

## The Language Attitude of Followers towards Dian Pelangi Using Code Switching in Her Instagram

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### Abstract

Code switching is phenomenon which occurs in bilingual country, such us, Indonesia. Code switching is the process of switching or mixing two languages or more within or between sentence. Most of researchers analyze code switching in oral text. So, this study used written text to be analyzed, specially in Computer Mediated Communication (CMC). CMC is the communication between human by computer. This study used Instagram of Dian Pelangi who is famous designer. This study focused on her caption which is categorized as asynchronous CMC. The aim of this study is to uncover the reactions of her followers towards code switching in her caption. Questionnaire was the technique to collect the data. The results of this study revealed that most of the participants assumed that the use of code switching by Dian Pelangi is positive. However, the half of participants prefer if she employed only one language while writing caption.

**Keywords:** *language attitude, code switching, Instagram*

### Abstrak

Alih kode adalah fenomena yang terjadi di negara dwibahasa, seperti Indonesia. Alih kode adalah proses pengalihan atau pencampuran dua bahasa atau lebih di dalam kalimat atau di antara dua kalimat. Sebagian besar peneliti menganalisis alih kode dalam teks lisan. Jadi, studi ini menggunakan teks tertulis untuk dianalisis, khususnya dalam komunikasi termediasi komputer yang artinya komunikasi antara manusia menggunakan komputer. Studi ini menggunakan Instagram Dian Pelangi yang merupakan desainer terkenal. Studi ini memfokuskan pada *caption* dalam Instagram yang dikategorikan sebagai komunikasi termediasi komputer *asynchronous*. Tujuan dari studi ini adalah untuk mengetahui reaksi pengikutnya terhadap alih kode yang dilakukan oleh Dian Pelangi. Kuisisioner adalah teknik untuk mengumpulkan data. Hasil dari studi ini menyatakan bahwa penggunaan alih kode oleh Dian Pelangi adalah positif. Namun, sebagian dari mereka lebih suka jika Dian Pelangi menggunakan satu bahasa saat menulis *caption*.

**Kata kunci:** *sikap bahasa, alih kode, Instagram*

### INTRODUCTION

At the beginning of the twentieth century, the concept of bilingualism becomes broader. It was known as the equal of the competence of two languages (Mackey, 2005). Bloomfield (1933) stated that bilingualism as the native speaker is desire to mantain of two languages. Haugen (1953) explained bilingualism as the mastery to create the complete meaningful utterances in the other language. Meanwhile, Mackey (1959) considered bilingualism is not only the use of two languages, but also several languages. In other words, bilingualism is the ability to make the comprehensive meaningful utterances using more than two languages.

The people who live in bilingualism country has a good competence to switch a language to another language or mix word, phrases, or clauses in a structure of another language, such as Indonesia. Most

of people in Indonesia are bilingual people. It supports with many tribes in Indonesia and each tribe has their own language. They speak with their family use their own tribe language or local native language and they speak with people from the other tribe using Indonesian language as the national language. They also use Indonesian language in formal occasion, such as, politic discussion and administration occasion. Meanwhile, Indonesian people speak English language with people who come from the other countries. So, that is why code switching is a widespread phenomenon in a bilingualism or multilingualism country (Riehl cited in Shay, 2015).

Hoffmann (1991) stated that code switching is linguistic varieties which is involving two languages within the same speech or during the same conversations. In addition, Wardaugh (2006) noted that code switching is the process the switching or mixing code to another code whenever the people

speak and decide to switch or mix even in very short utterances. Code switching (also known as code mixing) can happen in conversation between interlocutor's turn or within a single speaker's turn. Code switching is not only found in oral text but also in written text (Wulandari, Marmanto, and Sumarlam, 2016). Hoffmann (1991) also stated an alternate from one language to another by a speaker or writer between their discourses or sometimes even in the middle when creating sentences. Meisel (1994) cited in Shay (2015) stated that code switching is a skill of the speakers in both pragmatic and grammatical aspects of the languages that they used.

Riehl (2005) cited in Shay 2015 and Novianti (2013) said code switching is a sociolinguistics phenomenon which happens in a speech community that using two or more languages or codes. Indonesia is the one of country that using two languages or more languages to communicate. So, when Indonesian people switch a language to others, it is not surprising thing again. However, it must have decision in a certain speech community to use two or more languages on it (Novianti, 2013).

