

REVEALING LANGUAGE CHOICES IN INSTAGRAM ADS FOR LOCAL BEAUTY BRANDS: BILINGUALISM PERSPECTIVE

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Abstract

Instagram has now become a fascinating channel for promoting and marketing items. Each business found ways to adopt an array of methods to make its marketing engaging. In terms of their language choice, they often use the mixed of English-Indonesian Language. this study was carried out examines language choice within bilingual Instagram ads, notably for local beauty products. The aims of the present study are at identifying the types of code switching and code mixing within the local beauty ads on Instagram. This study adapted theory of Fasold (1984) on language choice. It is further supported by Romaine's (1995) theory of code switching and Muysken's (2000) theory of code mixing. This study took a qualitative approach. The study collected data from 10 ad samples spanning the local beauty sector. The study found that all types of code switching and code mixing applied within Instagram ads for local beauty products. Starting with several types of code switching (inter-sentential and intra-sentential) and code mixing (insertion, alternation, and congruence). According to this study's findings, intra-sentential switching and insertion were the most popular types language choices.

Keywords: Language choice, Instagram, Advertisements, Bilingualism

Abstrak

Instagram kini menjadi saluran yang menarik untuk mempromosikan dan memasarkan barang. Setiap bisnis menemukan cara dan mengadopsi berbagai metode agar pemasarannya menarik. Dalam pemilihan bahasa mereka, mereka sering menggunakan campuran Bahasa Inggris-Indonesia. Penelitian ini dilakukan untuk menguji pemilihan bahasa dalam iklan Instagram dwibahasa, terutama untuk produk kecantikan lokal. Tujuan dari penelitian ini adalah untuk mengidentifikasi jenis-jenis *code switching* dan *code mixing* dalam iklan kecantikan lokal di Instagram. Penelitian ini mengadaptasi teori Fasold (1984) tentang pemilihan bahasa. Ini lebih lanjut didukung oleh teori *code switching* Romaine (1995) dan teori *code mixing* Muysken (2000). Penelitian ini mengambil pendekatan kualitatif. Penelitian ini mengumpulkan data dari 10 sampel iklan yang mencakup sektor kecantikan lokal. Penelitian ini menemukan bahwa semua jenis *code switching* dan *code mixing* diterapkan dalam iklan Instagram untuk produk kecantikan lokal. Meliputi beberapa jenis *code switching* (*inter-sentential* dan *intra-sentential*) dan *code mixing* (*insertion*, *alternation*, dan *congruent*). Menurut hasil penelitian ini, *intra-sentential switching* dan *insertion* adalah jenis pilihan bahasa yang paling populer.

Kata Kunci: Pilihan Bahasa, Instagram, Iklan, Bilingualisme

INTRODUCTION

Following its launch in 2010 (Amaral, 2015), Instagram has rapidly grown in popularity, and it is now acknowledged as one of the four most prominent social media channel, boasting a large consumer base (Nuseir, 2020). This extensive reach makes Instagram an effective tool for advertising goods and services. As a consequence, companies are getting more inventive in

their marketing campaign on Instagram, nonetheless in their language choice.

Language is a crucial component in the advertising sector because it assists in conveying the quality and appeal of a product (Widyahening, 2015). Further, Wei & Martin (2009) stated that the viability of marketing methods is dependent on how language choice appears to play a major role in the market success of certain ads. Given this pivotal role, companies regularly explore diverse language choices to enhance their marketing

efficacy and attain specific objectives. This exploration often involves the adoption of tactics such as code-switching and code-mixing.

In the realm of Instagram, local beauty brands emerge as a prime example of code-switching and code-mixing in action. Within the landscape of beauty, the integration of English is notable, evident in product names, ingredients, and techniques. Even in advertisements targeting non-English speakers, local beauty products often incorporate English elements (Kodi, 2020). This smooth blending of English within the local beauty products give rise to frequent instances of code-switching and code-mixing, enriching the diverse language usage in the beauty sector.

There has been a significant amount of study conducted all across the globe on language choice, focusing on code switching and code mixing. In Indonesia, the phenomenon of code switching is observed in television ads. These ads incorporated English words and phrases into Indonesian sentences, with intra-sentential switching being the most encountered type of code switching in the study of (Mainake, 2021).

As per code-mixing, Herman et al. (2022) found that two types of code-mixing are prevalent in television ads. The first type is insertions, where elements from one language are included into the sentence of another. The second type is congruent, where the grammatical framework of both languages is shared.

