

THE UTILIZATION OF CODE MIXING IN PRILLY LATUCONSINA'S CAPTION ON THE PROMOTIONAL MATERIAL OF THE MOVIE "BUDI PEKERTI" ON THE INSTAGRAM PLATFORM

Putri Wahyu Ningsih¹, Badriyah Wulandari²
{pwahyuni582@gmail.com¹, diahwulan1988@gmail.com²}
Universitas PGRI Wiranegara^{1,2}

Abstract. The use of code-mixing generally occurs in everyday conversations that come out spontaneously. The function of code-mixing in speech that is delivered directly (spontaneously) will also be different from written (prepared). Therefore, the purpose of the research conducted by the author is to describe the form and function of code-mixing in Prilly Latuconsina's caption on the promotional material for the movie "Budi Pekerti" on the Instagram platform. The method used in this research is the descriptive qualitative research method, which aims to characterize and understand the object according to the qualities inherent in the object. The data analyzed in this research is in the form of vocabulary or terms that contain code mixing in the caption of Prilly Latuconsina's Instagram account. The data source in this research is a screenshot of Prilly Latuconsina's Instagram account caption. The result of the research is the form and function of the code mix in Prilly Latuconsina's caption on the promotional material of the movie "Budi Pekerti" on the Instagram platform. The findings show that Prilly Latuconsina wants to show different languages to the target audience of the Budi Pekerti movie.

Keywords: Code Mixing, Caption, Instagram Platform.

INTRODUCTION

Technology and language are two things that are inseparable from human life because they are both used as means of communication. Moreover, today, when technology has become a supporter of the most necessary human activity, man cannot function without language. Therefore, technology and language cannot be separated from human life.

The development of language and technology is an aspect of which the development is very dynamic and rapid. This is because the Internet is becoming easier to access, communication is getting easier, and all the information in the world is accessible easily and quickly. The various social media are becoming very easy and popular, as can be seen from the events of the present era. There are several types of social media, such as WhatsApp, Twitter, and Instagram, that can encourage new cultures to adopt the habit of using social media as a container for delivering tips and ideas that have a specific purpose.

The influence of rapid and dynamic language development due to intensive language contact and the bilingualism that the Indonesian community possesses. Such bilingualism can generate a variety of language codes in each individual's dialect, language variation, and style used for interaction (Randi et al., 2023). As it turns out, the code would be chosen by community members based on the factors that influenced it. In everyday conversation, people in society are constantly changing the way they use language. It happens because an individual has a different style of communication.

One of the social media platforms that is frequently used to deliver tips for specific purposes is Instagram. Social media like Instagram presents some entertainment in audio and visual formats. Short video posts are also presented with a variety of music depending on the type of content, for example, entertainment, education, etc. In addition, there are visual postings of promotional photos that are given interesting headlines according to the photo. Headlines are typically written in one language. However, some are found to use more than one language as well.

Instagram is a collection of web-based tools and applications that facilitate the creation and sharing of user-generated content. An app called Instagram is used to share images and videos.

Friends on Facebook can still follow us on Instagram because Instagram is still a part of Facebook. Facebook and Instagram are similar in that both can be used to build an online business. However, Instagram is also widely used because it is an app that can be considered more appropriate for use by today's teenagers. among today's teenagers (Mubaroq & Hidayati, 2022).

Increased interest in the use of Instagram is generally not only among the ordinary public but also among famous Indonesian artists. A person's age is not a limit to any individual's talent and creativity. Everyone can create content according to their personal style, gestures, and language used in delivering the message so that the message can be passed on to the reader. In this era nowadays, there are many generations that spend a lot of time with smartphones as if it were a primary necessity.

Writing captions on Instagram has a variety of speech codes with different personalities. A caption is a statement that appears in an Instagram photo that has been submitted. A status, in another language, is a message that someone has shared. A photo that has a caption added to it serves as both an affirmation and information that the reader needs to understand. This is because captions can have either an explicit or implied meaning. A grasp of pragmatics is required in order for the reader to comprehend how this message is delivered (Azizah et al., 2020).

