

TAG SWITCHING FOUND IN INSTAGRAM: A SOCIOLINGUISTIC APPROACH

Rika Rahma Yunita*, **Melly Siska Suryani****

*Student of English Department, Putera Batam University

**Lecturer of English Department, Putera Batam University

e-mail: rikarahmayunita@gmail.com

ABSTRACT

This research is a sociolinguistic research that investigates the relationship between language and society, especially in the use of tag switching. The purpose of this research is to find out the type of tag switching that is used by instagram users in the #jakselliterary and to know the function of tag switching that is done by the instagram users. This research is a qualitative descriptive study. The object of the research is tag switching in the #anakjakselliterary instagram. In collecting data, researchers used the observation method and used the pragmatic identity method. To analyze the type of tag switching, researchers used the theory of Holmes (2001) and Poplack (1980). As well as to examine the function of tag switching, researchers used the theory by Appel and Muysken (1987). The results showed that the switching tags used in the #jakselliterary they are sentence fillers, interjection and discourse markers. In addition, researchers also found the function of tag switching, namely metalinguistic, directive, expressive, phatic, and poetic.

Keywords: Tag Switching, Instagram, Sociolinguistics

INTRODUCTION

In global era, language is one of social phenomenon and most important tools for communication in society. The study which shows the relationship between society and language is sociolinguistics. Gumperz (1971) has observed that sociolinguistics is an attempt to find correlations between social structure and linguistic structure and to observe any changes that occur. In sociolinguistics, there are several subjects discussed such as code mixing and code switching.

Code-switching is a language switch to others languages or the language is altered to others in an utterance. According to Wardhaugh (2006) code switching was written in the conversation between speakers such as in informal meeting with using more than one language. Moreover, in code switching there are three types; inter-sentential, intra-sentential and tag-switching.

Tag-switching involves inserting a tag or short phrase in one language into an

utterance that is otherwise entirely in another language (Hamers & Blanc, 2000). Tag switching includes interjection (wow, oy, d'oh, hello, hi, bye, ouch, oh), sentence fillers (like, you know, well, actually, basically, and literally) and discourse marker (you know, I mean, by the way, hi, okay etc)

Tag switching can be found in public area or society like market, university, school, mosque, office, company and so on. Tag switching is used when someone inserts the language to other language. The existence of tag switching also can be found in social media like instagram.

Instagram that researcher interested to be analyzed is #anakjakselliterary. #anakjakselliterary is one forum from South Jakarta. Hashtag can help instagram users to find all the posts that have been tagged using that hashtag. Researcher focuses on tag switching in #anakjakselliterary caption in instagram, because there are many captions which contain tag switching found in instagram. One example of caption found in instagram:

“basically gue anaknya emang sering pergi sendirian gitusih”

That caption was written when @mutiara_zumi update photo in her instagram using hashtags #anakjakselliterary. She posted a photo in the toilet with the mirror selfie and gave a caption that she used to go alone even though it was only around Pekan Baru and she preferred to go to the cinema

From the caption above researcher found a tag switching, that is “basically”. This word is part of sentence filler. She was inserting “basically” in her caption. Sentence filler can be used to fill the blank without changing the meaning. Then, from the caption above researcher found the function of tag switching is directive function because she involved the followers directly to know her activity.in addition she also wanted to show that she is a brave she is a brave woman who likes to go alone.

Based on the explanation above, this research is different from those previous researches. The previous researches focused on general code switching. While, this research focuses on the specific type of code switching that is tag switching. Researcher is interested to analyze tag switching found in instagram because tag switching very rarely to be used as object of the research especially in instagram. Therefore, researcher is interested to analyzing more about tag switching found in instagram.

REVIEW OF RELATED LITERATURES

The study of sociolinguistics is concerned a language in a social context within the speech community. Sociolinguistics can be used to describe many ways of studying the language. Sociolinguistics stresses in the variation inherent in language competence of speakers whether other branches of linguistics stresses in the role of speakers in concentrating on grammar, phonetics or meaning. Sociolinguistics use a language of different backgrounds not just for the information but to create an individual and/or group identity.