Supporting these findings, a study done by Banatao & Malenab-Temporal (2018) revealed that various types of code-switching are used in television ads in the Philippines. Their study confirmed that intra-sentential switching is the dominant form of code switching in Philippine ads, mirroring the trends observed in Indonesian ads. This comprehensive body of study highlights the strategic use of code switching and code mixing in television marketing across different places, demonstrating its efficacy.

Looking at the outcomes of previous studies, the topic of language choice with a focus on code switching and code mixing is intriguing to be explored. In addition, most prior studies have just focused on this phenomenon in the context of television ads. For instance, past study has documented how English elements are included into Indonesian television ads through code switching and code-mixing (Mainake, 2021; Herman et al., 2022). Coherently, Banatao et al. (2018) highlighted the prevalence of intra-sentential code switching in Philippine TV commercials. However, there is a noticeable gap in the literature about the study of code switching and code mixing within the domain of social media, specifically Instagram.

Instagram, as one of the leading social media channels, provides a unique ground for studying language choice in advertising. Unlike television, Instagram allows for more variety of content, which broaden the analysis of the ads. Moreover, the current study narrows its focus to advertisements from local beauty products on Instagram, given that the local beauty products often employ English.

Therefore, this study aims to fill the existing gap by investigating the specific forms of code-switching and code-mixing used in Instagram advertisements for local beauty products, sourced from official accounts of prominent local beauty brands such as @roseallday.co, @somethincofficial, @lookecosmetics, @esqacosmetics, and @imploracosmetics. By focusing on this niche, the study seeks to uncover the phenomenon of language choice in modern digital advertising, contributing to a deeper understanding of how linguistic strategies are applied to engage consumers. The specific aims of this study are outlined as follows:

1. To identify and analyze the forms of code switching used in Instagram advertisements for local beauty products.
2. To identify and analyze the forms of code mixing used in Instagram advertisements for local beauty products.

LITERATURE REVIEW

Types of Language Choice

Fasold (1984) defines language choice to the decision made by those who are proficient in two or more languages to use certain language over another. Fasold (1984) proposed that one of the most common form of choices is code switching and a more intricate type than that refer to code mixing.

1. Code Switching

The phenomenon of code-switching occurs when individuals transition between languages within their discourse, either as a personal choice or as a group identifier. This practice holds significance in bilingual settings, reflecting the intricate nature of language use. Wei and Martin (2009) described code-switching as "the most common, unremarkable, and distinctive feature of bilingual behavior." Gal (1988), cited in Wardaugh (2006), noted that code-switching extends beyond linguistic variation. It is a conversational strategy used to establish, transcend, and dismantle group boundaries, shaping the dynamics among people and their roles within a particular environment. Thus, it highlights how language serves as a powerful tool for personal expression and social relationship formation.

Code-switching can be categorized in several ways. Romaine (1995) divided code switching into inter-sentential switching and intra-sentential switching.

- a. Inter-sentential switching occurs between clauses or sentences, with each clause or sentence being entirely in one language or another, in which the speakers are able to communicate in a manner that is fluid and natural, which reflects their linguistic abilities.
- b. Intra-sentential switching occurs within a single sentence, where the switch happens within the confines of phrases or sentences, even within words. In this manner, speakers have the capacity of shifting the part of clauses, phrases, words, or morphemes in the situations in which they are communicating.

2. Code Mixing

A more complex form of language choice is code mixing, where parts of one language are used while speaking another language (Fasold, 1984). Muysken, (2000) defines code-mixing as the presence of grammatical elements from two languages within the same sentence. Bhatia & Ritchie (2006) supported this by stating that code-mixing involves blending multiple linguistic units (such as sentences, phrases, words, modifiers, morphemes) from two grammatical systems within a sentence. Code-mixing occurs to add emphasis or fill lexical gaps in the speaker's native language, reflecting the diversity of linguistic experiences.

Hoffman (1991), as cited in Hutabarat & Khalisa (2020), identified several types of code-mixing in bilingual settings:

- a. Insertion: Inserting defined words or phrases of one language into a sentence originally composed in another language.
- b. Alternation: Using parts of two languages in a phrase or sentence that are distinguishable from each other.
- c. Congruent: Utilizing components from both languages within a shared grammatical framework.

Several languages are skillfully used to create a complex linguistic variety in a bilingual setting. This linguistic flexibility often involves the dynamic interaction of various languages. The term "code switching" describes the process by which speakers switch between languages while conversing. On the other side, code mixing refers to the blending of languages to create a seamless fusion of new language.

