



## CODE SWITCHING IN NATURALIZED INDONESIAN FOOTBALL PLAYERS' INSTAGRAM CAPTION

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**Abstract:** This research investigates the phenomenon of code-switching in Instagram captions by seven naturalized Indonesian football players, with a particular focus on how audience perceptions are affected. Using Poplack's code-switching theory (1980), this study analyzes the use of Indonesian and English code-switching in 2024 Instagram posts. This research used qualitative method to collect data from 2024 Instagram posts of naturalized football players. The research results show that 43 code-switching was found in naturalized Indonesian football players' Instagram captions. 21% are intra-sentential switching, and 79% are inter-sentential switching. Meanwhile, no tag switching is identified. A number of code-switching are dominated by inter-sentential code-switching. The 70 comments received from the audience were overwhelmingly positive, with 93% of respondents praising and supporting the players' adaptation to Indonesian culture and 7% negative responses indicating that the audience had high expectations of the players' performance. In conclusion, this research highlights the frequent use of code-switching in Instagram captions by naturalized Indonesian football players. This enables players to communicate more effectively and represent their diverse backgrounds, which positively shapes audience perception

**Key Terms:** *code-switching, instagram caption, naturalized football players*

Received: October, 08, 2024

Accepted: November, 15, 2024

Published: December, 30, 2024

### INTRODUCTION

Humans are inherently social creatures who require interaction and communication with one another. To express their feelings, ideas, and opinions effectively, people need tools that facilitate connection, with language being the most common means of communication (Dewi, 2021). Language serves as a basic tool for connecting members of society, allowing

individuals to exchange thoughts, feelings, and emotions. The ability to speak two languages has become widespread in people's daily lives today, a phenomenon known as multilingualism or bilingualism (Situmorang et al., 2023). Individuals who communicate bilingually or multilingually have the ability to select and switch between languages when speaking (Candra & Qodriani, 2018). Because language is one of the most significant types of behavioral symbols used by humans and a crucial part of a group's identity, code-switching can happen (Bilillah & Arkan, 2022). Lubis et al. (2017) explain that these bilingual speakers frequently mix or shift between languages, engaging in code-switching as a natural part of their communication.

Code-switching is done to convey a message to the other person. If the speaker's language used to transmit meaning or message is not understood by the interlocutor, the speaker must replace it with another language that is comprehended by the message's recipient or the interlocutor (Kamariah & Ambalegin, 2019). Nowadays, interactions between people on social media platforms frequently involve the use of a variety of languages (Julitayanti & Marantika, 2023). Social media is the most popular area to find code-switching since many people utilize social media to communicate their views and feelings through language (Wiraputri et al., 2021). Code-switching is a prevalent phenomenon on social media platforms where people talk online. Instagram has become one of the most popular social media applications where conversation clearly exhibits code-switching (Ismail & Abdullah, 2023). Many people use Instagram to immortalize their images or short videos. On the other hand, to keep the photo or video engaging for the followers, the user frequently adds a caption to the photo or video (Ilmiana et al., 2022).

According to Poplack (1980), code-switching is classified into three types. The first is intra-sentence code-switching, a language change within a sentence, usually between words or phrases. In this situation, some words are written in one language, while others are written in another language. For example, in English-Spanish, "Leo un magazine". This statement begins in Spanish, then changes to English for the word "magazine." Then, inter-sentence code-switching is a switch between two languages after completing a sentence in one language and starting the following sentence in another language. When bilinguals say, "No ti~nen ni tiempo. Sometimes for their own kids, and you know who I'm talking about." Lastly, tag-switching. It involves inserting a tag, parenthetical, exclamation marks, sentence filler, or idiomatic term from one language into another sentence. For example, when a bilingual says, "I can understand that you don't speak Spanish, verdad?" They start with English and the last word in Spanish ends with a question mark.