One form of speech that is often encountered is the use of more than one language. It is actually very interesting because it can distinguish individuals in communication. Code-mixing events can occur in oral and written communication. Code-mixing is the use of different languages by bilingual speakers. The phenomenon of code-mixing occurs without a change in situation and can be considered a linguistic manifestation, where speakers combine language codes to communicate (Bayu Setiaji et al., 2023).

Code mixing is the use of language units from one language to another to expand language style or language variety, including the use of words, clauses, idioms, greetings, and so on. (Kridalaksana, 1993). Between code mixing and code switching, there are differences, among others, marked by the function and dependence of each speaker. The role intended in this context is who uses the language, while the linguistic function means what the speaker wants to achieve with his speech. If a person's speech contains a code mix, it must first be determined who the speaker is. In this case, the special characteristics of the speaker, such as social background, level of education, sense of religion, and so on, are very important.

Another feature of code-mixing symptoms is that the elements of a language or its variations that are inserted in another language no longer have a separate function. The elements have merged with the language they are inserted into, and as a whole, they support only one function. The elements come from several languages that have abandoned their function and support the function of the language they are inserted into. The elements are divided into two groups, namely: (a) those from the original language with symptoms of its variations, and (b) those from a foreign language. Code-mixing with native language elements is called inward mixing, while code-mixing with foreign language elements is called outward mixing (Malabar, 2015).

The use of code-mixing generally occurs in everyday conversations that come out spontaneously (Oktarina, 2019). In this study, code-mixing was found in a social media environment. The formulation of the problem in this study relates to the form and function of significant code mixing on social media platforms, especially Instagram. It also relates to the function of code-mix use in writing. Currently, the use of code mix in captions or comments on Instagram photos is generally considered an expression of slang or prokem language that is popular among teenagers and is becoming a trend.

Filmmakers in Indonesia must promote their films more actively due to the fierce competition in the industry. Social media marketing is one method that may be used to promote motion pictures. Filmmakers can use social media platforms like Instagram to draw in a large audience and pique their curiosity in seeing their work. One of them is a movie called Budi Pekerti.

Wregas Bhanuteja is the director and writer of the 2023 Indonesian drama film Budi Pekerti (English: Andragogy). Sha-Ine Febriyanti, Dwi Sasono, and Angga Yunanda are the film's stars. It was produced by Rekata Studio and Kaninga Pictures. On September 9, 2023, Budi Pekerti made its world premiere at the Toronto International Film Festival. The movie was also chosen as the opening film for Jakarta Film Week (JFW) 2023, which takes place from October 25 to 29, 2023, and as an official selection for the SXSW Sydney 2023 Screen Festival, which will take place in Sydney, Australia, on October 15–22, 2023.

The synopsis of the movie is that Mrs. Prani, a counseling teacher, was involved in a dispute with a visitor at the market. Unfortunately, the incident was recorded by someone and uploaded to social media. Because Ms. Prani's attitude did not reflect that of a teacher, she received criticism and negative comments from netizens. Not only was Ms. Prani affected by bullying, but her family was also criticized by the community. All the actions and treatment of each family member were also judged by looking for mistakes. So that their lives become unsettled and whatever they do will be seen as wrong. In addition to losing family harmony, Ms. Prani is in danger of losing her job. (BUDI PEKERTI (FILM), 2023).

There are several previous studies that are relevant to this research, namely the first research conducted by (Waruwu et al., 2023) with the title "Code Switching and Code Mixing in Cape Mikir With Jebung Podcast Content on Spotify: A Sociolinguistic Study." This study aims to determine (1) the type of code switching in the Cape Mikir With Jebung podcast. (2) types and code mix on the Cape Mikir With Jebung podcast. (3) factors causing code switching and code mixing. The results and discussion of this study show that there is an external code switching and outward code mixing phenomenon called outer code mixing. Some of the causal factors include the speakers' ability to master more than one language, known as bilingualism. This study concludes that the Cape Mikir With Jebung podcast entitled Gimana Caranya Jadi Cewe Yang Baik, which was uploaded on Spotify on December 3, 2022, shows code switching and code mixing events in communication between Jebung as the host and Tissa Biani as the interviewee. The language variation in this interaction is caused by the speakers' habits, bilingual ability, and the impetus of the situation, showing the complexity of the use of language in the communication situation.