Therefore, the definition of code switching is the ability of the speaker to use two languages or switch a language to another language even in a very short utterance that can occur between two speakers or single speaker's turn. It can happen in oral text and also written text. The speakers who have skill employing two or more languages, they automatically know the rule of pragmatic and grammatical of those languages.

Shay (2015) and Halim and Maros (2013) stated that many scholar are interest to do investigating this phenomenon the last twenty years. Consequently, code switching as a topic for this research study is not surprising anymore.

Wulandari, Marmanto, and Sumarlam (2016) stated that code switching can emerge in an oral text or written text in a novel or another work. Halim and Maros (2013) said that code switching commonly happens in an oral text rather than written text. Moreover, many studies have interested analyzing the code switching in oral text rather than written text. However, the researcher recently finds people do code switching in a written text on the internet easily. Novianti (2013) explained that nowadays, switching languages is applied commonly in daily conversation on the internet.

Romiszowski & Mason (2004) cited in Halim and Maros (2013) and Herring (1996) cited in Claros and Isharyanti (2009) noted that system that can be

used by people to communicate with other people via internet and computer can be called as Computer Mediated Communication (CMC). Romiszowski and Mason (2004) said that CMC has many choices which are electronic mail, computer conferencing, bulletin boards, and discussion lists. Beside that, chat rooms, blogs, social networking sites, instantly delivered message, and etc. are also included CMC (Halim and Maros, 2013 and Claros and Isharyanti, 2009). CMC is divided into two types which are synchronous communication and asynchronous communication. Synchronous communication is direct interaction. It means people do communicating or discussing at the same time such as via Whatsapp, Messenger, chat rooms, instant messaging, and many more. Asynchronous communication is indirect interaction. It means people do not communicate at the same time like via electronic mail, blog, Facebook status updates (Halim and Maros, 2013), and etc. From those explanations, Instagram is also including as CMC because people can communicate each other using Instagram even through direct message or comment on column of photo or video. However, this study only focuses on asynchronous communication which is the caption of photo or video.

Instagram is an application to share photo and video that makes people taking pictures or videos, and uploading them in this application. From the last data in 2017 by Susan Rose, Product Marketing Director Instagram, the Instagram users in Indonesia is about 45 million. The Instagram users in Indonesia come from whatever ages and jobs. The Indonesian artists use this social media to share their experiences, memories, or daily activities to their fans. In other words, Instagram is one of the social media that makes the artists are closer to their fans. In addition, they can promote their works.

One of them is Dian Pelangi. She is a famous designer in Indonesia which is her carrier have been through International likely, Paris Fashion Week. Her Instagram followers are about 4.8 millions of people. She always shares her story or experience about her fashion show. She uploads her best photos in her own Instagram and certainly she writes a few sentences to explain the photos in the column of caption. She always does code switching in few languages, such as English language, Arabian language, France language, and Indonesian language while describing the photos in her caption. Hoffman (1991) stated that code switching as the exchange employ of two languages in the same speech or in the same conversation. Margana

(2010) also explained that code switching is as the transfer from a language to another language in a several communication event even in an oral text or written text. Below the example of code switching is used by Dian Pelangi.

*"Berakhir pekan bersama **ukthies** dan **akhies** @kafilah.sholihin di kediaman kak @nadiahf dan kak @erhendriks, terimakasih untuk **shohibul bait** yang sudah menyediakan tempat..... buat teman-teman yang penasaran bisa nonton LIVE video nya di Instagram @kafilah.sholihin ya... totally worth to watch..."* uploaded on November, 25 2017.

She writes a caption in Indonesian language; however she uses a phrase or some phrases in English and Arabian languages (in bold words) within a sentence. Absolutely, she does code switching in writing her caption.

English phrase or word that she used is popular at that time in Indonesia, such as, "be like" and "throwback". Many Instagram users in Indonesia use those phrases to explain the photo. The example is "waiting boyfriend comes late *be like...*" explaining how she annoyed. The word "Throwback" is to remind something. One of Indonesian actresses, @cutsyifaa, uses this word in her caption,

*"Throwback #FestivalFilmBandung2017...."*

uploaded on November, 1 2017.