Based on Holmes (2007), sociolinguists studies the relationship between language and society. This book interested in explaining why we speak differently in

different social contexts, and this book are concerned with identifying the social functions of language and the ways it is used to convey social meaning. Sociolinguists are examining the way people use language in different social context provides a wealth of information about the way language in the words, as well about the social relationships in a community, and the way people signal aspects of their social identity through their language. From the studies above, researcher can say that sociolinguistics is a study about the languages that are used in the society, who use the languages and with whom the languages are used for, how the languages are used, where and when the languages are used, and what are the purposes.

This type of code switching only switches an interjection, a tag, or sentence filler in the utterances of the interlocutor. It is easily inserted at a number of points in monolingual utterance without violating syntactic rule. Tag switching is code switching with tags that follow a sentence. This contains the insertion of a tag in one language into an utterance of the other language.

Tag switching involves the insertion of a tag from one language into an utterance which is otherwise entirely in another language. Tags used easily inserted in a speech at several point in monolingual utterance without break syntactic rules cited by Romaine in Susanto (2008).

The interjection is one of type tag switching. Interjections are words which conventionally constitute utterances by themselves and express a speaker's current mental state or reaction or attitude towards an element in their environment (as cited in Ameka, 2016). Interjections used to express emotions such as pleasure, surprise, shock and disgust. Most interjections are just sound and often found in the beginning or the end of the sentence. It more common used in speaking than in writing. For example: *argh*, this going to be rain; *Aw*, you make her cry.

Another type of tag switching is sentence filler. Sentence filler is a sound or word that is spoken in conversation by one participant to signal to others that he/she has paused to think but is not yet finished speaking (as cited in Fox, 2002). In other words, sentence filler used as a filler of emptiness when someone speaks. Speakers can pronounce

sentence filler whenever they want to say it. Sentence filler appears when the next word or sentence forgets to say. Like interjection, sentence filler has no semantic or lexical or grammatical elements. So if there is sentence filler in a conversation, it actually does not have any meaning in that conversation. Sentence fillers tend to be used in spoken languages because they are included in informal language. Examples of sentences belonging to sentence filler are: *Umm*, I don't think you could finish this project; *you know*, I like her very much but I can't say it to her.

Tag switching is also can be found in discourse markers. Discourse markers is linguistic, paralinguistic, or nonverbal elements that signal relations between units of talk by virtue of their syntactic and semantic properties and by virtue of their sequential relations as initial or terminal brackets demarcating discourse units (as cited in Zarei, 2013). Just like sentence filler, discourse markers only used to direct the conversation to be addressed without any meaning. Discourse markers used for connect, organize, and manage what we say or write. Examples of discourse markers are: *by the way*, can you take this book to Dewi's house? ; *okay*, let's go to the beach.

Function of Tag Switching

Code switching always listens in a conversation between people to another. Code switching is a requirement that people switch from one language to another at the moment. People only switch code while communicating with each other. Then, there are code switching functions from some code switching experts. According to Appel and Muyken (1987) six of code switching functions that are:

The referential function refers to code-switching occasions in which people switch from using the dominant language to another language because they lack certain knowledge of the dominant language or they do not know how to say the word in the dominant language. This function can also be linked to the function of "topic-related switching" because the language that people choose is more appropriate for a certain topic. It is preferred by two-language speakers during interaction. The example can be shown as follows:

" saya lapor ke **manager** dulu ya"

From example above, it happens because she/ he lack certain knowledge of dominant language. She/he use manager because the word that she/he show is more appropriate for a certain topic.

The directive function refers to a code switching instance which directly involves and affects the listener. This code switching function is indeed referred to as a "participant-related switching" and a directive function. The example can be shown as follows:

"Smart people. Jadilah netizen yang cerdas ya"

From example above, She/he make directly involves and affect to the listener that is netizen.

The expressive function refers to an instance of code-switching that is used by bilingual people to express or emphasize certain perceptions or feelings in a language which is different from the matrix language. The expressive function is used to demonstrate a mixed and different identity in the same discourse. The example can be shown as follows:

"basically saya benci banget sama dia". From example above, it used to express or emphasize certain perceptions or feelings. In this example she/he want to express that feeling hate to someone.

The phatic function refers to a code-switching instance in which speakers change their tone from one to the other in order to highlight the information conveyed at the same time and also gives more attention to the importance information. This function also involves the repetition or repeats a word or sentence to indicate a message. The example can be shown as follows:
"wow. Kalian terlihat serasi".

From example above, speakers change their tone from one to the other in order to highlight the information. In this context researcher can get the function of wow that is to show the expressing astonishment or admiration. So this word can change the tones.