There have been several previous researches about code-switching in Instagram captions. Clara and Inggitajna (2021) conducted research about the type and function of code-switching in Sunnydahye's Instagram caption using McArthur's theory. The researchers discovered that just three of the code-switching types are used. There were intra-sentential switching, inter-sentential switching, and intra-word code-switching. The most common type was intra-sentential switching. Meanwhile, the most commonly used function of code-switching in her Instagram captions was message qualification. Damayanti and Santika (2022) conducted research on code-switching in photo and video captions on Angela Tanoesoedibjo's Instagram account. This research applied Poplack and Romaine's theories. The researchers found that there were three types of code switching. There were 6 tag switches, 42 intra-sentence switches, and 16 inter-sentence switches. Intra-sentential is the most common type.

Five language functions were discovered, including expressive, informative, directive, aesthetic, and phatic.

Januartini (2023) examined the types of code-switching in Tasya Kamila's Instagram captions using Poplack, Apple, and Muysken's theories. The results of the study found all types of code-switching, namely tag switching (7.05%), inter-sentential switching (37.47%), and intra-sentential switching (55.48%). The most common type in Tasya Kamila's Instagram caption is intra-sentential switching. The functions of code-switching are classified into five categories such as expressive (37.93%), referential (32.19%), metalinguistic (12.64%), directive (10.34%), and phatic (6.90%). No code-switching data with poetic function was discovered in the data. The most prominent function of Tasya Kamila's Instagram caption is the expressive function. Lestari et al. (2022) examined the types of code-switching in Nofitah's Instagram captions using Appel and Muysken's theory and the causes of code-switching using Hoffman's theory. Intra-sentential switching is the most frequently used type (52.14%), followed by inter-sentential switching (40.00%) and tag switching (7.86%), which is the least frequently used type of code-switching.

This research addresses the same issue, specifically code-switching in Instagram captions. However, in the previous research, no further research was done on how the code-switching in their Instagram captions affects the perceptions of their audience on Instagram. The researchers chose to examine code-switching in the Instagram captions of naturalized Indonesian football players using Poplack's theory.

The presence of naturalized players on the Indonesian National Football Team significantly impacts the team's success. Naturalized players who were previously nationals of the Netherlands, Belgium, and Spain demonstrated a sense of patriotism after becoming Indonesian citizens. This is evident in their efforts to learn Indonesian, as well as the frequent use of Indonesian sentences or words on their social media accounts, particularly Instagram. This has attracted the attention of researchers to analyze the types of code-switching found in the Instagram captions of naturalized Indonesian football players.

This research aims to analyze the types of code-switching found in the Instagram captions of naturalized Indonesian football players and the audience's response. Furthermore, this study attempts to bridge the gap in understanding how code-switching not only shows their adaptation to a new cultural identity but also serves as a means of interacting with both local and global audiences, influencing how their followers perceive them.

## **METHOD**

This research used a qualitative method, examining Instagram captions with non-numerical data. The primary data source consisted of captions from Instagram posts in 2024 by seven naturalized Indonesian national football team players. Secondary data sources include papers, theses, and websites with material related to this topic. A total of 43 posts were selected and all captions in the posts were analyzed. The data for this research were captions comprising instances of code-switching from various Instagram posts by naturalized national football team players. Additionally, this research collected a total of 70 comments to be examined. The researchers took 10 comments from each of the seven naturalized football players' accounts, to assess how code-switching influences their audience. Researchers collected data using a

documentation technique, finding captions that contained code-switching and classifying them according to the type of code-switching. The researchers also gathered comments and categorized them based on whether they were positive or negative. The content analysis technique was used to examine the data. The data analysis processes included reading the Instagram captions, accumulating and categorizing captions based on the types of code-switching, and then drawing conclusions based on the analysis.

## FINDINGS AND DISCUSSIONS

### Findings

#### Types of Code Switching

The researchers found that the Instagram captions analyzed from the accounts of Jay Idzes, Calvin Verdonk, Sandy Walsh, Ivar Jenner, Justin Hubner, Ragnar Oratmangoen, and Jordi Amat contained 43 instances of code-switching. The types of code-switching found in the Instagram captions of naturalized Indonesian football players can be seen in the table below.