METHOD

The present study used the descriptive-qualitative technique, which placed an emphasis on presenting the

findings of collected data in the form of descriptions. Cresswell (2018) defined qualitative technique as a method that relies on image and text for collecting data. This study of Instagram ads is carried out with the help of data collecting technique known as documentation, which makes use of both visual and textual data. Local beauty brands advertisements which were taken from Instagram served as the object of this study. The advertisements that were chosen are those that displayed both English and Indonesian language, excluding data that were completely written in Indonesian or completely written in English. The study collected advertisements from local beauty products that were published throughout November and December of 2023. The author collected 10 local beauty Instagram ads and chose 2 from each brand. These ads were obtained directly from the 5 brands' official Instagram accounts including, @rosellday.co, @somethincofficial, @lookecosmetics, @imploracosmetics, and @esqacosmetics. The appearance of a verified or blue tick sign indicated that the accounts were authentic. All of the collected ads were analyzed using Fasold's (1984) theory of language choice, which is supported by the theories of Romaine (1995) and Muysken (2000), aiding in the categorization of the different forms of language choice applied. The analysis of the data for this study is comprised of three processes: data condensation (selecting the data), data display (presenting the data), and conclusion drawing (elaborating findings with the theoretical framework) (Miles, Huberman, & Saldana, 2014).

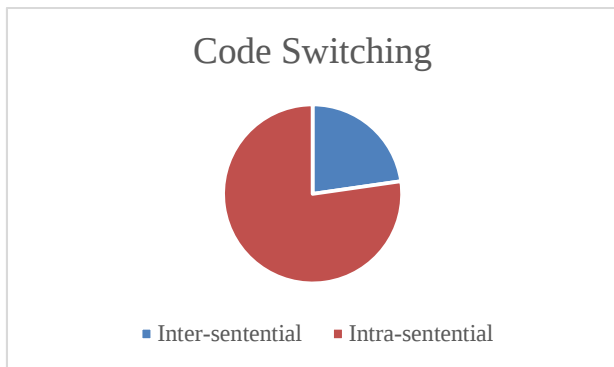
RESULT & DISCUSSION

Result

The study aimed to determine whether or not ads on Instagram involve code switching and code mixing, as well as to categorize the various types of code switching and code mixing encountered. The present study centered on local beauty ads. The current study focused on local beauty ads. The rationale for this stems from the likelihood of English being present in such a promotion. Most words in beauty field are English-derived and lack Indonesian counterparts. Even when counterparts exist, their Indonesian translation can render them unfamiliar to consumers. Thus, local beauty product ads use code mixing and code switching to link with consumers.

The following charts exhibit the distinct form language choice; code switching, and code mixing in bilingual Instagram advertisements for local beauty products that have been collected.

1. Code Switching



The chart depicts the broad range of language choice in bilingual ads on Instagram among the random ad samples that were picked from the local beauty brands. Inter-sentential code switching (10 data) and intra-sentential code switching (34 data) are two forms of code switching found in the bilingual ads on Instagram within the local beauty segment.

A. Inter-sentential Switching

Inter-sentential switching, as defined by Romaine (1995), refers to the act of using different languages in consecutive sentences. This occurrence exemplifies the fluid transition across distinct languages in a given context. Below are a few patterns showing inter-sentential switching in bilingual Instagram advertisements for local beauty brands.

The first pattern observed includes inter-sentential switching, where there is a shift from a full English sentence to a full Indonesian sentence. One sentence is completely written in English, while the preceding or following sentence is completely in Indonesian. Each consecutive sentence adheres to the grammar rules of its respective language. An example of this can be seen in “DISC UP TO 40%?! *Emang boleh se-diskon ini????*”

The code-switching in this passage is known as inter-sentential code-switching. The phrase “DISC UP TO 40%?! ” is written entirely in English to emphasize the discount offer made by the advertisement, while “*Emang boleh se-diskon ini????*” is written entirely in Indonesian to interact directly with the audience. This change occurs sequentially, with each sentence following the grammatical rules of its language.

The second pattern identified is inter-sentential switching where a sentence written entirely in Indonesian is followed by a sentence written entirely in English. This pattern is similar to the previous one described, with the primary difference being that the Indonesian sentence appears first. An example of this can be observed in the passage: “*DARURAT JERAWAT?* Acne Shot AC Overnight Treatment Spot Cream to the rescue!” Here,

the shift from Indonesian to English occurs. The Indonesian sentence “*DARURAT JERAWAT?*” is followed by the English sentence “Acne Shot AC Overnight Treatment Spot Cream to the rescue!” This transition effectively captures attention by presenting the problem in the local language and offering a product solution in English.