Dian Pelangi also uses those phrases in some photos to describe in her caption. Her caption is "Waiting for touch down *be lllllike..* Selfie" uploaded on August 2017 to describe her feeling waiting for the plane landing. Meanwhile, she writes *throwback* in her caption "*Throwback* to a day at Eco Pesantren DT watching my friends learned....." which is uploaded on November 22, 2017.

Dian Pelangi is one of designer in Indonesia. She is quite famous. So, she has many followers in her Instagram account. Some of her followers give comment to her post. However, they almost never pay attention to her caption. Mostly, they only pay attention to her photos or videos with giving comment "*cantik sekali*" (very beautiful). From this case, this study will find out the reaction of followers towards Dian Pelangi's caption, especially the caption containing code switching. Because she always switches her language on writing caption.

Some previous studies had already analyzed the use of code switching in a social media or social networking. One of them is journal from Claros and Isharyanti (2009). Their study analyzed the conversations among 12 non-native speakers in a chatroom. Their study focused on the conversation among the participants or two directions, while this study is focussing on one person (one direction), Dian Pelangi. Their study is included in synchronous CMC while this study is included on asynchronous CMC.

The one of previous studies about perception towards code switching was from Zhiganova (2016). The subject in this journal was German speaking community. This journal aimed to find out what socio-cultural values English conveys and how native speakers notice the presence of English-inserted elements in an advertisement. The finding showed that code-switching to English is considered a complex phenomenon that has both positive and negative aspects.

Dian Pelangi mostly switches her language while writing the caption. Therefore, this study tries to fill the gap by promoting the attitude from her followers towards the code switching of Dian Pelangi whether positive or negative. The theories that are used in this study are English as an international language and language prestige. Those theories are related with the answer from the followers of Dian Pelangi.

English has developed as the global language (Akynova & et al., 2014). Many people in every country know more or less about English language (Hossain & Bar, 2015). They can read English magazine or understand English song. Roux (2014) stated that it also be dominant language for international business, technology, science, and academia. For the academia, there is an English subject in school system in Indonesia, Kazakhstan, Yoruba, and Israeli (Ayeomoni, 2006) (Crystal, 2013) (Akynova & et. al, 2014) (Shay, 2015). So, there is no a doubt anymore if English is interational language.

Crystal (2013) said that people all over the world relied on English for their economic and social well-being. The language has infiltrated deeply into the international domains of political life, business, safety, communication, entertainment, the media and education. For instance, English has maintained its standing within Indian people. It used within the legal system, government administration, secondary and higher education, the armed forces, the media, business, and tourism (Crystal, 2013). English is used in many fields to communicate easier between people

in the entire world. Moreover, 80 per cent information electronically in this world is currently also in English. Figures of this kind relay to two kinds of data: information stored privately by individual firms and organizations, such as commercial businesses, libraries and security forces; and information made available through the Internet, whether for sending and receiving electronic mail, participating in discussion groups, or providing and accessing databases and data pages (Crystal, 2013). Therefore, nowadays mostly people also use English to share much information electronically.

According to Magro (2016) prestige in sociolinguistics is the respect granted to a specific language variety within a particular speech community, in relation to other varieties. In other words, prestige is giving special attitude towards specific language in a particular speech community.

Labov (1996) and Holmes (2013) divided prestige into two which are overt and covert. Based on Labov (1996), overt prestige is connected to the linguistic practices of the culturally dominant group. Meanwhile, covert prestige is linked to membership in an elite speech community. According to Holmes (2013), overt prestige is happened in people who use standard variety which are rated highly on scales of educational and occupational status. In the meantime, covert prestige is an odd term that is used to refer to positive towards vernacular or non-standard speech varieties. Obviously like varieties are valued or they would not continue to be employed. In other words, overt prestige is more open than covert prestige.

