CODE-MIXING AND ITS IMPACT ON FOLLOWERS' PURCHASE INTENTION IN *SOMETHINC'S* INSTAGRAM CAPTIONS

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DOI : 10.21107/prosodi.v18i2.27050

ABSTRACT

This study investigates the practical use of English interpolated into *Somethinc's* Instagram captions through code-mixing analysis. To do so, this research employs Muysken's proposition to identify the English codes and their types. Further, this research also addresses followers to reveal their intention on the decision to buy or reject the products. Documenting the captions is purposefully done for collecting the data to present the English codes, and distributing questionnaire is intentionally conducted to seek the followers' purchase intention. The result shows that among 20 captions taken from February 14th until April 26th 2024, there are 57 English codes found in three types of code-mixing comprising insertion with 35 data, alternation with 20 data, and congruent lexicalization with 2 data. Further, the fact shows that English use in *Somethinc's* captions is very influential because 56,9% of the respondents decide to buy the products. This finding gives a new insight that the use of English words in promoting products will attract followers' attention and intention to buy the products.

Keywords: Code-Mixing, English Use, Instagram Captions.

BACKGROUND

Instagram is one of social media behemoth that allows the users to post and share photos, videos, and texts. All posts can be seen and/or watched by preapproved followers. Instagram users and the approved followers may add contents on their personal feed. Therefore, this platform serves two-way communication. Kevin Systrom and Marc Krieger, the founders keep adding and updating the features on Instagram to make it more fresh and appealing. Since it was initially launched in October, 2010, it has around ten features comprising filters and editing options, hashtags and tagging, geotagging, story stickers and polis, reels and IGTV, direct messaging, video and voice calling, live streaming, restricting users, and muting accounts. Further, Instagram with its user-friendly features have magnetized around 2,4 billion active users throughout the world (Mortensen, 2024).

Indonesian users of Instagram reached 88,86 million on February 2024 (Rizaty, 2024) which was in the fourth position after India, the USA, and Brazil respectively (Mortensen, 2024). It proves that Instagram is captivating for Indonesian people. Further, Sri Widowati as the Instagram Country Director in Indonesia claimed that "Indonesia is the world's largest producer of Instagram Story, with the number of content created twice as much compared to the global average". Additionally, Instagram product marketing director, Susan Rose also firmly claimed that "Business adoption through Instagram in Indonesia is among the top five in the world" (Adi & Hidayat, 2018). Thus, the existence of Instagram does not only attract active or potential users, but also non-users who are interested in observing or studying this social media application with its various features provided.

Discussing one of Instagram features, caption has grown to be an essential part in Instagram. Caption is a short text tagged on shared photos which may be funny, serious, ambiguous, etc. Lufkin (2019) on his contribution to BBC site avouched that captions powered the engagement of viewers. On his writing, he quoted Stephanie Cartin's (co-CEO at Socialfly) statement who affirmed that captions drove engagement, and of Paul Benzon's (a professor of English at Skidmore College in upstate New York) affirmation who asserted that captions helped perpetuate the circle that kept the users active in social media. Further, he presented the Socialbakers' (an international social media marketing firm) investigation that looked into six major companies such as BuzzFed and HuffPost which resulted that captions brought about 41% more interaction on average along 2017. These factual assertions and investigation strongly fortified his avouchment. Some researches that have picked up Instagram captions offered as the source object for study color the scholars' various studies in the last decade, including Indonesian scholars.

Focusing on the language use in Instagram captions, this research tries to look back on the previous delves to reveal the gap and to avoid the repeated work. Nurhantoro & Wulandari (2017) on their research found that Instagram as the social interaction model in social media platform might blur the users' identity. The use of Indonesian and English in Instagram captions and that the invisibly face to face exchange let them feel free to shape their desired identity which was totally different from their real individuality. Users might switch or mix Indonesian-English vocabularies, so that followers could not immediately understand users' national membership which caused to camouflage the civil identicalness. Amirudin & Triyono (2018) on their research on Instagram captions inferred that caption as a means to communicate grew to be a valuable feature in Instagram for emphasizing self-