The third type of inter-sentential switching involves a complete English sentence transitioning into a mixed sentence that incorporates both English and Indonesian, or vice versa. In these mixed sentences, English terms such as product names or verbs are often inserted into an otherwise structurally Indonesian sentence. For instance, consider the example: “We know you’ll love it. *Siapa disini yang lagi crazed banget sama cool toned lippies?*” Here, the transition from English to Indonesian occurs within the same line. Despite the English phrases “cool toned lippies” and “crazed” the fundamental structure of the sentence remains in Indonesian. This inter-sentential switching style effectively combines the communicative clarity of English terms with the localized appeal of Indonesian syntax.

B. Intra-sentential Switching

Intra-sentential switching refers to the ability to seamlessly switch between languages within a single sentence (Romaine, 1995). This type of switching involves integrating syntactic units such as words, phrases, or clauses from different languages. Intra-sentential switching is also categorized as code mixing, as both involve the use of multiple languages within the sentence level. Below are several examples of intra-sentential switching observed in bilingual advertisements for local beauty products posted on Instagram.

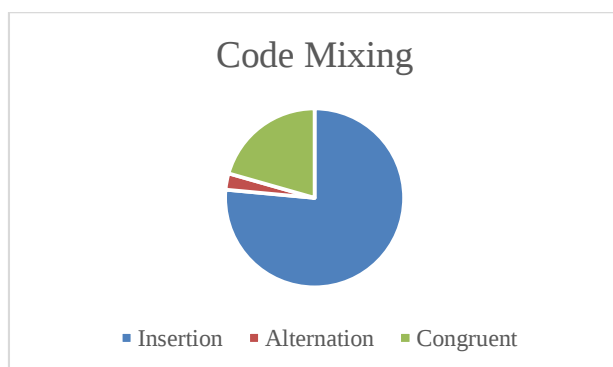
The initial pattern identified is intra-sentential switching, where English phrases or words are incorporated into Indonesian sentences. This incorporation often includes product names and formulas in English. The use of English terms serves function of clarity and familiarity, ensuring that consumers easily recognize and comprehend the products being advertised, because sometimes, insisting on using just Indonesian terms could result in a less familiar or less clear message to the audience. For example, consider the sentence: “*Absen dong, siapa yang suka* Flawless Powder Foundation *juga?*” Here, the sentence begins in Indonesian (“*Absen dong...*”) and transitions to English with “Flawless Powder Foundation.” This bilingual approach within a single sentence ensures that the product name “Flawless Powder Foundation” is clearly communicated while maintaining the overall flow and comprehensibility of the Indonesian sentence structure.

Another observed pattern is intra-sentential switching, characterized by distinct shifts between

languages within a single sentence. This phenomenon is evident when one clause is written in one language while another clause is written in another. For example, consider the sentence: "Rosé Fam *bisa banget bawa* The Realest Lightweight Concealer Mini for whenever you're in need of a lift." Here, the product name "Lightweight Concealer Mini" is in English, while the overall sentence structure remains Indonesian. The subsequent clause, "for whenever you're in need of a lift," is fully in English and elaborates on the product's utility. This blending of languages within the same sentence allows for clear communication of the product's attributes in English.

Last pattern identified is intra-sentential switching, where a single sentence smoothly combines the grammatical structures of both English and Indonesian languages. In such cases, terms from both languages are mixed together freely. For instance, the sentence: "Buat bikin look yang fall-theme, kamu bisa banget pakai Goddess Eyeshadow Palette shade Goldie, Bronze, dan Steel." Here, Indonesian and English elements coexist within the same grammatical framework to convey the intended message. The sentence begins with blend of Indonesian-English providing context and instructions, followed smoothly by the English component "Goddess Eyeshadow Palette shade Goldie, Bronze, dan Steel," which specifies the eyeshadow shades for achieving the desired look. This blending of languages within a single sentence ensures a cohesive and coherent expression.

2. Code Mixing



Muysken (2000) proposed three distinct types of code mixing: insertion, alternation, and congruence. These three types of code mixing are depicted in the chart, with 26 instances of insertion found, 1 instance of alternation found, and 7 instances of congruent found. The following examples exhibit the distinct forms of code mixing that can be seen in bilingual Instagram commercials for local beauty brands:

A. Insertion

Insertion is a process that integrates lexical items or elements from one language into another. This occurs within the structure of another language, allowing for the blending of constituents from different languages within a single linguistic context. According to Muysken (2000), insertion mainly involves the addition of words (such as nouns, adjectives, prepositions, and so on) or phrases. Within the domain of local beauty, ads on Instagram showcase two distinct methods of code mixing insertions. One method involves inserting English words into otherwise Indonesian sentences, while the other method entails incorporating English phrases into Indonesian sentences.