**Table 1. The percentage of the occurrence types of code-switching in naturalized Indonesian football players' Instagram captions.**

No	Types of Code Switching	Frequency	Percentage (%)
1	Intra-sentential switching	9	21%
2	Inter-sentential switching	34	79%
3	Tag switching	0	0%
<b>Total</b>		43	100%

Based on Table 1. This research found only two of the three code-switching types in the Instagram captions of naturalized Indonesian football players. This research showed nine (9) instances of intra-sentence code-switching with a percentage of 21% and thirty-four (34) instances of inter-sentence code-switching with a percentage of 79%. Meanwhile, no tag switching is detected. Inter-sentential switching is the most common type in naturalized Indonesian football players' Instagram captions.

#### 1. Intra-Sentential Switching

The following are extracts of Intra-sentential switching in the Instagram caption of naturalized Indonesian football players.

##### Data 1

*"Aura yellow card."*

The caption above illustrates an intra-sentential switching. The sentence "Aura yellow card" combines two languages, "Aura" in Indonesian and the English phrase "yellow card," into a single sentence. The word "Aura" describes the energy or impression that a person displays as their attraction. The expression refers to a particular incident or event. In this case, referring to the context of sports, where a "yellow card" indicates a warning given to a player.

##### Data 2

*"Terima kasih everyone!!"*

The caption above shows intra-sentential switching. This sentence, "Terima kasih everyone!!," is multilingual because it combines the Indonesian term "Terima kasih" with the English word "everyone." The phrase "Terima kasih" is used to express gratitude to someone, namely the national team's supporters. This sentence transition shows the players' connection to both cultures by expressing their gratitude for all the fans' support.

### **Data 3**

*"Terima kasih untuk support."*

The caption above shows intra-sentential switching. The phrase "Terima kasih untuk support" combines the Indonesian phrase "Terima kasih untuk" and the English word "support" into one statement. The use of the English word "support" underlines the speaker's thankfulness for the encouragement received, demonstrating their connection to both cultures.

### **Data 4**

*"Pagiiii, we made HISTORY!!"*

The caption above illustrates intra-sentential switching. This line, "Pagiiii, we made HISTORY!!" mixes the Indonesian greeting "Pagiiii" with the English phrase "we made HISTORY!!," combining the two languages into a single sentence. This caption conveys joy and celebration, indicating that a big achievement has occurred. The use of "Pagiiii" conveys a friendly message, while the statement "We made HISTORY!!" emphasizes the importance of celebrating the accomplishment.

### **Data 5**

*"Pov : Botak making dua."*

The caption depicts intra-sentential switching. The sentence "Pov: Botak making dua" mixes the English acronym "Pov," which stands for "Point of View," with the Indonesian word "Botak," and the Arabic term "dua," which means prayer. Combining languages in one sentence gives a dynamic and fascinating expression. The word "Pov" implies a specific point of view, but "Botak making dua" highlights the bald person's prayer. The use of multiple languages in the caption effectively conveys relevant messages to various audiences.

## **2. Inter-Sentential Switching**

The following are extracts of Inter-sentential switching in the Instagram caption of naturalized Indonesian football players.

### **Data 1**

*"A strong beginning sets the pace. We take one point, but the next one we aim for more! Kita lakukan ini bersama-sama."*

The caption above shows inter-sentential switching between English and Indonesian. The beginning of the caption states, "A strong beginning sets the pace. We take one point, but the next one we aim for more" This is written in English to express determination and a higher target after achieving a certain goal. However, the language then switches to Indonesian in the following statement: "kita lakukan ini bersama-sama," which emphasizes the team effort in achieving the next goal.

## **Data 2**

*"Maju tak gentar! 100% for Indonesia."*

The caption above depicts inter-sentential switching between Indonesian and English. The first sentence, "Maju tak gentar!" is written in Indonesian and conveys a strong message of strength and commitment. The next sentence, "100% for Indonesia," switches to English and shows the passion and total commitment to the country.