The metalinguistic function refers to code-switching instance which serves as "comment directly or indirectly on the

language involved” and is used for providing a quotation or a reported speech that used by other persons, for instance, idioms, etc. The example can be shown as follows: “hei nice person! Sapa seseorang ketika kami melewatinya.

From example above, she/he wants to comment directly the topic which is being discussed. The use word “hey nice couple” also impresses the complement of the person.

The Poetic function refers to a code-switching instance where speakers use puns or jokes in another language instead of using the matrix language or dominant language uses. The example can be shown as follows: “Ahahhaaaa.. By the way wajahmu sudah seperti **boiled shrimp**”. From example above, she/he make the word “boiled shrimp” just for make a joke. Because she/he look their friends face have like boiled shrimp

RESEARCH METHODOLOGY

Research methods are the procedures and schemes used in this research. This research includes research design, object of the research, Method of Collecting Data, Method of Analyzing Data, Method of Presenting Research Results etc. Research methods help researcher collect data and find the solution and a problem.

Research design is different from the method by which data are collected. (Rajasekar, Philominathan, & Chinnathambi, 2013). Theoretically, there are two research design; they are quantitative and qualitative research. Quantitative research is based on the measurement of quantity or amount. Qualitative research is concerned on qualitative phenomenon involving quality. For this research, researcher uses qualitative research were this research development in social events to enable researches to study social phenomenon. It is applied to analyze tag switching found in instagram.

Object of the research is very important in a research. This research is an analysis of tag switching found in instagram. The object of this research is the tag switching. Then, the data are all the caption that contain tag switching found in #anakjakselliterary from #anakjakselliterary researcher analyzes the caption that show tag switching for type and function in caption.

Method of collecting data in this research

is observational method by Sudaryanto (2015). In this research, researcher used non participatory technique to collect the data because in this research, researcher did not involve in caption their instagram in #anakjakselliterary.

Data were collected of done through, because the researcher already has an Instagram account so the researcher takes the following steps. First, search the #anakjakselliterary. Second, look and read the information from the #anakjakselliterary. Third, classify their captions that contain code switching in #anakjakselliterary. Fourth, classifying their captions that contain tag switching found in #anakjakselliterary. Fifth, capture the captions that contain tag switching in #anakjakselliterary.

In analyzing data, researcher applied tag switching theory to analyze type of tag switching proposed by Holmes (2001) and Poplack (1980). Then, to analyze the function of tag switching on caption, the researcher used Appel and Muysken (1987).

Those theories were applied by using pragmatic identity method (Sudaryanto, 2015), because pragmatic identity method is the method that is used based on contextual situation. It was used in this research to analyze tag switching found in instagram.

Researcher uses informal method to present research results. The result was presented by using words and sentences to make the reader easily understand.

RESEARCH ANALYSIS AND FINDING Type of Tag Switching Found In Instagram

1. Discourse Markers

Data 1

Mommy tuh fair sama babiesnya **you know**

This caption posted by @kurniasari.n.dewi on 14 september 2018. This caption was written when she uploaded a photo that looked she was carrying two cats named kentang and kentong, because of the cat's expression she made a caption like two cats talking.

From the caption above researcher found a tag switching, that is “you know”. This word is part of discourse markers. She was inserting “you know” in her caption. Discourse markers can be used to connect,

organize, and manage what their write in caption. “You know” is a phrase that used to imply that what is being referred to be known to or understood by the listener. “You know” usually can we see in informal situation.

Data 2

i mean tetangga gw maksudnya

This caption posted by @puputraangga on 27 january 2019. This caption was written when he confided in a photo that read about the many people who take care of his life so he felt awry. and in the caption he said that he was busy taking care of his life so that he was a neighbor so he felt that many people commented on his life but he remained patient and kept quiet

From the caption above researcher found a tag switching, that is “I mean”. This word is part of discourse markers. He was inserting “I mean” in his caption. Discourse markers can be used to connect, organize, and manage what their write in caption. “I mean” is phrase that used to explain or correct a statement.

