

ANALYSIS OF CODE-MIXING USAGE IN TEEN INTERACTIONS ON INSTAGRAM

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Abstract

This study aims to analyze the mixed forms of code used by adolescents in their interactions on Instagram and to identify the factors that encourage this phenomenon. This study is grounded in the increasing role of social media as a communication platform that fosters the emergence of new language variations, particularly code-mixing. Instagram, a popular platform among teenagers, provides communication tools that support flexible language use. This research employed a qualitative descriptive approach, with data collected through observation of adolescent interactions on Instagram. The analysis focused on identifying types of code-mixing, including lexical insertions, phrasal structures, and morphological adaptations, as well as examining the social, cultural, and technological factors influencing this phenomenon. Findings indicate that code-mixing is dominated by the insertion of English vocabulary or phrases into Indonesian, often adapted with Indonesian affixes. Key factors driving this practice include the role of social media as a language dissemination tool, exposure to popular culture, cross-cultural interactions online, social environments, and the construction of linguistic identity. This phenomenon functions not only as a means of communication but also as a marker of identity, creativity, and social group affiliation. Although this phenomenon enriches linguistic diversity, raising awareness is essential to preserve the proper and formal usage of Indonesian.

Keywords: Code-Mixing, Adolescents, Instagram.

INTRODUCTION

Language as the main means of communication is dynamic, continuing to undergo changes and variations with the times (Iswatiningsih, 2024). According to Poedjosoedarmo (2006), these changes are not only influenced by internal factors such as language structure, but also by external factors such as technological developments and patterns of social interaction. In today's digital era, social media has become a very dominant interaction space, especially for the younger generation. Platforms such as Instagram, TikTok, and Twitter provide a fast, creative, and free communication environment, thus encouraging the formation of new language variations (Nurjamilah et al., 2025). One of the linguistic phenomena that stands out in this context is code mixing, which is the use of two or more languages in one speech or discourse. This phenomenon reflects the openness of speakers to the influence of foreign languages while describing their social and cultural identities in cyberspace.

According to Suwito (1983), Kristina (2019) & Warsiman (2014), code mixing is an event of mixing two or more languages in one speech, either in the form of words, phrases, or clauses. In interactions on social media, this phenomenon often appears as a form of expression that is considered more attractive, modern, or in accordance with a certain community's communication style. The emergence of code mixing is generally influenced by various factors, such as the social background of the speaker, the communication situation, and the identity that is to be displayed (Indra, 2008). In addition, Purba et al., (2024) added that for some teenagers, the use of mixed codes is a means to show familiarity with global trends, strengthen group bonds,

or simply follow the language style that is popular in their environment. Thus, code mixing not only serves as a medium of communication, but also as a marker of social and cultural identity in the digital age.

According to Iswatiningsih (2022), the younger generation, especially teenagers, are the most active and creative group of social media users in expressing language. They utilize various digital platforms to communicate, share information, and express themselves, with Instagram as one of the main mediums. Through features such as uploading photos, videos, stories, reels, to comment columns and personal messages, teenagers form unique communication patterns and often give rise to language innovations. This creativity can be seen in the choice of words, the use of mixed language, and the creation of new terms that then become a trend among peers. In this context, Instagram not only functions as a medium for sharing visual content, but also as a forum for the development of linguistic phenomena such as code mixing that reflects the dynamics of language in the digital age.

Instagram, as one of the most popular social media platforms among teenagers, offers a variety of features such as feeds, stories, reels, and direct messages that facilitate communication in various forms. This diversity of features allows users to customize language styles according to the context, from formal language when conveying public information to casual language full of code mixing when interacting with close friends. Instagram's visual, fast, and interactive digital environment encourages language flexibility, where mixing Indonesian with foreign languages, especially English, is commonplace and widely accepted. This condition makes Instagram not only a content sharing space, but also a dynamic arena for language development, while strengthening the phenomenon of code mixing as part of adolescents' daily communication.

The study of code mixing on Instagram has important relevance in understanding the dynamics of language development in the digital age. This phenomenon not only reflects changes in communication patterns, but also shows how adolescents are using language to build social identities and adapt to global trends. The influence of globalization, which is strengthened by access to information and cross-cultural interaction through social media, has made mixing codes an integral part of the communication style of the younger generation. Therefore, this study plays a role in providing a clearer picture of the relationship between language choice, identity, and external factors that influence.