## METHOD

This study uses qualitative method to analyze the data. Suryana (2010) said that to analyze the data using qualitative method, the data should be based on a fact which is found in the society or field then built as theory or hypotheses. Wei and Moyer (2008) stated that the knowledge is observed and recorded by the researcher. Therefore, qualitative method is appropriate method for this study to collect and also analyze the data. The subject of this study is Dian Pelangi. She is famous and talented designer. Her carrier has already goes to international. She has a verified Instagram account that is followed by 4.8 million people (last seen December, 2017). The source of the data for this study is from the followers of Dian Pelangi. The data is information from the followers who participate to answer questionnaire. There are six participants aged 17-47. This data is important because the researcher can see the attitude of

followers of Dian Pelangi towards her caption.

Table 1. Participants

The name of users	The age of users
User 1	17
User 2	21
User 3	22
User 4	25
User 5	27
User 6	47

In the questionnaire, there will be two questions of multiple choice which produces quantitative data, one question with short answer, and two questions with long answer. After getting the answer of participants, this study employs three steps to analyze the data which are data condensation, data display, and conclusion drawing or verification (Miles and Huberman, 2014).

## ANALYSIS

This section will show the result and the discussion of the follower's attitude towards the caption of Dian Pelangi. The first result is about the choice of certain language in Dian Pelangi's caption and the reason why they choose it. The survey analysis has showed that the half of participants prefer Dian Pelangi employes English with the other language and the other half of participant choose Dian Pelangi use only one language. Two participants prefer Dian Pelangi uses only Indonesia language when she writes caption whereas a participant chooses only English language. The data below will be showed the reasons why the participants prefer Dian Pelangi only use one language. And also, this chart below will show the finding.

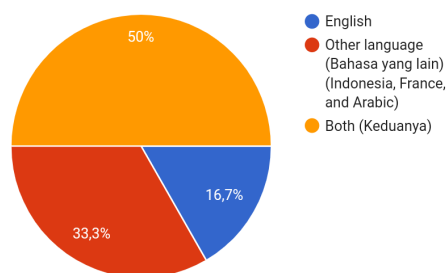


Figure 1. The finding result

**1) English is International Language**

The first participant chooses Dian Pelangi employes only English language because English is international language. Below is the statement of first participant.

(1) *Karena bahasa internasional.* (Because international language)

**2) Indonesia is Understandable Language**

(2) I choose *bahasa* (Indonesia language). It will be more understandable for the readers who majority used *Bahasa* to comprehend Dian Pelangi's caption. Her language is rich of difficult vocabularies which most of netizen don't understand because all her followers have different background of study.

(3) *Karena paling paham pake Bahasa Indonesia.* (Because more understand using Indonesia language)

In contrary, third and sixth participants are prefer Dian Pelangi use only Indonesia language while witing her caption. The reason is difficult to understand Dian Pelangi's caption in the other language except Indonesia language. The caption of Dian Pelangi contains words or phrase which is complicated when her followers to read. Moreover, her followers have different knowledge or background of study. So, there will be followers do not understand with her caption.

Three participants agree if Dian Pelangi switches her language while sharing her caption. They have different reason. The reasons are following.

**3) International Followers**

Dian Pelangi is a designer that had already go international for her carrier in fashion field. She ever showed her work in New York Fashion Week and Singapore Fahion Week. So, the followers of Dian Pelangi are not only from Indonesia but from other country. That is why, the second participant believes if Dian Pelangi better changes her language while writing caption. Therefore, her followers who are not come from Indonesia will understand the message of her caption.

(4) *Karna followers dian tidak semua orang Indonesia.* (Because Dian's followers is not only from Indonesia)

**4) The Captions are Various, Not Monotonous, and Readable**

(5) *Biar bervariasi dan ga monoton.* (In order to variant and not monotonous)

(6) *Sama-sama enak dibaca.* (The languages are readable)

These reasons are from forth and fifth participants. They like Dian Pelangi when switch her languages because in order to the language in her caption can be variant and not monotonous so, the follower is not bored while reading the caption. The last reason is the languages are readable. In other words, when Dian Pelangi mixed her language while writing the caption, some of her followers will enjoy reading it.

The second finding is about whether the caption of Dian Pelangi is positive or negative depending on the participants. The chart below will illustrate it.

