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# Language Choice in social media Instagram Found In @Jokowi Account

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#### **Abstract**

This research explains the language choices, characteristics, and influential factors on Instagram found in @Jokowi's account. The researcher collected the data by reading and listening with a recording technique. The advanced data collection technique free-participant observation in a speech, recording and noting techniques. The researcher used the coding method to analyze the data. The findings showed the language choices were a singular variety of Indonesian language, singular variety of English, Indonesia-Javanese code-switching, Indonesia-English code-switching, word-code mixing, and phrase-code mixing. The characteristics of the language were formal and non-formal language. The non-formal language covered slank, expression, abbreviation, specific term, foreign term, vernacular language. The researcher also found formal language uses. The most influential factors of the language were the objectives of the utterance, the topic of the utterance, the speech participants, and the intentiongoal factor.

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### **INTRODUCTION**

In this global era, many people are interested in using Instagram. The 2021 digital survey finds this social media platform achieves the third rank of global users with 63 million users. Instagram has many features, such as photograph upload with subtitles, short videos or reels, and status shares via Instagram accounts, as a social media. This application also has the latest feature, filter feature. The feature is free and easy to use. These characteristics of *Instagram* attract many users. Instagram also has a communication system via its direct message feature or direct comment on certain feeds of an account. All Instagram features allow inter-user communications from all regions, educational levels, and society. This situation leads to many language varieties.

Language in social media is varied due to the various backgrounds of the users. Communication in social media sometimes occurs with slang that not all users understand. This communication becomes a new habit and is difficult to change. Therefore, many new vocabularies emerge on *Instagram*.

The language variety in *Instagram* is in sociolinguistics review, called language choices. Language choices have three types. They are variations within the same language; codeswitching and code-mixing. Code is an utterance system that has specific features of language element implementation. Code takes speakers and speech partners' background, relationship, and situation into account (Poedjosoedarmo, 1982). Many factors influence these language choices, such as society, education, culture, and habit.

Poesdjosoedarmo, cited in Suwito (1982), explains that a language is a social event. In this case, linguistics is not the sole factor of language. Language choice is strongly correlated with the social situation of language users. For example, the differences in ages, education levels, and social statuses can influence language choices while speaking. The same matter goes for the background of speech. It can influence certain language uses. These social and situational

factors of language choices trigger language variety. The language phenomenon is perceived as an interesting social indication to review scientifically.

The encounter of many communities from various linguistic backgrounds in a speech event found in social media, *Instagram*, could trigger various unique language choices. It happens due to many languages on one occasion. Mardikatoro (2016) explains language use in a community is varied instead of monolithic. This nature makes a community established from multilingual speakers. Language speakers usually master more than one language. This interesting occurrence is worth investigating, especially how various languages are selected in every communication opportunity. The language choices and how to use the choices must be investigated.

Popular uses of Instagram provide an opportunity for the users to use. This nature allows further development of a language. Language development produces much slang. This phenomenon appears because many captions of photographs are interesting or educative. For example, the researcher found this phenomenon in @Jokowi's account. Jokowi is Indonesia's President that attracts many activities and educates the community via social media uploads. Information related to activities, situations, and educative matters from Indonesia attracts the attention of Instagram users. These matters increased the comments with various language choices from various communities. The comments may come from learners, students, housewives, workers, etc. Thus, language choices can be promoted by anyone via social media.

This matter is inseparable from language and technological developments, such as in this excerpt.

## Context: The efforts to improve human resource in COVID-19 pandemic

"@sri598rahayu berkometar bapak hebat, presiden *is the best*. sehat selalu bapak, semangat dan maju terus untuk negeri kita indonesia merdeka"

The language choice of @sri598rahayu's comment on @Jokowi's feed is realized into code-

mixing. The phrase " *Is The Best* " is visible in this excerpt, "Bapak hebat, Presiden Is The Best." This code-mixing is Indonesia-English code-mixing in the form of a phrase. Thus, the excerpt tends to express the greatness of Jokowi because even in this pandemic, the President keeps realizing excellent human sources.