Data 3

by the way pada kemana nih hari minggunya

This caption posted by @didiputdi on 27 january 2019. This caption was written when he uploaded a photo with the symbol of the city of South Jakarta and greeted the South Jakarta child and asked them where on Sunday, maybe when he uploaded the photo to coincide with Sunday, he also invited not to sleep on Sundays because it was weekend

From the caption above researcher found a tag switching, that is “by the way”. This word is part of discourse markers. He was inserting “by the way” in his caption. Discourse markers can be used to connect, organize, and manage what their write in caption. “Bye the way” is phrase incidentally (used to introduce a new, less important topic)

3. Sentence fillers

Data 4

Well belum bisa move on dari
#CustomCollaboration2018

This caption posted by @radlyfauzan on 11 September 2018. This caption was written when he uploaded a photo that was seen he

was sitting on a motorbike being exhibited. he said he could not move on from #customcolaboration2018. maybe #customcolaboration2018 is one of the motorbike lovers or motorbike events that was held some time ago, it still can't move on from the event so he uploaded the photo.

From the caption above researcher found a tag switching, that is “well”. This word is part of sentence filler. He was inserting “well” in his caption that from Bahasa to English. Sentence filler can be used to fill the blank without changing the meaning. “Well” is an adverb that express in a good satisfactory or in exclamation used to express a range of emotions including surprise, anger, resignation, or relief.

3. Interjection

Data 5

Wow gw foto with the plane behind me
gitu

This caption posted by @anger_brrc on 17 September 2018. This caption was written when he uploads a photo that looks he is sitting with vie there is a plane seen above him, so it looks like candid photos with good views and added with the plane that is passing over it.

From the caption above researcher found a tag switching, that is “wow”. This word is part of Interjection. He was inserting “wow” in his caption. Interjection can be used to express the emotional. “Wow” is exclamation and usually it using in informal situation. “Wow” usually use in expressing astonishment or admiration.

Data 6

hello anak jaksel

This caption posted by @didiputdi on 27 January 2019. This caption was written when he uploaded a photo with the symbol of the city of South Jakarta and greeted the South Jakarta child and asked them where on Sunday, maybe when he uploaded the photo to coincide with Sunday, he also invited not to sleep on Sundays because it was weekend

From the caption above researcher found a tag switching, that is “hello”. This word is part of Interjection. He was inserting “hello” in his caption. Interjection can be used to express the emotional. “Hello” is exclamation that used as a greeting or to begin a telephone conversation, or to express

surprise, and used as a cry to attract someone's attention.

Function Of Tag Switching Found In Instagram

1. Metalinguistic Function

Data 1

Mommy tuh fair sama babiesnya **you know**

This caption posted by @kurniasari.n.dewi on 14 September 2018. This caption was written when she uploaded a photo that looked she was carrying two cats named kentang and kentong, because of the cat's expression she made a caption like two cats talking.

From the caption above the function of tag switching is **metalinguistic function** because by inserting the word, it means that she wants to comment indirectly to her cat and she wants to emphasize the message that she is very cared with the two cats that were considered as her own children. From the data above, it can be concluded that she is so caring with her cats, She makes a caption like that so that the readers or followers know the meaning of the caption she shows for her two cats.

Data 2

Anyway udah kayak anak jaksel belom?

This caption posted by @novaselvianaa on 20 September 2019. This caption was written when she uploads a photo that contains hijaiyah letters or arab letters, it looks like he is teaching his son who was called Al so she told me that a lot of paper was torn because of the child

From the caption above the function of tag switching is **metalinguistic function** because she wants to emphasize the message so she asked her followers that whether she was the same as the south Jakarta people who usually south Jakarta children would mix Indonesian with English. The language mixed phenomenon that is done by South Jakarta children nowadays is very common. Therefore many follow and mix English into Indonesian and vice versa. She also wants to emphasize that the language she uses is like the South Jakarta child. Researcher decided that she was directly giving a statement to her followers that she was also a South Jakarta child who liked to mix languages.

Data 3

Jadi kek foto **and than** pesawat lewat gitu.

This caption posted by @angger_brrc on 17 September 2018. This caption was written when he uploads a photo that looks he is sitting with vie there is a plane seen above him. Then, it looks like candid photos with good views and added with the plane that is passing over it.

From the caption above function of tag switching is metalinguistic function. Metalinguistic function happened when he insert the word "and than" to and to amplify the message. Indirectly he has invited readers or followers to know the situation that is happening or invite the reader to imagine the situation that he made through the caption.