## **Data 3**

*"On to the next round! Terima kasih banyak."*

The first statement, "On to the next round!" is written in English, expressing joy and optimism for the next match. In the following sentence, it changes to Indonesian "Terima kasih banyak," which expresses gratitude. This change in sentences from English to Indonesian shows inter-sentential switching.

## **Data 4**

*"We are ready. Ayo Indonesia!"*

The caption above illustrates inter-sentential switching between English and Indonesian. The first statement, "We are ready," is in English and expresses readiness and confidence. The language then switch to Indonesian, "Ayo Indonesia!" which represents the call and spirit to defend the nation.

## **Data 5**

*"Let's bring home the win tonight. Bersatu kita kuat!"*

The caption above shows inter-sentential switching between English and Indonesian. The opening statement, "Let's bring home the win tonight," is written in English to emphasize motivation and drive to win. The following statement, "Bersatu kita kuat!" emphasizes togetherness and strength.

### **3. Tag Switching**

An examination of the language used in the Instagram captions of naturalized national team players reveals the absence of tag switching. Tag switching often entails putting tags from one language, such as phrases, exclamations, or interjections, into a text written primarily in another. Naturalized players' captions frequently reflect a fluid blend of languages, such as merging Indonesian and English. However, they avoid utilizing unique tags or words that may stand on their own in sentences.

### **Responses of Audience**

Data for comment analysis were gathered from each naturalized Indonesian football player's Instagram comment section. This study focuses on audience response; comments were collected from the players' numerous Instagram posts. Ten comments from each naturalized player made up a total of 70 comments that were chosen for analysis. The comments were divided into positive and negative responses. Positive feedback often includes praise for the player's performance, professions of support, and excitement about their commitment to the squad. In contrast, negative feedback was critical of the player's performance. The table below displays the analysis of audience response to naturalized Indonesian football players' Instagram captions.

**Table 2. Audience response from Instagram comments.**

<b>Response</b>	<b>Total Comments</b>	<b>Percentage (%)</b>
<b>Positive</b>	65	93%
<b>Negative</b>	5	7%
<b>Total</b>	70	100%

Based on Table 2. The audience response analysis reveals that the naturalized Indonesian player's Instagram post received 70 comments. The dominant response is positive, with 65 positive comments (93%) of the total responses and 5 negative comments (7%).

From positive comments, many appreciated the players' skills and contributions. For example, comments like *"You play like an EPL player broohhh. Beast"* and *"Thank you for playing for Indonesia"* praised the players' skills and dedication. Other comments also praised the player's contribution to his success in bringing glory to the nation with the phrase *"Forever...for Indonesia Raya"*. Several comments also supported the player, such as *"Ivar Jenner jaya"* and *"Menyala Ivar Jaya,"* which showed the closeness among fans who support their national team. Furthermore, the comment *"The foundation of the nation"* followed by *"Btw boleh di revisi kata trimakasih untuk support, jadi trimakasih supportnya bang"* shows a positive emotion while also fixing a minor language fault made by a naturalized player. The negative comments were primarily addressed with specific examples of underperformance. For example, criticism is directed at a player who made a mistake during a crucial match. *"Kau penyebab timnas indonesia kalah, mental pemain langsung jatuh ketika jepang dapat pinalti!"* This comment shows harsh criticism of a player who is mentally draining and hurting the team. Another comment also scolds a player for making repeated mistakes. *"Yg bener lah bang, lu blunder mulu,"* pointing out perceived mistakes.

Based on the final findings, most audience responses to Instagram posts by naturalized Indonesian football players were primarily positive. Most reactions praised the players' adaptation and dedication, indicating that fans have a strong sense of pride. On the other hand, the presence of some negative responses indicated that there were high expectations from fans towards the players' performance and communication.