Research (Desy Rufaidah, Ermawati, 2023) entitled "The Phenomenon of Code Mix on Student Instagram Social Media". This study aims to describe the form and cause of code mixing events. The results and discussion of the form of code mix in the form of words and phrases. Code mixing is done because of the social environment, showing familiarity with speech partners, and limited use of the base code. This study concludes that today's students tend to master English because of its importance in cross-country communication and use in course materials. They are also familiar with social media, especially Instagram (IG), where the use of English is inserted in photo captions to achieve greater clarity and appeal. This could be due to an environment accustomed to English and limited Indonesian equivalents.

Research (Yuliani et al., 2023) with the title "Outer Code Mix of Fandom Language "ARMY" in the Comment Column of Instagram Posts @army_indonesia". This research aims to explain the form of external code mix of the "ARMY" fandom language in the comment column of the @army_indonesia Instagram post. The results and discussion of this study indicate that there are two types of outward code mix in the @army_indonesia Instagram comment column, almost all of which come from the army, which is the designation of BTS fans.

The similarities between the above studies and the research conducted by the author are making code mixing a subject of research, describing the form of code mixing, and identifying factors that influence code mixing. Based on this research, the author can determine the scope of the research not only in terms of the code but also in terms of the function of code mix utilization.

The difference between previous research and that conducted by the author is that the author's research focuses on captions in the promotional material for the movie "Budi Pekerti." The function of speech code mixing delivered directly (spontaneously) will also be different from written (prepared). Therefore, the purpose of the research conducted by the author is to describe the form and function of code mixing in Prilly Latuconsina's caption on the promotional material for the film Budi Pekerti on the Instagram platform. So that it can be known the utilization of the use of code mix in the form of film promotion.

RESEARCH METHOD

The method used in this research is the descriptive qualitative research method, which aims to characterize and understand objects according to the qualities inherent in them (Saputri, 2021). The descriptive qualitative research method is a research method used to describe and analyze phenomena, events, attitudes, beliefs, perceptions, and thoughts of people individually and in groups (Sukmadinata, 2010).

The data analyzed in this study are screenshots of Prilly Latuconsina's Instagram account captions. The data obtained were then analyzed with the approach of code-mixing theory, which

refers to the use of language from one language to another to expand the variety of language, including the use of words, clauses, idioms, and greetings (Fatawi, 2019). The screenshots of Prilly Latuconsina's Instagram account captions were grouped, which included code mixing, and then analyzed for code mixing functions.

RESULT AND ANALYSIS

Kridalaksana (1993) states that code-mixing is the use of language units from one language to another to expand language style or language variety, including the use of words, clauses, idioms, greetings, and so on. When a speaker endorses an utterance that has additional language elements inserted, this is referred to as code-mixing (Hana et al., 2019).

In the field of linguistics, a word is used to study word structure. In morphological elements, the word is the largest unit, and the smallest unit is the morpheme, while in syntactic elements, the word is the smallest unit. In linguistics, a phrase is a unit of expression containing no more than two words in a clause. Its main distinguishing feature is that the clause functions as a predicate and has no final intonation. A phrase in the non-predicative can be defined as a compound term consisting of two or more words. A group of words that correspond to a subject and a predicate is called a clause. consists of an object, a complement, and an explanation in addition to, at least, a subject and a predicate (Angga et al., 2020).