The purpose of this study is to analyze the mixed forms of code used by adolescents in interaction on Instagram, including the insertion of words, phrases, clauses, and other forms. In addition, this study also aims to identify the factors that encourage code mixing, both from social, cultural, and digital media aspects, so as to provide a comprehensive understanding of the language phenomenon among the younger generation.

RESEARCH METHODS

This study uses a qualitative approach with a descriptive method. According to Sugiyono (2012), the descriptive method aims to explain in detail about the phenomenon that occurs. Data was collected through documentation of screenshots of uploads, comments, and direct messages uploaded by teenage active Instagram users. The research subjects were selected using the purposive sampling technique, which is to select informants who meet the criteria: aged between 15–19 years, actively use Instagram, and often display code mixing in their online communications.

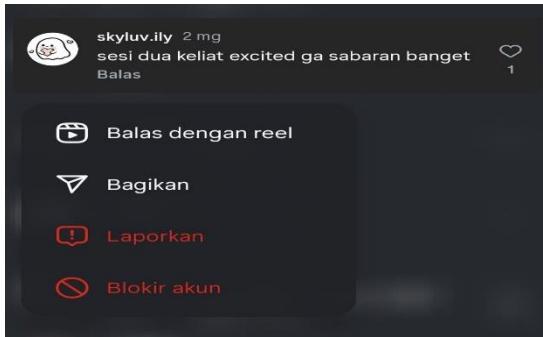
Data collection was carried out through content observation over a period of time, complemented by semi-structured interviews with multiple informants to explore the reasons and context for the use of mixed codes. The data obtained is then categorized based on mixed forms of code such as the insertion of words, phrases, clauses, or whole sentences and analyzed to identify the social, cultural, and technological factors that influence them. Data analysis follows the stages of data reduction, data presentation, and conclusion drawing according to the Miles and Huberman model. The validity of the data is maintained by triangulation techniques

of sources and methods to ensure that the research results are accurate and accountable.

RESULTS AND DISCUSSION

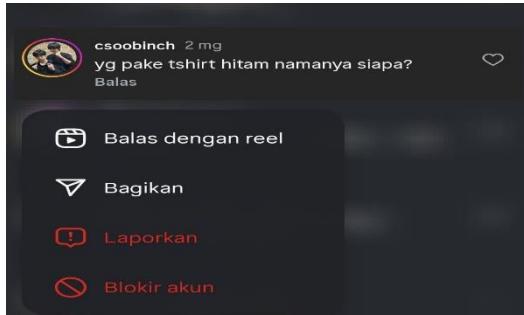
Based on data analysis, it was found that the phenomenon of code mixing is quite prominent in adolescent interactions on Instagram. The use of mixed code can be seen in various forms of communication, ranging from the insertion of foreign language elements in Indonesian to the mixing of different language structures in one speech. This pattern appears consistently in posts, comment columns, and private conversations, suggesting that code mixing has become a common and accepted communication strategy among teens.

Figure 1. Screenshot of an Instagram Comment with User Interaction Options



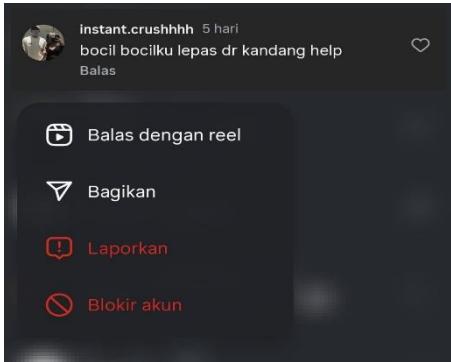
The sentence "sesi dua keliat excited ga sabaran banget" is an example of a code mix in which the English element, namely the word "excited", is inserted into the sentence structure in Indonesian. The resulting code mix includes a type of insertion, in which vocabulary from another language is inserted without changing the main order of the language used. In this context, "excited" serves as an adjective that describes feelings of enthusiasm or impatience, and is used in its original form without morphological adjustment into Indonesian. The use of English vocabulary like this often appears in adolescent communication on social media because it is considered more expressive, modern, and in accordance with the style of online social language. This phenomenon reflects the influence of language globalization through digital media, where the choice of foreign words can build a certain image and become part of the linguistic identity of certain social groups.