Most advertisers tend to insert English words within sentences structured in Indonesian grammar. The inserted words vary, but specific patterns can be observed. Primarily, nouns describing types of beauty products such as "lipstick," "concealer" "eyeshadow," "mascara," and "foundation" are commonly inserted. Another pattern involves the insertion of verbs that describe the benefits of the advertised products, such as "water-proof," "cry-proof," and "flawless." Despite each of these terms having equivalents in Indonesian, advertisers often opt for English instead. This choice is typically made to enhance the product's perceived global appeal. English terms are often used because they are widely recognized by the target consumers, which can contribute to clearer and more effective communication in advertising.

When it comes to the insertion of English phrases, it is observed that advertisements frequently use them to highlight the names of the specific products they are promoting. This trend is evident across various ad samples collected, featuring phrases like "plush lip tint," "realest lightweight concealer," "holy perfecting pressed powder," "holy lash elixir," "day to day two way cake," and many others. Local beauty brands often choose to name their products in English for several compelling reasons. Firstly, English is widely recognized as a global language, contributing to a sense of global appeal. Additionally, products bearing English names are often perceived as more prestigious, consumers may perceive products with English names as more upscale. Moreover, English names tend to be catchier compared to their counterparts in local languages, which can foster brand recognition and consumer recall.

B. Alternation

Languages that switch within a sentence while preserving their distinctive grammatical structures are known as alternations (Musyken, 2000). This type of code mixing occurs midway through the sentence, with one language being substituted for the other. This is an example of alternation code mixing in bilingual Instagram commercials for local beauty brands. "Rosé

Fam bisa banget bawa The Realest Lightweight Concealer Mini for whenever you're in need of a lift." The section of text above demonstrates alternation, where structures of two distinct languages included in the sentence are slightly separated. While the product name, "Lightweight Concealer Mini," appears in English, the line is essentially composed in Indonesian. The following clause "for whenever you're in need of a lift" (English) explains the product's usage.

C. Congruent

Congruent lexicalization involves sharing a grammatical framework across languages A and B and inserting terms from both languages arbitrarily (Muysken, 2000). Below are examples of congruent code mixing techniques used in bilingual Instagram ads for local beauty products.

The first technique involves a blend of English and Indonesian languages, in which terms from both languages take turns one after another, resulting in a combination of grammatical frameworks to form a single sentence. One example of this is in the sentence: "*Buat Goddess yang masih bingung mau check out apa di payday kali ini, boleh banget ikutin rekomendasi dari minké kalau mau makeup flawless + full coverage sepanjang hari.*" The congruent code mixing shown in this example appears as the English term "Goddess" is used to address the target audience. "Check out" and "payday" are colloquial phrases often used in retail contexts, "Makeup flawless + full coverage *sepanjang hari*" combines Indonesian ("*sepanjang hari*") and English ("makeup flawless + full coverage"). The Indonesian phrase "*sepanjang hari*" means "all day long," providing extra information about the duration, while the English terminology reflects the desired effect or quality of the makeup.

The second technique of congruent code-mixing involves blending English and Indonesian by creating new words that combine elements from both languages. For example, in one of the ad samples, the word "*di-highlight*" is formed by merging the Indonesian prefix "*di*" with the English term "highlight." This technique not only showcases linguistic creativity but also reflects the fluid integration of both languages in everyday communication. Such blended terms can make the language more relatable for bilingual speakers.

Discussion

It is noteworthy that the choice and use of a particular language as a code have become a marketable commodity (Bishop et al., 2005). Krishna & Ahluwalia (2008) explored the relationship between language choice and product marketing, demonstrating that language selection can significantly impact the efficacy of advertising, indicating that language choice plays a

crucial role in marketing and product promotion. This is evident in the diverse language choices found in advertisements for local beauty products in Instagram.

Gumperz (1964) introduced the concept of a 'linguistic repertoire,' depicting how individuals navigate communication by employing various linguistic styles to achieve specific communicative goals. This repertoire encompasses selecting different styles and languages to engage with diverse social and cultural contexts, often utilizing prevalent choices like code-switching (Fasold, 1984), where speakers alternate between two or more languages within a conversation or even within a single sentence.

Wardaugh (2006) notes that people rarely use just one code, especially in bilingual settings, where multiple codes serve various functions. As a result, speakers often transition between codes, creating new codes through code-switching, as highlighted by Mayerhoff (2018), who defines code-switching as the switching between different types of codes across sentences or clauses.