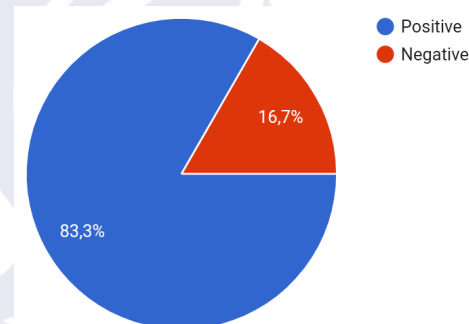


Figure 2. The finding result

The general perception of followers towards Dian Pelangi's code switching in her caption is positive. They view it in a good attitude. The following positive statement will be mentioned.

**1) Code Switching is Not Problem**

(7) *Karena tidak ada masalah.* (Because it does not matter)

The first participant assumes that there is no problem if Dian Pelangi switches her code as long as she does not break the grammatical rules and the structure of those languages. The followers should allow her to switch her code because it will show the creativity towards using languages and she has the right to use any languages because it is her own Instagram account.

## 2) New Knowledge for France Language

The second participant believes that her followers be knowledgeable about France language even in a word or phrase through Dian Pelangi's caption. They also do not need to worry about the meaning of it. Because, Instagram had already provided translate tool under the comment coloumn. Thus, they can translate into language that they want. So, they have new word or phrase of France language through reading Dian Pelangi's caption. The positive statement of second participant is following.

- (8) *Karena tidak semua orang Indonesia memahami bahasa Prancis dan di Instagram sudah disediakan translate dibawah kolom komentar.* (Because not all her followers is Indonesian people who understand France language and in Instagram, there is a translate tool below the coloumn of comment)

## 3) Language Prestige

The prestige of language is one of the positive reactions from sixth and forth participant. Sixth participant thinks that when Dian Pelangi switches her languages is cool. Meanwhile, the fourth participant reveals that Dian Pelangi can show that she understands some languages and she has a good quality of using languages through mixing some languages in her caption. So that, Dian Pelangi in the eyes of her followers looks more prestige and impressive when she can switch or mix well some languages in her caption.

- (9) *Karena terlihat keren hehehe.* (Because it looks cool LOL)
- (10) *Positif karena itu menandakan dia sedikit banyak memahami beberapa bahasa yang diaplikasikan dalam caption2nya dan menunjukkan bahwa kualitas dirinya baik.* (Positive because it shows she knows a bit more some languages which applies on her caption and presents that quality of her language is good)

## 4) The Caption is Not Monotonous

- (11) *Tidak monoton, menyesuaikan lokasi.* (It is not monotonous, adapting a location)

The fifth participant believes that it is not monotonous with viewing a location where photo or video is taken. Dian Pelangi ever posted a photo where photo is taken in Paris so, she put a France language

phrase or sentence in her caption. Beside her followers know about French language, they also not bored when reading her caption. Because the language is not monotonous.

In contrary, there is a participant says negative when Dian Pelangi switch her language while writing her caption. The negative statement is mentioned below.

## 1) Language Comprehension

The third participant has opini if Dian Pelangi switches her language using English and France language, it will make her followers is difficult to understand. The information which is carried through caption is not delivered well. It is because not entirely the followers of Dian Pelangi employ English and France language. In conclusion, the third participant prefer when Dian Pelangi only employed Indonesia language to write her caption.

- (12) Not all the Dian Pelangi's followers are able to use English, moreover French. It would make in delivering information through her caption is not easily understandable for the readers/dian pelangi's followers.

The result of last finding is about if they are Dian Pelagi, what language they use to write a caption. There are three participants will employ only Indonesia language to inscribe caption. There is only one participant will use English language who is the first participant. Then, there are two participants will switch their language while describing their caption. However, the language that they choose is different. The second participant will prefer mix English and Indonesia language. Meanwhile, the fourth participant is going to switch three languages which are Indonesia, English, and Arabic language.