The language choice is inseparable from the background of the code presence. The factor in the excerpt is the topic found in @Jokowi's caption. This caption discusses human resource realization during the COVID-19 pandemic. This caption also makes *netizens* feel amazed due to Jokowi's performance. Some netizens also master two languages to express their feelings based on their intentions.

For *Instagram* users, not all of them understand the meaning of the excerpt because it uses two languages, Indonesia and English. These bilingual uses cause both positive and negative matters. The *Instagram* users comment on each other within the same perception or different perceptions. These different perceptions are interesting to review because *Instagram* users use various languages to share opinions. Sometimes, other *Instagram* users accept the shared opinions. This preliminary finding interested the researcher in investigating the language choices in social media communication found in *Instagram*, especially in *@Jokowi's* account.

This research is also correlated with some previous studies. For example, Rokhman (2005), Mardikantoro (2012), Eldin (2014), Horasan (2014), Dweck (2015), Yakpo (2015), Chughtai (2016), Widianto (2016), Kholidah & Haryadi (2017) investigated language choices.

Mardikantoro (2012), in a research titled "Pilihan Bahasa Masyarakat Samin dalam Ranah Keluarga" found communication realization in family and community domain of Samin community. Samin people used Ngoko, Adya, and Krama speech levels in the Javanese language. Samin people communicated based on social and cultural factors among speakers, speech partners, situations, and objectives of the utterances. Samin people communicated with the Javanese language in a simple and modest realization.

However, the communication aligned with the era's development, so they were aware of speech levels in the Javanese language. Therefore, they could use other codes.

Eldin (2014) conducted a research titled "Socio Linguistic Study of Code Switching of the Arabic Language Speakers on Social Networking". The researcher found Facebook users switched the codes to show their language competences. Switching the code or code-switching does not only appear in spoken language, but also onlinewritten communication discourse.

The relevance between Eldin (2014) research and this research is about the codeswitching as the research review. However, in this research, the researcher reviews the codeswitching, singular language variety, and characteristic of the selected language. In this research, the research objects were some posts and comments uploaded in *Instagram* by *@jokowi*'s account. The objectives were different from Elden that used applied language in Facebook.

Dweck (2015) conducted a research titled "Language Choice and Language Attitudes in a Multilingual Arab Canadian Community: Quebec-Canada: A Sociolinguistics Study." The researcher studied the Arabic people in Quebec - Canada in terms of Arabic language, English, and French. Dwiek (2015) took 100 Arabic people that lived in Quebec - Canada as the respondents. They were varied from ages, sex types, and educational The researcher backgrounds. sociolinguistics questionnaire as the instrument. The results revealed that Arabic people in Quebec - Canada had positive attitudes toward Arabic language, English, and French. The researcher also found code-mixing applied in friendship environment and media.

Dweck (2015) has some similarities and differences with the current research. Dwiek (2015) investigated the language choices and attitudes of Arabic people living in Canada while this research investigated the language choice used by @Jokowi's Instagram account. Dweck (2015) used quantitative approach while this research used descriptive qualitative approach.

Chungthai (2016) conducted a study titled "Reasons and Contexts to Switch and Mix English Code by Pakistani Young Learners in their Native Speech: *A Sociolinguistics Study*". The results revealed that the most applied codeswitching and code-mixing improved the functional values. This application also improved language skills.

Chugthai (2016) study has some similarities and differences with the current research. Both studies found the forms of codeswitching and code-mixing. However, Chugthai only focused on code-switching and code-mixing while the current study analyzed the singular language variety and characteristics of the language choice. In this research, the researcher used *Instagram* as the object while Chugthai used Pakistani learners as the object.

Kholidah (2017) did a research titled "Bentuk Pilihan Kode Tutur Mahasiswa Aceh pada Ranah Pergaulan di Semarang". The results showed that Aceh students in Semarang tended to use code-switching due to language uses by different speakers. The students switched their codes while they were interacting with other students, except Aceh students in Semarang.