Data 4

Literary **oh** tidakk jangan tidur minggunya metalinguistic

This caption posted by @didiputdi on 27 January 2019. This caption was written when he uploaded a photo with the symbol of the city of South Jakarta and greeted the South Jakarta child and asked them where on Sunday, maybe when he uploaded the photo to coincide with Sunday, he also invited not to sleep on Sundays because it was weekend.

From the caption above function of tag switching is **metalinguistic function**. Metalinguistic function happened when he insert the word "oh" to amplify the message. He invited his followers not to sleep on Sundays. So that readers or followers understand what he means.

Data 5

No urusin idup people

This caption posted by @zahramimi on 26 September 2018. This caption was written when she uploaded the photo by giving a caption that looked like sarcastic because she felt that at this time his body condition was getting fatter. She also said do not take care of the lives of others and also do not forget to be grateful because life is happy not to make headaches.

From the caption above function of tag switching is **metalinguistic function** because she to emphasize the message. She involves the followers directly to know that there will be comments about her body which is kneeling a little bigger or fat, so she gives

tips so as not to take care of the lives of others. There she hopes that her readers or followers know the meaning of her caption.

Data 6

Well belum bisa move on dari #CustomCollaboration2018 directive

This caption posted by @radlyfauzan on 11 September 2018. This caption was written when he uploaded a photo that was seen he was sitting on a motorbike being exhibited. he said he could not move on from #customcolaboration2018. Maybe #customcolaboration2018 is one of the motorbike lovers or motorbike events that were held some time ago, it still can't move on from the event so he uploaded the photo.

From the caption above function of tag switching is **metalinguistic function** because he wants to comment directly to the topic being discussed that is custom collaboration 2018 to involves an account that uses the hashtag (#), so the followers know what he said from the caption that he can't move on from the event. The event may have been going on for some time but he still remembers.

Data 7

Yg **probably** ga semua orang care sama isu2 sosial

This caption posted by @fahriamirullah on 14 September 2018. This caption was written when he uploaded a video that contained conversations via WhatsApp which contained a disaster that happened in Indonesia and he opened a path for those who wanted to donate his fortune through the link he shared with the WhatsApp. in his caption, he said that south Jakarta children are good people

From the caption above function of tag switching is **metalinguistic function** because he wants to comment directly to the topic being discussed that is social issue. Then he emphasized the message that not everyone cared about the social issue so he meant that there were still many Jakarta children who were good children who wanted to donate money to other people's needs. According to researcher, he invited the people of South Jakarta to donate money to those in need, so he made the video.

Data 8

Eventually jadi kayak kinda blur gitu deh
This caption posted by @ichsantengbunan

on 7 September 2019. This caption was written when he uploaded a photo that expresses itself as a child in south Jakarta which makes his Instagram photos as good as possible but because he just came home from work so it doesn't look good especially with his hands seen in photos like blur.

From the caption above function of tag switching is **metalinguistic function** because he wants to comment directly to the topic being discussed that is the photo that looks blurry. By giving the caption, he want to amplify the message that the photo taken looked blurry so that it gave effect to followers to understand the condition of the photo because he had just returned from the office so the photo did not look good.

2. Directive Function

Data 9

hi semua nya

This caption posted by @puputraangga on 27 January 2019. This caption was written when he confided in a photo that read about the many people who take care of his life so he felt awry. and in the caption he said that he was busy taking care of his life so that he was a neighbor so he felt that many people commented on his life but he remained patient and kept quiet.

From the caption above function of tag switching is **directive function** because it is used to involve his followers directly. From the caption the instagram user greeted directly to all that was follow him, which was meant to say hi even though it was through the caption but he mentioned the object. From the caption the instagram user greeted directly to the to all that was follow him, which was meant to say hi even though it was through the caption but he mentioned the object

Data 10

bye jangan lupa bahagia yah

This caption posted by @didiputdi on 27 January 2019. This caption was written when he uploaded a photo with the symbol of the city of South Jakarta and greeted the South Jakarta child and asked them where on Sunday, maybe when he uploaded the photo to coincide with Sunday, he also invited not to sleep on Sundays because it was weekend

From the caption above function of tag switching is **directive function** because it is

used to involve his followers directly. Then he ended the caption with the word bye which was shown to the south Jakarta child who previously greeted him and gave a few other words he ended it so the researcher concluded that what he meant bye there was still the same object that is the person south Jakarta.