In this section, it will be discussed all of the results. Based on questionnaire which is answered by six participants, half of participants prefer Dian Pelangi switch her language while writing her caption. The reason is various. The first reason is international followers. It means her follower is not only from Indonesia, but also from other country. Therefore, it is better if Dian Pelangi switch her language. The next reason is the captions are various, not monotonous, and readable. Her follower prefer Dian Pelangi switches her caption because the language will be various and not monotonous. So, the reader is not bored when read her caption. Moreover, her followers enjoy reading the caption. Two participants prefer Dian Pelangi employes Indonesia language. The reason is Indonesia is

understandable language. Most of her followers are from Indonesia, so if Dian Pelangi uses language except Indonesia language, her followers will not comprehend the message from her caption. Moreover, Dian Pelangi always uses complicated word. Therefore, her followers difficult to understand the caption and also they have different background of study. A participant prefers if Dian Pelangi applies English language. It is an international language. Nowadays, in this world, English language becomes global lingua franca. Roux (2014) and Crystal (2013) stated that it also be dominant language for international business, technology, science, academia, the international domains of political life, safety, communication, entertainment, and media. In her caption, Dian Pelangi uses some English words to communicate with her followers. Crystal (2013) also stated that 80 per cent information electronically in this world is currently also in English. Figures of this kind relay to two kinds of data: information stored privately by individual firms and organizations, such as commercial businesses, libraries and security forces. Dian Pelangi uses English languages even switching with other languages to do commercial businesses in her Instagram. She works with many famous brands to advertise them by writing good some words in her caption. However, that participant prefers if Dian Pelangi only use English language.

The second finding, most of them, five participants said positive towards Dian Pelangi does code switching in her caption. They have different reason. The first reason is code switching is not problem. The first participant utters it does not matter if Dian Pelangi switches her language. She has a right to use language that she wants because it is her own Instagram account. The second reason is the caption is not monotonous. It comes from fifth participant which is stated it is not monotonous with adapting a location where the photo is taken. The third reason is new knowledge for France language. The second participant noted when Dian Pelangi does code switching in her caption can add new knowledge about the language that she used for the readers. Because if the readers do not know the meaning of the caption, they can use the translate tool below the coloumn of comment. So, her followers who do not kow the meaning of France word, they automically know it. The forth reason is language prestige. It is one of the positive reactions from her followers because they give respect granted to an English language (Magro, 2016). The sixth participant assumed that it is cool when Dian Pelangi mixes some languages in her caption. Moreover, the forth participant said Dian Pelangi can show the ability

understanding more and less some languages which is applied in her caption and it shows that her quality of language is good. The kind of prestige of Dian Pelangi is overt prestige. She is smart enough uses some languages in her caption. Related with Holmes (2013), overt prestige is happened in people who use standard variety which are rated highly on scales of educational and occupational status. In addition, Indonesia people believe if there is a person who mastered in foreign language, such as English, indicates that the interlocutor is an intellectual and educated person (Anzaska, 2017). Therefore, for her followers, Dian Pelangi looks prestige and impressive while writing caption using her ability to switch the languages. However, a participant, the third participant, assumed negtaive if Dian Pelangi does code switching in her caption. The reason is language comprehension. Not all the followers of Dian Pelangi are able to speak English and France. It would make information or message in her caption did not deliver well.

In the last finding, the participants must choose what language that they will apply in the caption if they become Dian Pelangi. The answer is quite interesting. A participant selects English language. Two participants prefer Dian Pelangi does code switching. The first is mixing between Indonesia and language. The second is switching among Indonesian, English, and Arabic language. Meanwhile, the half of participants chooses Indonesia language to write a caption. So, it means Indonesia language is the one of languages is still preferred by Dian Pelangi's followers.

## CONCLUSION

The most reaction of her followers towards Dian Pelangi switched her language while writing her caption is positive. Their positive statements are code switching is not problem, new knowledge for France language, language prestige, and the caption is not monotonous. But, there is a participant said it is negative because of language comprehension. Additionally, half of participant prefers if Dian Pelangi mixes her language. The reasons are international followers and the captions are various, not monotonous, and readable. Meanwhile, half of participant prefers Dian Pelangi use only one language. The reason is English is international language. The others are Indonesia is understandable language. In the last finding, the participants have to choose language for writing caption if they become Dian Pelangi. Half of participants choose only Indonesia language, a participant chooses English language, and the rest of participant chooses code switching. In conclusion, the most reaction of her followers towards Dian Pelangi

does code switching while writing her caption is positive. However, the most of followers prefer Dian Pelangi uses Indonesia language to write her caption. So, this study suggests that she has to be more careful to choose the words. In order to her followers understand the message and information in her caption. language prestige, and the

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