The similarity between the studies was about sociolinguistics review. The difference was the investigated object. In the current research, the researcher reviewed the upload and comments found in @Jokowi's Instagram account while Kholidah (2017) used Aceh students in Semarang as the object within their social interaction in Semarang. The similarity between the studies was about sociolinguistics review. The difference was the investigated object. In the current research, the researcher reviewed the upload and comments found in @Jokowi's Instagram account while Kholidah (2017) used Aceh students in Semarang as the object within their social interaction in Semarang.

### **METHOD**

This research used the sociolinguistics approach. It socially connected the language and community. The researcher used a descriptive qualitative design with utterance excerpts

indicating language choice found in @Jokowi's Instagram account as the data. Thus, the data source was from @Jokowi's Instagram account. The researcher collected the data for three months, from November 2020 until January 2021. The researcher took the data based on the upload topics in the Instagram account. In this case, if the researcher found the same topic on some posts, the researcher only took one uploaded post. This procedure had the function to limit the data and to make the data efficient. In this procedure, the researcher also took the representative topic of language choice variety.

The researcher collected the data by reading, consisting of basic and advanced techniques. The basic technique was the recording technique. After using this technique, the researcher continued it with advanced techniques. It was a participant observation, recording, and noting. After collecting all data, the researcher analyzed the data based on the problem formulation with coding method along with PUP, HBB, HBH, and contextual method techniques.

### **RESULTS AND DISCUSSION**

### Language Choices in @Jokowi's Instagram Social Media Account

The researcher found the language choice in @Jokowi's Instagram account from the uploaded posts and the comments. Both posts and comments had various language choices, including singular language variety, codeswitching, and code-mixing. The researcher found the choices because the uploaded posts of @Jokowi did not only use one language but also multiple languages. The followers of @Jokowi also commented on the posts in many languages.

These language choices were correlated with the characteristics and some influential factors, such as situation, background, speech partners, objectives of the utterances, etc. The researcher also found certain diction characteristics of the applied language choices. Here are the explanations of the realizations, factors, and diction characteristics of the applied

language choices found in @Jokowi's Instagram account.

### Singular Language Variety of Indonesia Language

1. Context: Jokowi instructs to accelerate the realization of the government's budget.

Selamat sore. Pada kuartal keempat tahun 2020 ini saya meminta segenap jajaran kementrian dan lembaga untuk mempercepat realisasi belanja anggaran. Setelah belanja anggaran selesai dan maksimal diserap, kita sudah harus bersiap untuk melaju pada kuartal pertama pada tahun 2021 mendatang. Setelah masing-masing kementrian dan lembaga menerima daftar Isian Pelaksanaan Anggaran (DIPA), maka pada saat itu pula proses lelang dan belanja anggaran dapat segera dilakukan.

(Data 1, November 3, 2020)

The excerpt shows Jokowi instructs to accelerate the government's budget realization. For Jokowi, it is important to proceed in the first quartile of 2021. The utterance structure in the utterance is - a singular variety of Indonesian languages. This variety shows the adjustment of the utterance and the context on a formal occasion.

Jokowi's utterance uses a singular variety of Indonesian languages to make netizens easily understand the budget's use. The utterance also asserts that Jokowi considers the use of the budget as a serious matter and is important for further planning.

2. Context : The netizens' comments to make the community discipline and obedient to apply health protocol

@ryanmanafe: terkait pelaksanaan PILKADA yang tetap akan dijalankan, bagaimana langkah yang akan diambil untuk memastikan tidak ada kerumunan sama sekali, Pak @jokowi?

@jelebbyprassad : kalau mau sehat katanya rajin olahraga ya Pak? (Data 2, November 16, 2020)

The excerpt shows netizens' comments about health protocol. They ask for the implementation and solution to prevent crowd during Regional Election. The regional election may attract a crowd which is difficult to control

the health protocol implementation. Netizens also comment on the importance of exercising to keep them healthy.

The structure of the excerpt is a singular variety of Indonesian language. The singular variety of Indonesian language is adjusted with the context shared by Jokowi concerning the health protocol discipline enforcement. From this excerpt, the researcher found netizens were facilitated to share their comments in the Indonesian language. The second utterance of the netizen uses a singular variety of Indonesian languages. It is to make the other netizens understand the encountered problems in applying health protocol discipline.