Data 11

hello anak jaksel

This caption posted by @didiputdi on 27 january 2019. This caption was written when he uploaded a photo with the symbol of the city of South Jakarta and greeted the South Jakarta child and asked them where on Sunday, maybe when he uploaded the photo to coincide with Sunday, he also invited not to sleep on Sundays because it was weekend

From the caption above function of tag switching is **directive function** because it is used to involve his followers directly from the caption the Instagram. Than it can showed in the caption that he greeted directly to the South Jakarta people, who was meant to say hello even though it was through the caption but he mentioned the object.

Data 12

by the way pada kemana nih hari minggunya

This caption posted by @didiputdi on 27 January 2019. This caption was written when he uploaded a photo with the symbol of the city of South Jakarta and greeted the South Jakarta child and asked them where on Sunday, maybe when he uploaded the photo to coincide with Sunday, he also invited not to sleep on Sundays because it was weekend

From the caption above function of tag switching is **directive function** because it is used to involve his followers directly. He asked his followers directly where they would be on that Sunday.

Data 13

PP bekasi jakpus ongkos waktu itu around ceban **seriously**

This caption posted by @strawbellita on 13 September 2019. This caption was written when he uploaded a photo and then told his history through a caption which told her about her school in South Jakarta and the continuation of her school that moved to move until now she became a child of East Jakarta

From the caption above function of tag

switching is **directive function** because it is used to involve her followers directly. This caption directed to the followers can take many form. She used the word “ seriously” to make the followers understand what is being write that is the cost.

3. Expressive Function

Data 14

Wicis muka gue jadi tambah bulet **like** bakso

This caption posted by @utarinoor02 on 4 October 2018. This caption was written when she uploaded a video that was singing while playing guitar. Then she gave the caption that her face was weird and like meatballs especially when she took the video she was mood

From the caption above function of tag switching is **expressive function** because to express her feeling weird. She feeling weird because she feels her face was like meatballs. She describe her face was weird and like meatballs in the caption because she said she make the video when she bad mood.

Data 15

Literary ku tuh sleepy banget

This caption posted by @faikaputri on 23 October 2019. This caption was written when he uploaded a photo that was seen he was somewhere and he said in his caption that he was very sleepy because he worked till late at night, he did not know why even braking could not so he played the song

From caption above researcher found function of tag switching **expressive function** because she express her feeling sleepy. She confided by saying that she was actually very sleepy and she told the followers through her caption that she had difficulty sleeping.

4. Phatic Function

Data 16

Wow gw foto with the plane behind me gitu

This caption posted by @angger_brrc on 17 September 2018. This caption was written when he uploads a photo that looks he is sitting with vie there is a plane seen above him. So it looks like candid photos with good views and added with the plane that is passing over it.

From the caption above function of tag

switching is **phatic function** the caption indicates a change in tone because wow usually use in expressing astonishment or admiration. In the caption the main function is to highlight information that was conveyed

5. Poetic Function

Data 17

Masa harga kubis dan chili naik gila2an, sekilonya 30 juts masa, Dragon-oh my god (astaganaga)

This caption posted by @tomomimemo on 22 September 2019. This caption was written when he uploaded a photo like being on a stage carrying a very large bag and giving a caption that he was sent to the market to buy chilies and vegetables which he thought were very expensive. but only a joke because the price he made is not the real price

From the caption above function of tag switching is **poetic function** because he is indeed in the caption making a joke by saying that the expensive price is almost 30 million rupiah, when in fact it is not that much. He also said oh my god then joked because he added the word "astaganaga" after he make "oh my god".

Based on the data was analyzed, the researcher found types of tag switching on theory proposed by Holmes (2001) and Poplack (1980). Types of tag switching found are interjection, sentence fillers, discourse markers in this research, the researcher explains all the tag switching found in Instagram in this research. After that, researcher analyzed the function of tag switching found in instagram

First type of tag switching found in this research is discourse markers found 8 data such as you know, I mean, by the way, then, so, oh my god, right, anyway, and then. Second, sentence fillers found 8 data such as like, literary, basically, well, eventually, probably, and seriously. Third, interjection found 6 data such as wow, hello, hi, bye, oh, and no.

Related to the function of tag switching found in Instagram, researcher found the function based on theory which proposed Appel and Muysken (1987). The function found such as metalinguistic function 11 data, directive function 7 data, expressive function 2 data, phatic function 1 data, and poetic function 1 data.