Figure 2. Screenshot of an Instagram Comment Featuring User Interaction Options



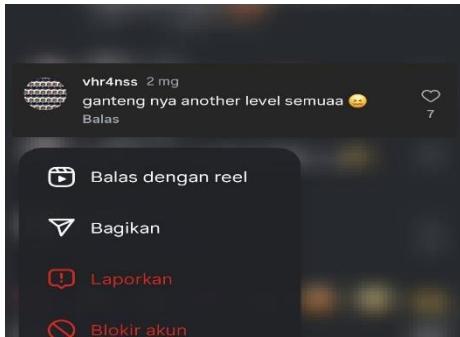
The sentence "who wears a black tshirt, whose name is it?" shows a mixture of codes in the form of inserting the word "tshirt" from English into the structure of Indonesian sentences. This form of code mixing includes insertion (insertion of vocabulary) and is external code-mixing because it involves a foreign language that is different from the main language used. The word "tshirt" is used to refer to the type of clothing (t-shirt) and is inserted directly without any morphological change or spelling adjustment to the Indonesian form such as "t-shirt" or "t-shirt". This word choice can reflect the speaker's language habits that are exposed to English vocabulary through social media, fashion, or popular culture. In addition, the use of the word "tshirt" gives a nuance of a language style that is considered more trendy and slangy, in accordance with the linguistic identity of some teenagers in the digital communication space. This phenomenon shows how the lexical elements of foreign languages can be integrated into everyday conversations as a result of cross-linguistic interaction in the era of globalization.

Figure 3. Screenshot of an Instagram Comment Featuring User Interaction Options



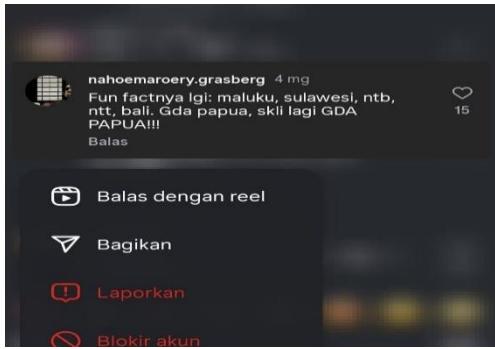
The sentence "bocil bocil lepas dari kacage help" is an example of a code mix that combines Indonesian and English in one speech. The element of code mixing is located in the word "help" which comes from English and is inserted at the end of the Indonesian sentence. The form includes insertion or insertion of words, and is classified as outer code-mixing because it involves a foreign language outside the main language. The word "help" serves as a spontaneous call or expression that hints at a request for help or an emphasis on a situation that is perceived as funny or dramatic. In the context of social media, the use of this word is often not always intended literally, but rather to add a humor, irony, or dramatization effect in the delivery of the message. The choice of the word "help" compared to the Indonesian equivalent such as "tohelp" shows the influence of the internet language style popularized through memes, entertainment content, and global interaction on digital platforms. This phenomenon illustrates how the younger generation adapts foreign language vocabulary not only for communication functions, but also to form certain identities and nuances in interacting online.

Figure 4. Screenshot of an Instagram Comment Featuring User Interaction Options



The sentence "handsome, another level all" is an example of a code mix that combines Indonesian and English in one sentence structure. The element of code mixing is found in the phrase "another level" which comes from English and is inserted in the middle of an Indonesian sentence. This form includes the insertion or insertion of phrases, and is classified as outer code-mixing because it involves a foreign language outside the main language. The phrase "another level" is used to emphasize that the level of handsomeness in question is very high or extraordinary, and in the context of adolescent conversations on social media, this phrase is often used as a hyperbolic expression that is more expressive than the Indonesian equivalent such as "another level" or "extraordinary". The choice of English phrases reflects the influence of global language trends that are developing on the internet and popular culture, where the use of foreign terms is considered to be able to strengthen slang styles, give a contemporary impression, and build the social identity of speakers in the digital community. This phenomenon suggests that code mixing serves not only as a communication tool, but also as a language-style strategy to add to the appeal of the message.