This code mixing is divided into two forms, namely inner code mixing and outer code mixing (Dewantari et al., 2022). The form of code mixing is divided into two, namely, (a) inner code mixing which means that the code comes from the original language with symptoms of its variations. (b) outer code mixing which means the code is from a foreign language. Inner code-mixing is code-mixing that originates from the original language with all its variations. For example, communicating using Javanese is then mixed with local languages. Outer code-mixing is code-mixing that comes from a foreign language. For example, communicating using Indonesian mixed with foreign languages (Azhar, I., 2011).

This research will describe the forms of code mixing contained in Prilly Latuconsina's Instagram account captions. The following are the results and discussion of the data that have been found in the caption of Prilly Latuconsina's Instagram account.



Fig. 1. 1 Word and Phrase elements

In picture 1, the speaker inserts the words official and teaser. The insertion of the word official, which has an official meaning, The word teaser means teaser. The use of the word official in the caption is so that the speaker can give a sign to the public as a consumer agent that the movie trailer is uploaded on an official account that provides information that can be trusted by the public.

The word teaser is used to tempt the audience with a short video of the movie that will be launched. In general, teasers only have a duration of less than one minute because they only contain footage of scenes with very minimal information.

In Figure 1, speakers not only use code mix in the form of words but also phrases. The phrase world premiere, which means world d premiere, The phrase world premiere used by speakers is useful for providing information to the public that the Budi Pekerti movie will have its world premiere in Toronto.



Fig. 2. Word Element 2

In Figure 2, there is an outward code mix using English. The speaker inserts the words "emotional," "relate," "trigger," and "premier." The word "emotional" means emotion, "relate" means related, "trigger" means trigger, and the word premier means premiere. The word "emotional" used by the speaker aims to describe the mood and feelings when watching the movie Budi Pekerti, which premiered at the Toronto International Film Festival.

The word "relate" used by the speaker in his speech aims to make the reader know that the movie is related to his life story. Then the word "ketriiger" is used to refer to emotional reactions or feelings triggered by various scenes in the movie Budi Pekerti. The word "premiere" in the speech is useful to describe that he usually watches every movie premiere with friends and family, this time with audiences from various countries.

Exsa Putra¹, Inneke Alya Aprilia Ticoalu²
 The Campus Teaching Program is an Initiative to Enhance Assessment of Students'
 Minimum Abilities in Central Sulawesi



Fig. 3. Word Element 3

In Figure 3, there is a form of outward code mixing. Code mixing in the words "review" and "proud." The word "review" means review. The word "proud" means proud. The insertion of the word "review" in the speech has been used as a form of information conveyed by several outside audiences about the Budi Pekerti movie that has been watched. Then the use of the insertion of the word "proud" is used to express praise and pride for the movie he worked on that received good praise from several audiences.



Fig. 4. Word Element 4

In Figure 4, there is a form of outer code mixing. The speaker inserts several words in the speech of his post. The words "followers," "reading," and "scene". The word "followers" means followers. The word "reading" means reading. The word "scene" means scene. Some of the words inserted have uses. The word "followers" refers to the number of Instagram accounts that follow an Instagram account. The use of the word "followers" in the speech is related to how someone views

Prilly Latuconsina. It is even considered her position in the industry because of her Instagram followers.

Then the use of the word "reading" in the speech describes that the speaker is reading the script repeatedly from morning until dark. The word "scene" is used to describe the shooting of a story scene. Both words are often used in the world of cinema. Therefore, the speaker also writes his speech according to the situation being discussed.



Fig. 5. Word Element 5

In Figure 5, there is a form of outer code mixing. The insertion of the word "trailer," which means trailer, The word is useful to describe that the video post contains an excerpt from the Budi Pekerti movie so that it can provide stimulation to the audience and be able to move the heart to watch the continuation of the movie it promotes.



Fig. 6. Word Element 6

In Figure 6, there are forms of inner code mixing and outer code mixing. The form of inner code mixing contained in the speech is the word "ngomong." The word "ngomong" is included in the Javanese language, which means speaking. The word "ngomong" is inserted because of the situation at the time of the speaker's speaking activities with a variety of tones.