presentation. Caption was also functioned as communicative intention that was directed to others implicitly or explicitly. This finding is in line with Prihatmi et al's (2021) study that resulted that captions in Instagram were mostly for self-expression. English that was employed in writing captions was not for blurring the identity, as found in Nurhantoro & Wulandari's finding, but English words were more familiar in photography register and were more common among photography community. This result is also the reasoned inference among some other researches' finding. Among others are Atila & Irnanda (2021) and Amalia et al (2022). Their research finding begot a final summation that English used in students' Instagram was ultimately driven by their need to learn deeper this English and self-image factor. Trying to employ new English vocabularies did not only give the users benefits of developing their English competence but also provided a medium for learning among users and followers. Besides, English was intentionally used for self-expression and for the sake of being considered cool and creative.

Other investigation focusing on English language use is Indonesian-English code-mixing. English helps leverage the followers' engagement and it could connect them with those who are not the native of Indonesian language. Meliani et al (2021) examined the use of Indonesian-English code-mixing in Twitter platform. Operating Muysken's classification, insertion was the most prevailing type found. Hilda et al (2021) did the same study but with different object. They elicited the data from Instagram platform which were then grouped into Hoffman, Ho, and Muysken's classification. The upshot of this investigation was that intra-sentential code-mixing got the highest number in use. Unlike the two aforementioned researches, Hardini et al (2018) did not only look into types of Indonesian-English code-mixing, but also its impact on e-commerce advertisement in Instagram. Their research inferred that English use inserted on Instagram caption in some e-commerce, either in the form of words, phrases, or clauses, was aimed at making the communication more relaxed and flexible, although this language use would influence the consumers to follow using it.

Different from the prior abovementioned researches, this research is conducted to probe the Indonesian-English use in a chosen Instagram account to identify the various sorts of code-mixing phenomenon and its impact on the followers' intention to purchase the products. Although this research is similar to previous studies focusing on English use in Instagram and types of code-mixing, this research brings difference in terms of the involvement of followers. This research opts for *Somethinc* Instagram account to be the research object. *Somethinc* is Indonesian beauty company and brand founded in 2019. Formerly known as *Beautyhaul*, this private company is under the management of Beny Yahya as the founder and Irene Ursula as the CEO. The company provides various products comprising skincare, make-up, and beauty tools with highly qualified ingredients. Employing 525 jobholders, *Somethinc* has branched into three headquarters located in the US (Seattle-Washington), Europe (London-UK), and Asia Pacific (Singapore). This burgeoning company which attracts 3 investors (Peak XV Partners, Prosus Ventures, and Sequoia) has its home office on Blugreen Office Tower, Jakarta, Indonesia (https://pitchbook.com/profiles/company/509897-44#overview). Heretofore, *Somethinc* actively promotes the products through several social media platforms, to wit, Likedin, X, Facebook, YouTube, Instagram, and its official website www.somethinc.com. These multifarious advertising media gain its hugely number followers, subscribers, viewers, and consumers. Therefore, this beauty company may not only entice those active internet users but also scholars.

Some scholars, based on their academic interests, have conducted researches to reveal their inquiry concerning *Somethinc*'s facts. Purwanto's & Sahetapy's (2022) study focused on revealing the influence of content marketing and influencer endorser toward the purchase intention. This quantitative research involved 119 respondents and applies Partial Least Square (PLS). The results presented that content marketing greatly influenced consumers' purchase intention, and influencer endorser did not significantly influence consumers' purchase intention. Similarly, Debora (2023) also investigated content marketing as a variable that was correlated to purchase intention as the other research variable. Different from Purwanto & Sahetapy who operated PLS, Debora applied *Statistical Package for the Social Science* (SPSS). This thorough research selected 10% of the total followers in *Somethinc's* official Instagram that were around 1,3 million as the respondents. The finding showed that content marketing helped followers decide to buy the products. Unlike Debora, Kamila & Yunani (2024) selected TikTok @Somethincofficial to research the influence of content marketing towards followers' purchase intention. Employing the same tool, SPSS, they took 385 followers as respondents. The result was not much different from the previous studies that content marketing was very influential and greatly drove the followers to buy *Somethinc*'s products.