Figure 5. Screenshot of an Instagram Comment Featuring User Interaction Options



The phrase "fun fact" again: maluku, sulewesi, ntb, ntt, bali. Gaada Papua, once again GAADA PAPUA!!" contains a mixture of codes that appear in the phrase "fun fact". This phrase is a combination of the English vocabulary "fun fact" with the suffix "nya" from Indonesian, thus forming a hybrid form that shows a morphological adaptation to foreign elements. This type of code mixing includes insertion (insertion of foreign phrases) and is classified as outer code-mixing because it involves English in the structure of Indonesian sentences. The use of "fun fact" here serves to introduce information that is considered interesting or surprising, while the addition of "his" gives a sense of ownership or emphasis typical of the Indonesian language. This phenomenon is prevalent among teenagers and social media users because it gives the impression of relaxing, socializing, and following a globally popular language style. The integration of foreign elements with the Indonesian affix shows the flexibility of language in adapting to external influences, as well as indicating that code mixing is not just the insertion of vocabulary, but also involves the creativity of the speaker in forming a distinctive and easily recognizable language style in the digital realm.

Figure 6. Screenshot of an Instagram Comment Featuring User Interaction Options



The sentence "So sweet really deek ahk" is an example of a code mix that combines English and Indonesian in one speech. The element of code mixing is found in the phrase "so sweet" which comes from English, used at the beginning of a sentence, and followed by Indonesian elements such as "banget" and "deek ahk". This type of code mixing includes insertion (insertion of foreign phrases) and is classified as outer code-mixing because it involves a foreign language in the structure of the main language. The phrase "so sweet" serves as an expression of appreciation or admiration which means "very sweet" or "adorable" figuratively. In the context of adolescent slang, this expression was chosen because it sounds more expressive and emotional than the Indonesian equivalent such as "very sweet". The insertion of this phrase also reflects the influence of internet language styles and global popular culture, where English expressions are often used to give a contemporary feel, a relaxed style, and establish a certain linguistic identity. This phenomenon suggests that code mixing serves not only as a communication tool, but also as a language-style strategy to reinforce the speaker's emotions and social image, especially in social media and informal interactions.

Based on the results of the research described above, the factors that drive the occurrence of code mixing in adolescent interactions on Instagram can be identified as a combination of social, cultural, and technological influences. First, social media itself is the main catalyst. Instagram's

features such as feeds, stories, and direct messages create a flexible communication space, allowing teens to easily blend Indonesian and foreign languages without formal restrictions. Second, popular culture accessed through music, movies, fashion, and content creators also introduces new vocabulary and expressions from foreign languages, especially English, which are then adopted in daily interactions. Third, adolescents' social environments both in the real and virtual worlds motivate the use of mixed codes as a form of self-adjustment, markers of group membership, and trendy self-image building strategies. Fourth, the influence of globalization and cross-cultural interaction accelerates the process of adopting foreign terms, especially due to exposure to information and communication with people from different language backgrounds. Fifth, the aspect of linguistic identity also plays a role, where adolescents use mixed codes to show creativity, familiarity, and language styles that are considered modern. All of these factors interact with each other, creating a phenomenon of code mixing that is not only functional, but also part of the lifestyle and way of communication of the younger generation in the digital era.

CONCLUSION

Based on the results of the study, it can be concluded that the use of mixed codes in adolescent interactions on Instagram is a linguistic phenomenon influenced by various social, cultural, and technological factors. Social media, especially Instagram, provides a dynamic and free communication space, thus encouraging the mixing of Indonesian and foreign languages, especially English, both in the form of words, phrases, and morphological adaptations. Factors such as popular culture, social environment, cross-cultural interaction, and the desire to build a modern self-image are strong drivers of the emergence of this phenomenon. Mixing codes in adolescents not only serves as a means of communication, but also as an expression of identity, creativity, and a marker of membership of a particular social group. Although this phenomenon enriches language variations and reflects adaptation to globalization, there is a need for awareness to maintain the good and correct use of Indonesian so that language development does not erode national cultural identity. Thus, this study provides an idea that mixing codes in social media is a complex language symptom, as well as a reflection of the dynamics of language in the digital era.

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