the tradition. Holmes said, that question tag, apology and praise as the characteristic of politeness. This discovery shows that women more often use polite strategy than men because women are more aware of their statues than men. She said that women use cursing word more polite, smooth, and painless version, such as: goodness, dear, honey and good heavens and women also tend to use stressful word to reinforce the meaning of speech. In short; women like to emphasize the meaning of speech, such as: "It was amazing performance".

These the example of Influence's caption use sweet closing :

"... Pemenangnya aku pilih 25 Desember 2019 hihi... **See you all**"

@dindasafay

" Are you guys going to be one of the lucky customers? **Happy shopping and Happy holiday!**"

@cinderella

The use of woman English language features is not merely without reason but some internal and external factors make the features employed in code mixing.

First, someone plays code because the words which often used are easy to remember and the meanings are more stable. The use of words from other language, in this case English, which have the same meaning as Bahasa, makes the reader easy to remember the speakers' meanings. Even though, the words come from foreign language. In this case, the low frequency word is considered as internal factor, for example, the word "please" in Indonesia language means "tolong". The word "tolong" is often used when people get serious problem or in the dangerous situation, than the word "please" in the sentence above is as request mark only. So from this contexts the word "tolong" is less appropriate to be used in

that sentence. The word "please" in the sentence is used to say polite form in order to deliver the request to the customer by using the word "please".

Second, social value is the next concern to use English word in captions. It will exalt the product in higher-level prestige. The influencer uses foreign language such as classy, exclusive, and chic to show her social status. Mostly, this term is known by educated people. There is an interesting thing in this case, the Influencer admits all their costumers are educated people or from high class level. In Indonesia, the stereotypes as educated people are given to them who understand foreign language. Foreign language is practically considered in this culture to express an identity of membership of elite and educated woman. In this case, the influencer tries to identify and specialized the position of their costumer and their fans as distinguished online shop with special woman market.

Third, oversight makes the speaker take words from other languages because many limitation of words the speakers have in their own language (Bahasa). Those factors cause influencer to use certain women English language features as a marker of a women identity in Instagram. For example, **Nude** in Bahasa means *warna kulit* (complexion or skin tone). However, it is not elegant to use the term of *warna kulit* to refer the color. **Nude** is a lexical choice to show precise color elegantly. Furthermore, the influencers' fans is not mutually exclusive. Using precise color terms in English is important to identify the product which is probably not similar to how other women in Instagram labels the color terms.

Therefore, code mixing is used of Influencers because it is needed to enhance interaction between the viewers and customers (online shop). Moreover, it is used to determine the social functions as explained before.

#### IV CONCLUSION

The finding of this study proves that code-mixing strategy using woman language features can be the marker of women identity. The sellers express the femininity using code mixing. The code mixing involves woman language features such as, polite-form, hashtags, sweet closing, "empty" adjective, and precise color terms used to express woman

identity, which is not employed by men. Low frequency, social value and also oversight are the essential factors to determine the features as the marker of group identity. In this case, the use of femininity in code mixing help the influencer to identify that the products she offers is for special women from a distinguish class.

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