The abovementioned studies on *Somethinc* oversee specifically on the correlational research that measures the two variables comprising content marketing and purchase intention statistically and quantitatively. Different from them, this research examines deeper on the language use in content marketing on *Somethinc*'s official Instagram qualitatively. The specific language use is centered on Indonesian-English code-mixing. Further, this research also catechizes its followers about their understanding on the English language inserted on *Somethinc*'s official Instagram, and also about its impact on their decision to buy or reject the products advertised. This recent topic begets the novelty of research that could not be found in any other scholars' works and could not be claimed as plagiarism.

RESEARCH METHOD

This research is designed qualitatively because it does not use numbers to analyze. Denscombe (2010) states that "qualitative data take the form of words (spoken or written) and visual images (observed or creatively produced)". The data of this research are words, phrases, and clauses taken from *Somethinc*'s official Instagram captions and respondents' answers given on the distributed questionnaire. The words, phrases, and clauses are assembled through document method since the format of the source is textual. Caption texts that are chosen as the source texts are selected based on the use of Indonesian and English because this research's aim is revealing Indonesian-English code-mixing. This research found 20 captions during the chosen time, February 14th until April 26th 2024. Operating Muysken's proposition, the collected Indonesian-English codes are broken down into types. Thereafter, the collected English codes, then are being one of the questionnaire's points to ask. The questionnaire details questions orderly based on this research need, including the followers' awareness towards English codes, their understanding on the English used, their opinion about English inserted, and their asseveration about their desire to buy or reject the product because of English use in the captions. The questions on the distributed questionnaire are in the form closed and ended. Closed questions are created to gather the information about respondents' awareness toward English codes

and their understanding on the English used, while closed questions are created to collect respondents' opinion and asseverations. The questionnaire that is a web-based survey (google form) is shared on researchers' Instagram story, WhatsApp status, and through friends. The time given for this questionnaire is a week, June 9th until June 15th, 2024, due to the economical cost and the limited time to accomplish the project. This research nets 50 respondents who are confidently *Somethinc*'s followers. This assurance is one of the requirements in opting for followers to be the respondents.

Carrying out the analysis, Musyken's (2010) proposition of three-way classification of code mixing is applied. They are insertion, alternation, and congruent lexicalization. Insertion is the incorporation of lexical items or entire constituents of a language inserted into a structure of another language. This notion of insertion is a form of inserting a single constituent into the structure provided by the base or matrix language. Moyer (2002) saw it as a form of unidirectional language influence. Muysken (2010) further added that insertion was akin to lexical borrowing, thus it gave rise to the term embedding or embedded codes. One of Muysken's examples written oh his book is Spanish & English.

Yo anduve ***in a state of shock*** por dos dias.
(I walked in a state of shock for two days)

The expression ***in a state of shock*** is English prepositional phrase as a lexical unit inserted within the overall Spanish structure. This insertion is called as embedded code, while the base structure inserted is base or matrix language.

The following type of code-mixing is alternation. Alternation is the actual switch from one language to the other language, grammatically and lexically. In other words, a sentence seems to have two independent structures of different languages and there is no embedded code or matrix language in this type. Moyer (2002) clarified that the grammars of the two languages in alternation were autonomous and were not basic to a certain language. Here is the example.

Les femmes et le vin, ne ponimayu
(Women and wine, I don't understand)

The above sentence, exampled by Muysken, is composed of French (Les femmes et le vin) and Russian (ne ponimayu). This true switch from French to Russian is not dominantly on certain language structure. This factual fact differs alternation from insertion. Alternation is not incorporated in a both matrix or embedded language. Thus, Moyer (2002) concluded that consequently, there were no syntactic dependencies between the two languages in this type.

The last type is congruent lexicalization. It happens when a largely shared structure is lexicalized by both elements of two or more languages (Musyken, 2000). Moyer (2002) fortified Muysken's concept that congruent lexicalization "is defined on purely observational level as the combination of items from different lexical inventories into a shared grammatical structure… Both languages contribute to the grammatical structure of the sentence".