### Singular Language Variety of English Language

3. Context: The Cooperation of Indonesia and America did by Jokowi

my warmest congratulations, @joebiden and @kamalaharis, on your historic election. The huge turnout is a reflection of the hope placed on democracy. I look forward to working closely with you in strengthening the Indonesia-US strategic partnership and pushing forward our cooperation on economy, democracy, and multilateralism for the benefit of our two people and beyond.

(Data 3, November 8, 2021)

The utterance of Jokowi deals with the historical election with excellent outcomes. The government of Indonesia hopes to cooperate with the United States of America to improve the strategic partnership and encourage the economy, democracy, and multi literalism.

The utterance structure of the excerpt is a singular variety of English. In the excerpt, Jokowi uses this variety briefly and assertively. The implementation of the variety is in line with the context. The utterance is addressed to the foreign government. Thus, it was accurate to use English.

### **Indonesia-Javanese Code-Switching**

4. Context : The Netizens' Comments toward the Government in a Conference and the Violence of Health Protocol

@siti.m.ulfa.967806: saya biarpun jauh dari tempat kediaman Bapak. Saya tetap mengikuti

fatwah Bapak jokowi biarpun orang selalu meremehkan bpk...

@anaspratm\_: Ora urus

@maryadi9140: semoga pilkada serentak sukses terhindar dari covid-19

(Data 4, January 19, 2021)

The excerpts of the netizens deal with a conference and health protocol violence. The netizens argued they always followed the fatwa of the President, although many people underestimated him. However, the netizens comment poorly by saying "ora urus" or "I don't care."

The structure of the utterance is Indonesian-Javanese code-switching. The first speaker comments with Indonesian language: "saya biarpun jauh dari tempat kediaman Bapak. Saya tetap mengikuti fatwah Bapak jokowi biarpun orang selalu meremehkan bpk..." Then, other commenter says "ora urus" or "I don't care." The second speaker says the utterance assertively and briefly so that the meaning can be understood.

### **Word Code-Switching**

5. Context: The Netizens' Comments toward the Government's Commitment to Prevent and Eradicate Corruption

@fauzi.wibisono: wajibkan e-bedgeting untuk setiap daerah pak, mungkin bisa sedikit berpengaruh untuk keterbukaan informasi anggaran daerah. Karena salah satu masalah utama antara rakyat dan pemerintah adalah menyoal kepercayaan.

(Data 5, December 6, 2020)

The utterance of the netizen deals with the government's attitudes in preventing and eradicating corruption. The netizen suggests the government apply e-budgeting for each region. With this regulation, the netizens believed that the budgeting information of each region would be transparent. They assumed that the people and the government had a lack of trust.

The structure of the utterance is codemixing. At the beginning, the speaker says with some English insertions and Indonesian language: kembali "wajibkan e-bedgeting untuk setiap daerah pak, mungkin bisa sedikit

berpengaruh untuk keterbukaan informasi anggaran daerah", karena salah satu masalah utama antara rakyat dan pemerintah adalah menyoal kepercayaan". In the excerpt, the commenter used the code-mixing assertively and briefly. Thus, it could be understood.

### **Phrase Code-Mixing**

6. Context: The Netizens' Comments toward the Infrastructure Establishment by the Government

@erwantox: Pak Jokowi pripun niki harga pupuk kok melambung tinggi di tengah kami kesulitan ekonomi dan harga jual panen yang turun drastis, kususnya petani ketela pohon. (Data 6, Saturday, December 19, 2020)

The excerpt of the netizen deals with infrastructure established by the government. The netizens correlated this matter with the high price of manures during these economic challenges. The people hoped better solution for the future.

The structure of the utterance is codemixing. The utterance's beginning uses the Javanese language, "pripun niki" or "how is it going to be?". Then, the commenter continues it with Indonesian language: "Pak Jokowi pripun niki harga pupuk kok melambung tinggi di tengah kami kesulitan ekonomi dan harga jual panen yang turun drastis, kususnya petani ketela pohon". This code-mixing with the Javanese language from the netizens had the purpose of facilitating the content message delivery.