Romaine's (1995) classification of code-switching types constructs the basis for analyzing this study's findings. The data indicates that intra-sentential switching is the most prevalent phenomenon in bilingual Instagram advertisements for local beauty products, with 34 instances identified. This dominance suggests that advertisers seamlessly combine elements of two different languages within a single sentence, showcasing the adaptability and creativity of bilingual communication in marketing strategies.

This study's results are consistent with those of Mainake (2021) and Fitri & Pamungkas (2023), who also found intra-sentential switching to be the most common type of code switching in Indonesian advertisements. Their research showed that English words and phrases are often integrated into Indonesian advertisements to reach a broader consumer base and enhance the overall impact of advertising message.

Regarding the examination of code mixing, the study reveals that insertion is the most frequent form, with a total of 26 cases, followed by congruent lexicalization, which presents 7 instances. The extensive use of insertion and congruent lexicalization emphasizes the deliberate attempt to weave English into Indonesian marketing, which serves as typical linguistic tactics. This finding is consistent with the results of the study that was carried out by Herman et al. (2022), who reported identical trends in ads shown on the Indosiar TV channel. Insertion was found to be the most common form of code-mixing, according to their findings.

This study also presents findings on the least dominant types of code-switching and code-mixing. Inter-sentential switching, which involves switching languages between

sentences, is relatively rare in bilingual Instagram advertisements for local beauty products, with only ten instances identified. This finding is in parallel to the results of previous studies conducted by Mainake (2021) and Fitri & Pamungkas (2023), which both stated that inter-sentential switching was the sort of code switching that happened the least often. likewise, the use of alternation, that is a form of code-mixing that happens when distinct elements of language A and language B are used inside the same sentence or phrase, was found in just one advertisement. This inference is consistent with the findings of Herman et al. (2022), who undertook a study of 30 advertisements and failed to find any instances of alternation in their sample.

Further analysis of the data reveals a consistent pattern in how local beauty brands use a blend of languages in their advertisements. English is frequently employed to inform consumers about products and services, a practice supported by da Silva (2014). This strategic use of English helps brands tap into a broader consumer, as English is widely understood and carries a certain prestige and modern appeal. The data indicates that most advertisements incorporate English terms to highlight product names, a trend observed across all samples. This particular trend supports Mainake's (2021) findings, which focused on the use of English nouns to introduce specific products.

In addition, the data shows that English is commonly used to emphasize product benefits, making these features stand out. Examples include terms like "water-proof" and "cry-proof", which suggest emotional resilience, appealing to consumers who seek dependable beauty products. Similar to that, the term "full coverage" and the term "flawless" appear quite frequent across various ads, highlighting the comprehensive results these products offer. These terms not only describe the products but also evoke a sense of quality.

The use of English predominates in advertisements promoting body and appearance-related products or services, as noted by Da Silva (2014). This is evident in the significant presence of English terms in every advertisement from local beauty brands, coherently integrated into almost every sentence. However, this strategy of blending English with the local language does not diminish the importance of Indonesian; rather, it enhances the advertisement's appeal by balancing the two languages in promotional strategies which ensures that both languages complement each other, making the ads accessible to a wider audience.

Given the fluid nature of bilingual methods of communication in modern marketing, it is inevitable that ads for local beauty brands will eventually include English as a language of communication. By blending

English and Indonesian, advertisers are able to develop campaigns that not only capture consumers but also convince them regardless of what language they speak.

CONCLUSION & SUGGESTION

Conclusion

In conclusion, the analysis of bilingual Instagram advertisements for local beauty products provide light on the interplay between language choice and marketing strategies. The findings supported existing theories proposed by Fasold (1984) highlighting the presence of code switching and code mixing as effective language choice in advertising contexts. The study in line with theory of Romaine (1995) about the form of code switching which divided into inter-sentential switching and Intra-sentential switching. The dominance of intra-sentential switching underscores the smooth blend of English and Indonesian languages within the same sentence, reflecting the fluidity of communication strategies employed by advertisers. Moreover, Muysken's (2000) classification of code mixing further explains the nuanced ways in which languages are intertwined in ad narratives. The predominance of insertion and congruent forms suggests a deliberate effort to incorporate English terms into Indonesian discourse, potentially to appeal to a wider audience or convey a sense of modern and sophistication. This strategic choice of language aligns with the goal of advertisements to communicate product names, benefits to consumers in an effective way. All in all, the study highlights the importance of language choice in marketing and the need for advertisers to tailor their language choice to suit the expectations of their target consumers. Understanding the intricacies of language choice and application of code switching and code mixing leads advertisers to create more engaging and appealing advertisements that resonate with consumers on the next level. This not only improves brand recognition but also nurtures stronger connections with consumers, which driving brand sales. In essence, the study provides insights into the role of language choice within the realm of local beauty product advertising on Instagram.