The form of outer code mixing contained in the speech is the word cast, which means cast. The term is often used in the film production process. So that the speaker uses this form of code mixing to make it easy and in accordance with the contents of the video.



Fig. 7. Greeting Element 1

In Figure 7, there is a form of outer code mixing. The speaker inserts the word "lovely," which means beautiful. The form of code mixing on the word is included in the form of greeting code mixing, according to the theory of code mixing. The code mixing occurs because the speaker describes the situation when doing repeated scenes that come out of character instantly. However, it is shown in the uploaded video footage when the director calls with the word lovely.



Fig. 8. Word Element 7

In Figure 8, there is a form of outer code mixing. Speakers insert words that are usually used in the movie production process. The words "reading" and "shooting". The word "shooting" means taking pictures. In film production, the word is often heard and used. The word "shooting" in film is also defined as the activity of recording scenes, events, and others into a movie with the help of tools such as a camera.



Fig. 9. Word Element 8

In Figure 9, there is a form of outer code mixing. The code mixing used by the speaker is in the form of a word insert using English. The speaker inserts the word "gesture" in his speech. The word "gesture" means gesture. Gesture is a form of non-verbal communication with visible body actions that communicate certain messages. In accordance with the uploaded video, the description used certainly describes the process of channeling emotions throughout the body for the character being played. Prilly Latuconsina in the video was accompanied by the director to find the right gesture.



Fig. 10. Word elements 9 and Greetings 2

In Figure 10, there are forms of outer code mixing and inner code mixing. The speaker inserts the word "ending", which means end. The word is used to describe gratitude to the Budi Pekerti movie cast for having a smooth and sweet ending. It was conveyed back by Prilly Latuconsina as a speaker in describing the contents of the uploaded video.

Inner code mixing into the form of greeting. The code mix used in the speech inserts a word with Javanese. The word "mbak" in Indonesian means older sister. The speaker uses the greeting word to describe the familiarity between the speaker and the person.



Fig. 11. Word elements 10

In Figure 11, there is a form of outer code mixing. The form of code mixing used in the speech is that the speaker inserts a clause using English. The clause contained in the speech is "a day in my life" which means a day in my life. The use of code mixing is useful as a form of activity carried out in accordance with the uploaded video.

This research produces data findings on the form of code mixing used in Prilly Latuconsina's caption on the promotional material for the movie Budi Pekerti on the Instagram platform. The most dominant form used is the form of outer code mixing, namely code mixing with English elements. This is due to the social background of the speaker. The use of the words "official, teaser, relate, premier, reading, shooting, trailer" shows that the code mix used is English. These words are considered more appropriate to convey the intention of the speaker to the reader.

Based on data analysis, the selection and use of English and Javanese code mixing are related to their main function, namely, so that readers can easily understand the contents of their uploads. The use of code mixing in the caption is all related to the uploaded photo or video. The words mostly refer to the promotional activities of the movie he has worked on. Speakers assume that using language in accordance with the content of the upload can attract the target audience of the movie that will be shown in theaters.

The function of using the form of code mixing in Prilly Latuconsina's caption on Budi Pekerti movie promotion material is grouped into functions to emphasize or convince what is uploaded, showing different languages when promoting Budi Pekerti movies.

CONCLUSION

Based on the results of the analysis, there are two types of code mixing in Prilly Latuconsina's caption of Budi Pekerti movie promotion material on the Instagram platform. The two forms of code mixing are inner code mixing and outer code mixing. The results of the analysis showed that, in accordance with the theory of code mixing, there was code mixing of forms, words, idioms, clauses, and greetings. Based on the data analysis, the utterances that form a code-mixing event as a whole have the purpose of promoting the film Budi Pekerti. The code-mixing situation occurs

spontaneously so that it can be identified that the utterance really occurs code-mixing. However, if the speech is presented in written form, it means that there is already a process of preparation. From this, it can be concluded that the process of utilizing code mix in writing captions speakers want to look different when promoting the film Budi Pekerti to its target

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