## **Discussion**

The results of this findings were different from Clara and Inggitajna (2021) on Sunnydahye's Instagram caption, which found that the most dominant type of code-switching is intra-sentential code-switching. Sunnydahye is known as a Korean woman who lives in Indonesia and is fluent in Indonesian. Switching languages in one sentence allows the speaker to adjust their way of communicating to fit the culture of their audience. This shows that the delivery of messages through her captions adjusts the situation and the emotional interactions she wants to build with her followers. Meanwhile, in this research, naturalized Indonesian football players dominantly use inter-sentential switching. Naturalized players tend to change their language more often between sentences to distinguish between messages addressed to local audiences in Indonesian and messages addressed to fans and their families abroad in their native language. In addition, naturalized national team players are not yet completely fluent in Indonesian, so it is easier for them to switch languages between sentences. This shows that they

maintain communication with their audience without looking for complicated words or sentence structures.

Then, Damayanti and Santika (2022) also found that intra-sentential code-switching was the most dominant in Angela Tanoesoedibjo's Instagram captions. This shows that the captions are used to add context or strengthen the expression in each post. The five language functions found are expressive, informative, directive, aesthetic, and fascistic. So, code-switching here has an important role in creating interesting and aesthetic impressions, as well as delivering informative and interactive messages on Angela Tanoesoedibjo's Instagram. Whereas, in this research, naturalized football players tend to switch language between sentences in addressing local audiences with Indonesian and international audiences in their native language. The difference shows that the style and function of code-switching for each Instagram account are influenced by different social contexts and communication needs.

Januartini (2023) also found the most dominant intra-sentential code switching used by Tasya Kamila in her Instagram caption. This shows that Tasya Kamila wants to create an impression and a closer relationship with her audience, which is dominated by Indonesians. In addition, it also shows the social or cultural identity of Tasya Kamila who was originally born and raised in Indonesia. The prominent function in her caption is the expressive function. This makes it clear that the sentences Tasya Kamila wrote in her Instagram captions show how she feels so that she can strengthen relationships with her followers. Meanwhile, in this research, naturalized national team players show more informative or communicative functions with the use of code-switching between sentences.

Lastly, the study of Lestari et al. (2022) on Nofitah's Instagram caption found more intra-sentential code-switching. The results of this study are not much different from the research of Januartini (2023) or Damayanti and Santika (2022). This shows that Nofitah's captions are more familiar and create impressive sentences on her Instagram. In addition, in Nofitah's caption, all types of code-switching were found. Whereas in this research, none of the tag switching was found. Tag switching is usually used to display a friendly impression. In Nofitah's caption, she wants to create a more personal impression with her followers while naturalized Indonesian football players are more professional and formal.

The four previous studies show different results from this research, where almost all of the previous studies are more dominant intra-sentential. In this research, it is the opposite, where inter-sentential switching is found more in the Instagram captions of naturalized national team players. Previous studies also do not discuss how the audience responds to the captions. In this research, analysis of audience responses shows a close relationship between naturalized Indonesian football and their followers. Fans' pride in the players' abilities and involvement in language choice drive positive responses. So, this research fills the gap of previous research on whether code-switching can make messages easy to understand and increase the emotional response of the audience. Therefore, this research not only provides a new perspective on the use of code-switching in athletes' accounts but also delves deeper into the impact of bilingual communication on audience engagement and perception.



## CONCLUSION

This research found that numerous types of code-switching exist in the Instagram captions of naturalized Indonesian football players. Whereas the data revealed only two types of code-switching, intra-sentential and inter-sentential code-switching, tag switching did not occur. The dominant type is inter-sentential switching. This dominance can be attributed to the fact that players frequently switch between languages at the sentence level, which allows them to communicate ideas more fluently and efficiently. In addition, the use of code-switching in Instagram captions by naturalized Indonesian football players has a significant impact on audience perceptions as found in this research which are mostly positive. Although there are some negative ones, but they are more directed at players performance. This shows that code-switching effectively bridges language and cultural differences and strengthens the role of athletes as national representatives. Further research might look into whether code-switching strengthens or weakens players' relationships with their audiences, especially in sports, which are generally connected with national identity and pride.

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