Suggestion

This study contributes insights into the language choice strategies applied in Instagram advertisements for local beauty products. However, to further enrich our comprehension of language choice, future research endeavors could explore the motivations that drive advertisers to select specific languages over others. This could involve conducting interviews or surveys with marketers or consumers to uncover their answers, related to language choice in advertising. By delving deeper into the rationale behind language choice, future study can

gain deeper insights into the cultural, social factors that influence consumer behavior.

Furthermore, expanding the scope of research to include a more diverse pool of respondents would enhance the applicability of findings. Instead of focusing solely on local beauty products, future studies could incorporate advertisements from a wider range of industries and products. By examining advertising practices across different sectors, researchers can identify similarities and differences in language choice strategies in engaging target consumers. In addition, exploring the impact of language choice on consumer perceptions and purchase intentions across diverse market segments can provide great advices for marketers seeking to optimize their advertising campaigns.

Incorporating a broader array of advertising content would allow further study to explore how language choice varies across different contexts and demographics. This approach would offer a comprehensive understanding of the efficacy of bilingual advertising.

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APPENDIX

Forms of Code Switching and Code Mixing in Instagram
Ads for Local Beauty Products

Text	Code Switching		Code Mixing		
	Inter-sentential	Intra-sentential	Insertion	Alternation	Congruent
“We know you’ll love it. Siapa disini yang lagi crazed banget sama cool toned lippies ?” (Datum 1)	✓				
“Siapa disini yang lagi crazed banget sama cool toned lippies ?” (Datum 2)		✓			✓
“Worry not, karena		✓	✓		

Plush Lip Tint is here to fulfill your hunger of muted, cool, winter, cool tone lip shades.” (Datum 3)					
“Kira-kira kalian ngincer shades yang mana nih?” (Datum 4)		✓	✓		
“Looking snatched has never been this compact. Rosé Fam bisa banget bawa The Realest Lightweight Concealer Mini for whenever you’re in need of a lift.” (Datum 5)	✓				
“Rosé Fam bisa banget bawa The Realest Lightweight Concealer Mini for whenever you’re in need of a lift.” (Datum 6)		✓		✓	
“Aplikasikan concealer berwarna cerah pada area yang ingin di- highlight , lalu baurkan.” (Datum 7)		✓			✓
“Aplikasikan concealer berwarna cerah pada area yang ingin di- highlight , lalu baurkan. Now, your makeup is refreshed and you stay looking #TheRealestYou.” (Datum 8)	✓				
“DISC UP TO 40%?! Emang Boleh se-diskon ini????” (Datum 9)	✓				
“Buruan listing sih wishlist kamu sekarang juga biar pas datang ke Bandung x Beauty nanti bisa langsung sat set.” (Datum 10)		✓	✓		
“Pst bakal ada flash sale product limited time only loh, stay tune terus di instagram dan mampirin terus booth Somethinc di #BandungxBeauty2023 ya!” (Datum 11)		✓			✓

"10x ACNE COMBAT POWER. JERAWAT KERING DALAM 1 MALAM" (Datum 12)	✓				
"DARURAT JERAWAT? Acne Shot AC Overnight Treatment Spot Cream to the rescue!" (Datum 13)	✓				
"Krim total jerawat dengan 10X Acne Combat Power untuk:" (Datum 14)		✓	✓		
"Uji panel 100 subjek, jerawat ringan sedang. Get your acne shot down!" (Datum 15)	✓				
"Holy Perfecting Pressed Powder. Mengandung Squalane Oil." (Datum 16)	✓				
"Mengandung Squalane Oil." (Datum 17)		✓	✓		
"Ringan. Full Coverage." (Datum 18)	✓				
"Racun Payday Alert:" (Datum 19)		✓	✓		
"Edisi Full Coverage Pressed Powder !!□" (Datum 20)		✓	✓		
"Buat Goddess yang masih bingung mau check out apa di payday kali ini, boleh banget ikutin rekomendasi dari minké kalau mau makeup flawless + full coverage sepanjang hari." (Datum 21)		✓			✓
"Holy Perfecting Pressed Powder tersedia dalam 6 shades yang cocok untuk skintone wanita Indonesia." (Datum 22)		✓	✓		
"Shades mana nih yang jadi #PerfectShadesMate Goddess?" (Datum 23)		✓	✓		
"Panggilan buat Goddess yang butuh mascara yang melentikkan tapi ga bleber dan bikin mata panda!" (Datum 24)		✓	✓		
"Kamu bakalan cocok sama Holy Lash Elixir karena formulanya waterproof & transferproof jadi ga ada lagi mata hitam kayak panda apalagi setelah beraktifitas seharian." (Datum 25)		✓	✓		
"Pengen cobain mascara ini Goddess?" (Datum 26)		✓	✓		
"Reply alasan kamu pengen punya produknya dan yang beruntung bakalan Looké ketuk DMnya!" (Datum 27)		✓	✓		
"Flawless dan sat-set jadi lebih mudah dengan Day to Day		✓	✓		