Tag-switching involves inserting a tag or short phrase in one language into an utterance that is otherwise entirely in another language. There are three types based on Poplack theory. First, discourse markers such as you know, I mean, by the way, then, so, oh my god, and than, right and anyway. Second, sentence fillers such as like, literary, basically, well, eventually, propably and seriously. Third, interjection such as wow, hello, hi, bye, oh, and no.

Function of tag switching found in instagram. Trere are six functions found in Instagram based on Appel and Muysken theory. First is metalinguistic function such as hi, bye, basically, you know, hello, and anyway. Second, directive function such as and than, oh, no, well, probably, by and by the way. Third, expressive function such as like, literary, eventually, seriously and then. Fourth, phatic function such as so, wow, and right, fifth is poetic function such as oh my god, and referential function is I mean.

After doing analysis, researcher give suggestions for following parties. First is to linguistic students. It is important to give advance study on the use tag switching in community because english is the international language so we are need to understand about this language, especially in an application tag switching. Second is for other researcher. The finding on the use of tag switching in this research is influenced by context communication, because when the different context and situation will be different of the meaning.

Conclusions

Tag-switching involves inserting a tag or short phrase in one language into an utterance that is otherwise entirely in another language. There are three types based on Poplack theory. First, discourse markers such as you know, I mean, by the way, then, so, oh my god, and than, right and anyway. Second, sentence fillers such as like, literary, basically, well, eventually, propably and seriously. Third, interjection such as wow, hello, hi, bye, oh, and no

Function of tag switching found in instagram are six found in Instagram based on Appel and Muysken theory. First is metalinguistic function such as hi, bye, basically, you know, hello, and anyway. Second, directive

function such as and than, oh, no, well, probably, by and by the way. Third, expressive function such as like, literary, eventually, seriously and then. Fourth, phatic function such as so, wow, and right, fifth is poetic function such as oh my god, and referential function is I mean

After doing analysis, researcher give suggestions for following parties. First is to linguistic students. It is important to give advance study on the use tag switching in community because english is the international language so we need to understand about this language, especially in an application tag switching. Second is for other researcher.

REFERENCES

- Ameka, K. & Wilkins, P. (2006). *Interjection handbook of pragmatic*, 12(1), 4-21.
- Bintang, T. (2015). Alih kode dan campur kode pada media sosial facebook group wuhan. *Journal of Humanity studies*. Surabaya 22(10), 1–9.
- Fraser. (2009). An account of discourse markers: *International Journal of Review Pragmatic.*, 14(12), 293-320
- Heeti, & Abdley. (2016). Types and fuctions of code-switching in the english language used by iraqi doctors in formal settings. *International Journal of Linguistic*. 2(5), 102-110.
- Halim^a, N. S., & Maros, M. (2014). The functions of code-switching in facebook interactions. *Journal of Procedia - Social and Behavioral Sciences*. 118, 126–133. <https://doi.org/10.1016/j.sbspro.2014.02.017>
- Janet, H.(Ed). (2007). *An introduction to linguistics* (4th ed.). Wellington, New Zeland.
- Kharismawan, K. (2017). The types and the function of the filers used in Barrack obama's speeches. *Journal of Humanity Studies*. 1(1), 111-119.
- Kalangit. (2016). Alih kode dalam instagram. *Indonesian Journal of Applied Linguistic*. 14(5), 18.
- Lavender, J. (2017). Comparing the pragmatic function of code switching in oral conversation and in twitter in bilingual speech from valencia. *International Journal*. Spain. 23(2)15–39.
- Moodle.(2018). Retrieved January 20, 2018, from Wikipedia: <http://en.wikipedia.org/wiki/moodle>
- Poplack, S. (1980). *Code switching: Anthropological and sociolinguistic perspectives*. Berlin/New York: Mouton de Gruyter.
- Rosdiana. (2016). Alih kode (code-switching) pada jejaring sosial path. *National Journal* 1(2). 217–227.
- Sugiyono, (2010). *Metode penelitian kuantitatif kualitatif dan R&D*. Bandung Alfabeta.
- Sudaryanto, (2015). *Metode dan aneka teknik analisis bahasa*. Yogyakarta: Sanata Dharma University Press.
- Siebenhaar, B. (2006). Code choice and code-switching in swiss-german internet relay chat rooms . *International Journal of humanities studies*. Switzerland 10(4), 481–506. <http://doi.org/10.3828/CATR.31.2>