Why make Carol (A) ***sentarse atras*** (B) ***pa'que*** everybody has to move (C) ***pa'que se salga***.

(Why make Carol **sit at the back so that** everybody has to move **so that** [she] **may get out**)

The above sentence is the example given by Muysken (2000). In the above sentence, the Spanish constituent (B) is the complement of English clause (A), and English constituent (C) is the complement of the entire Spanish constituent (B). The example shows that there is no certain grammatical relation between English and Spanish constituents. This type of code-mixing seems disobey the patterns of either matrix or embedded language, but the use of this shifted fragments is common in both languages.

All the three types of code-mixing are employed to identify the English use in *Somethinc*'s Instagram captions. Further, based on the result of identified English use in the code-mixing types, this research goes farther to analyze the collected answers on the distributed questionnaire. This analysis section is under the concept of purchase intention. Schiffman and Kanuk (Chi et al, 2011) stated that purchase intention was used for measuring the possibility of consumers to buy the product, so that the higher purchase intention, the larger purchase probability. Further, Rumambi & Siswanto (2013) summarized Schiffman's and Kanuk's indicators of purchase intention into some points, namely consumers' interest to seek the information about the products, consumers' interests to try the products, and consumers' consideration and interest to buy the product. Farhani et al (2017) wrapped up the work of Schiffman and Kanuk about measuring purchase intention. A key component of this framework was the consumers' active engagement in information seeking. This involves the consumer's efforts to gather up-to-date information about goods and services that align with their needs. In essence, it reflected the consumers' proactive approach to identifying specific products or services that met their requirements. This information-seeking behavior could be manifested in various forms. Consumers might peruse articles, watch product reviews, or conduct independent research through other means. These activities underscored the consumers' commitment to making an informed purchase decision, highlighting the cognitive effort invested in the process. Summing up all propositions on the basis of Schiffman's and Kanuk's theory, this research simply deduces scholars' exposition into the generic idea that purchase intention is the desire of consumers to buy the product through their efforts to seek the information about the products. This idea is one of the questions asked within the questionnaire. Other questions are arranged to disclose the reasons of their interest to seek and buy the products, which is linked to the use of English language in the Instagram captions.

DISCUSSION

A. The Types of Indonesian-English Code Mixing

The research finds that insertion is the most dominant type of code-mixing found in *Somethinc*'s official Instagram followed by alternation, and congruent lexicalization. The data present that there are some sentences within one caption. Each sentence is particularly analyzed to put into its type, therefore a caption may have several types of code-mixing. Of the 20 captions, there are 57 data comprising words/phrases (insertion), clauses (alternation), words and phrases (congruent lexicalization). The classification is under the theorem of Muysken that bases the three types on its grammatical and syntactical incorporation. The following table summarizes the number of those types.

Table 1. The Total Number of English Codes Used in the Types of Code-Mixing

Types of Code-Mixing	Captions Text Number	Total	Percentage
Insertion	1,2,3,4,5,7,8,10,11,12,13,14,15,16,18,19	35	61.40%
Alternation	1,4,5,6,7,8,11,13,14,15,16,16, 17,19 and 20.	20	35.09%
Congruent-Lexicalization	7,9	2	3.51%
Total		**57**	**100%**

The table displays the total number of each type and its percentage. Out of 57 data, the most prevalent type of code-mixing is insertion. This type emerges in nearly every selected caption in @somethincofficial as *Somethinc*'s official Instagram account. The lexical items inserted are predominantly terms commonly used in the beauty industry, for instance, the words ***skincare***, ***cleanser***, and ***moisturizer***. The other type which is also high in number is alternation. The switch appears mostly from English to Indonesian. The structure of the sentence fragment is constructed to delivering sorts of products or situating the need of the products, such as ***Nobody calms me like this moisturizer*** and ***Skincare is GENDERLESS***. The last type with the lowest number is congruent lexicalization. This type has a huge gap in percentage than the other two because the sentences created in the caption is commonly short and direct. The three sentences in this type are still about the beauty products added with its function, to wit …***highly maintenance routine*** … ***worth it***…, and ***diprank*** … ***skincare***. The following discussion details each type of the abovementioned code-mixing classification.