Squalane Oil." (Datum 17)					
"Ringan. Full Coverage." (Datum 18)	✓				
"Racun Payday Alert:" (Datum 19)		✓	✓		
"Edisi Full Coverage Pressed Powder !!□" (Datum 20)		✓	✓		
"Buat Goddess yang masih bingung mau check out apa di payday kali ini, boleh banget ikutin rekomendasi dari minké kalau mau makeup flawless + full coverage sepanjang hari." (Datum 21)		✓			✓
"Holy Perfecting Pressed Powder tersedia dalam 6 shades yang cocok untuk skintone wanita Indonesia." (Datum 22)		✓	✓		
"Shades mana nih yang jadi #PerfectShadesMate Goddess?" (Datum 23)		✓	✓		
"Panggilan buat Goddess yang butuh mascara yang melentikkan tapi ga bleber dan bikin mata panda!" (Datum 24)		✓	✓		
"Kamu bakalan cocok sama Holy Lash Elixir karena formulanya waterproof & transferproof jadi ga ada lagi mata hitam kayak panda apalagi setelah beraktifitas seharian." (Datum 25)		✓	✓		
"Pengen cobain mascara ini Goddess?" (Datum 26)		✓	✓		
"Reply alasan kamu pengen punya produknya dan yang beruntung bakalan Looké ketuk DMnya!" (Datum 27)		✓	✓		
"Flawless dan sat-set jadi lebih mudah dengan Day to Day		✓	✓		

Two Way Cake dengan kandungan Vitamin E yang dapat melembapkan kulit, ringan dan mampu samarkan pori.” (Datum 28)					
“Memiliki oil-control formula dan cocok untuk semua jenis kulit.” (Datum 29)		✓	✓		
“Tersedia 6 pilihan shades yang bisa kamu sesuaikan dengan skintone kamu.” (Datum 30)		✓	✓		
“Tersedia refill juga loh!” (Datum 31)		✓	✓		
“Yuk, segera dapatkan produknya di Official Online Store dan Offline store favoritmu sekarang!” (Datum 32)		✓	✓		
“ 1st Keychain Lipstick di Indonesia!” (Datum 33)		✓	✓		
“ Day to Day Keychain Lip Bullet hadir dengan formula yang nyaman digunakan sehari-hari, warna pigmented dan dapat samarkan garis bibir.” (Datum 34)		✓	✓		
“Setiap pembelian sudah disertai dengan keychain /gantungan kuncinya.” (Datum 35)		✓	✓		
“Tersedia 5 pilihan shades yang cocok untuk kulit terang hingga sawo matang.” (Datum 36)		✓	✓		
“Jadi, tertarik checkout shade mana nih, Implovers? ” (Datum 37)		✓	✓		
“ October is here and we’re bringing back our favorite color of the fall season! Prediksi kita sih warna yang akan trend bulan ini warna coklat dan kuning kayak warna musim gugur.” (Datum 38)	✓				

38)					
“Buat bikin look yang fall-theme , kamu bisa banget pakai Goddess Eyeshadow Palette shade Goldie, Bronze, dan Steel. ” (Datum 39)		✓			✓
“Pssst... kalau dipakai buat Halloween night oke juga, lho!” (Datum 40)		✓	✓		
“Coba comment dong, kalian akan pakai fall-themed eyeshadow colors ini pakai lip product ESQA yang mana?” (Datum 41)		✓			✓
“ Say goodbye deh sama makeup yang cakey. ” (Datum 42)		✓			✓
“ ESQAddict sih setuju, coba geser buat tau apa kata mereka tentang powder foundation ESQA. ” (Datum 43)		✓	✓		
“Absen dong, siapa yang suka Flawless Powder Foundation juga?” (Datum 44)		✓	✓		