## The Characteristics of Language Choice in @Jokowi's Instagram Account

### Formal Language Realization

7. Context : The Netizens' Comments of Disciplining the Unobedient People toward Health Protocol

@ryanmanafe : terkait pelaksanaan PILKADA yang tetap akan dijalankan, bagaimana langkah yang akan diambil untuk memastikan tidak ada kerumunan sama sekali, Pak @jokowi?

@jelebbyprassad : kalau mau sehat katanya rajin olahraga ya Pak. (Data 7, November 16, 2020) The netizens comment on the post of @Jokowi about enforcing health protocol discipline. They comment on the post with formal language, Indonesian language without vernacular, slang abbreviations, and specific tterms

"terkait pelaksanaan PILKADA yang tetap akan dijalankan, bagaimana langkah yang akan diambil untuk memastikan tidak ada kerumunan sama sekali, Pak @jokowi?".

### Non-Formal Language RealizationSlang

8. Context : The Netizens' Comments toward Government about the Promotion of Omnibus Law Completion

@hyeon.gnim: busyet! Sekalian bisikan Omnibus Law kepada bayi-bayi yang lahir di wilayah NKRI. Presiden Jokowi meminta agar ideologi bangsa pancasila harus diperkenalkan kepada anak sejak dini. Pengenalan pancasila kepada anak bisa dilakukan sambil bermain. (Data 8, November 19, 2021)

The excerpt has a word busyet. This word is a famous word among teenagers and is used in various social media. The word, busyet, has meaning to express admiration, astonishment, dismay, and acknowledgment.

### **Specific Term**

9. Context : The Netizens' Comments on Judicial Review of Flood Management by the Government

@sleko\_61 : bencana MANUSIA, bukan bencana alam, tidak perlu prihatin ckup hentikan deforetasi (kalau berani) (Data 9, Monday, January 18, 2021)

The excerpt uses a specific term, deforestation. It refers to promoting significant action to change the forestry area permanently for human activity purposes. This utterance is a protest toward the government.

### Foreign Terms

10. Context: The Netizens' Comments toward Free Vaccine by the Government

@amibasyari: bapak orang pertama yang akan divaksin saya berharap dilakukan live disemua stasiun tv ya pak, dan saya yakin bapak akan aman karena kesehatan sebelum vaksin harus prima.

(Data 10, Wednesday, December 16, 2020)

The excerpt shows the word, live, means directly in a real-time manner. This word is an English word and is relevant to express the notion of the netizens. The use of a foreign language, English, means that humans can master more than one language. This mastery is called bilingual skill.

### **Idiomatic Expression**

11. Context : The Netizens' Comments toward Legal Compliance for All Indonesian People

@rchandra03: betul pak saya setuju hukum memang harus dipatuhi, tapi anak buah bapak banyak yang melanggar hukum diem-diem aja. (Data 11, Sunday, December 13, 2020)

The excerpt has a phrase Anak buah or subordinate. This word refers to employees and is not translated literally into fruits. The diction is to satirize the government concerning the legal violence by the subordinates without any legal enforcement.

### Abbreviation

12. Context: The Netizens' Comments toward Establishing a Dam by the Government

@mei.lan2805: terus semangat ya pak presidenku u/ kemakmuran bangsa.

(Data 12, Monday, December 28, 2020)

The excerpt shows a word of CPD. It is equal to COVID-19. However, in this context, the commenter uses slang language in social media in which CPD refers to COPID. This slang word is familiar among teenagers from various social media. This word is a trend word and is common to use.

### Words in a Vernacular Language

13. Context : The Netizens' Comments toward the Infrastructure Establishment by the Government

@erwantox: Pak Jokowi pripun niki harga pupuk kok melambung tinggi di tengah kami kesulitan ekonomi dan harga jual panen yang turun drastis, kususnya petani ketela pohon. (Data 13, Saturday, December 19, 2020)

The excerpt has a phrase, pripun Niki or 'how is it going to be?' This vernacular language phrase tends to share the notion of the commenter. The use of a foreign language, English, means that humans can master more than one language. This mastery is called bilingual skill.

The Influential Factors of Language Choices

### The Main Utterance

14. Context: The Netizens' Comments toward Disability Commemoration Day by the Government

@mantoa\_channel: barokolllahu fiik, semoga kita bisa ambil bagian bersama saudara kita. (Data 14, Thursday, December 3, 2020)

The excerpt shows the utterance of a netizen toward disability commemoration day. The utterance shows a feeling of gratitude observed from the insertion language choice. The insertion is derived from Arabic and Indonesian languages. The insertion causes code-mixing. The influential factors of language choices deal with the main utterance concerning disability commemoration day.

From the excerpt, the researcher found an event beyond the utterance, the disability commemoration day. COVID-19 pandemic made the government commemorate the day via social media. The government had the purpose of improving social care and awareness for disabled people. They also have equal rights with other people. Therefore, the excerpt is influenced by the main utterance, disability commemoration day. The evidence is in the applied data analysis, the contextual technique. Contextual technique sees certain situations correlated with events and clarifies the contextual meaning and the netizens' utterance meaning.

### **Objectives of Speech**

15. Context: Jokowi instructs to accelerate the realization of the government's budget.

Selamat sore. Pada kuartal keempat tahun 2020 ini saya meminta segenap jajaran

kementrian dan lembaga untuk mempercepat realisasi belanja anggaran. Setelah belanja anggaran selesai dan maksimal diserap, kita sudah harus bersiap untuk melaju pada kuartal pertama pada tahun 2021 mendatang. Setelah masing-masing kementrian dan lembaga menerima daftar Isian Pelaksanaan Anggaran (DIPA), maka pada saat itu pula proses lelang dan belanja anggaran dapat segera dilakukan. (Data 15, Tuesday, December 29, 2020)

Speech objectives influence the excerpt of the Indonesian language. The excerpt tends to provide information for netizens that the estimates must be realized immediately. After the realization, the government must keep the target on the first quartile in 2021. The netizens must know this information so they can support the government's program.

### The Main Utterance

16. Context : The Netizens' Comments toward Land Certificates Distributions by Government

@praivan: yg ngurus sertifikat tetep pribadi, gk pernah tu perangkat negara yg terjun langsung ngurusin.

(Data 16, Tuesday, January 5, 2021)

The excerpt is addressed toward the government. The type of the excerpt is singular language variety in the Indonesian language. The utterance is a protest because the netizen found that the certificate administration had to be done independently. The netizen found no government officers helped them directly in the process. Speech participants from various backgrounds influence the utterance. The evidence is seen from the netizens' responses about the land certificate distributions.

### Intention-Objective

17. Context : The Netizens' Comments toward Ministerial Inauguration by the Government @Ulia\_s.pd: Bekerja demi Indonesia dari sabang sampai merokeh, ikhlas, jujur, insyaallah Indonesia Ber

(Data 17, Wednesday, December 23, 2020)

The excerpt realization is singular language variety in the Indonesian language. The

netizen expresses his or her hope for the minister to sincerely and honestly work. Thus, the ministry performance will be gifted. The background of the utterance deals with the commenter's hope. The language diction of the commenter is the Indonesian language to express the intention.

### **CONCLUSION**

Language choices in @Jokowi's Instagram account were analyzed with a sociolinguistics approach. It consisted of three aspects: language choice realization. language choice characteristics, and language choice background. From the problem formulation, research objective, and discussion, the researcher concluded these matters. First, the Instagram account of @Jokowi, from November - January 2021, had many language choices. They were singular language variety in Indonesian language, singular language variety in English, Indonesian-Javanese code-switching, Indonesian-English code-switching, code-mixing of words, and codemixing of phrases. Secondly, the language choice in @Jokowi also had some language choice characteristics. They were non-formal choices, such as slang, idiomatic expression, abbreviation, specific term, and foreign term. The researcher also found formal language. Thirdly, the influential factors of language choices of @Jokowi are mostly influenced by the objectives of the utterances, then the main utterance, speech participants, and intention-objective factors.

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