1. Insertion

Insertion appears as the incorporation of lexical items or entire constituents of a language inserted into a structure of another language. Since the insertion is centered on small sentence fragment, therefore it results the base or matrix language that takes control over the syntactical structure of the overall sentence. The following table presents the English language as the embedding and Indonesian as the base language.

Table 2. The English Words found in Insertion

Caption Text Number	Instagram Caption Text	English Words	Total
1	Gonta-ganti **skincare**, ujungnya… Siapa yang **relate**?!	skincare, relate	2
2	Sini Minthinc **spill** caranya biar gak emosi karena kulit kering pas Ramadan	spill	1
3	Mudik **with** Somethinc. Tahun ini kalian pada mudik gak, **Squad**?	with, squad	2
4	Ikutin jadwal ini biar kulitmu kalem & **glowing** 24/7! **Skincare** Somethinc apa lagi yang jadi kuncian kamu pas puasa?	glowing, skincare	2
5	Bisa beli **skincare** sendiri.	skincare	1
6	**Lady boss** kita ganti baru?!	lady boss	1
7	**Share** di sini	share	1
8	Siapa yang gak bisa **move on** dari Calm Down?	move on	1

10	Habis **extension** bisa pake serum bulu mata?	extension	1
11	Komen kalau kamu bucin Calm Down **level** akut.	level	1
12	**Empties** udah numpuk? **Recycle** aja ke Beauty Haul & dapatkan **voucher** 20rb	empties, recycle, voucher	3
13	…ikutin aja **tips** @fvajar … Kunci dengan pelembap Calm Down **Moisturizer.**	tips, moisturizer	2
14	…gimana bisa ikutan jadi **glowing** kalau kulit gak dirawat. **Tag Squad** cowok-mu yang butuh rekomendasi basic skincare di sini!	glowing, tag, squad	3
15	**Cleanser** favorit +62 sekarang tersedia dalam **size** 50ml! **EXCLUSIVE** di Alfamart! Go grab it NOW	cleanser, size, exclusive	3
16	Masih **newbie**? Bingung **mix & match**? … Cek **guide** ini yuk! Seringkali yang kulitmu butuhin gak ada di 1 produk aja, so layering serum itu penting ya, **Squad Combo** mana nih yang pengen kamu coba?	newbie, mix & match, guide, squad, combo	5
18	Catet! **Lesson glowing** ala Bu Dosen: ✓ Pakai **cleanser** yang lembut & bersih tanpa bikin kulit ketarik ✓ Formula gentle & skin-barrier friendly kayak Low pH Gentle Jelly **Cleanser**! Mau **restock**?	lesson glowing, cleanser (2x), restock	4
19	**Cleanser** udah abis, tapi belum gajian. Stok Jelly **Cleanser** kamu bulan ini aman gak?	cleanser (2x)	2
Total			**35**

The above table consists of the sentences taken from *Somethinc's* Instagram captions. The sentences taken are those that belong to its type, and other sentences that do not belong to this type are skipped. On the above data, all sentence structures are in Indonesian pattern with English as the inserted codes. The English codes are interspersed among Indonesian sentence fragments in the form of single lexical items such as ***skincare, cleanser, share, spill, relate, glowing***, etc., and as antire constituents such as ***lesson glowing*** and ***tag squad***. Among the 35 embedded codes, the frequent English codes that appear more than once are ***cleanse***r (5x), ***skincare*** (3x), ***squad*** (3x), and ***glowing*** (2x). The rest appear once. The foremost embedding, ***skincare***, is allied subject of the brand that sells this product. The English word ***cleanser*** is one of skincare products, that is intensively promoted, thus it occurs many times in many captions, and even it appears twice in caption no.18 and 19. The word ***glowing*** is uttered twice in caption no. 4 and 14. Glowing in this context refers to the treatment result from this *Somethinc*'s product. Hereinafter, the following randomly extract data are sampled to analyze.

> Bisa beli *skincare* sendiri (caption text no.5)
> Catet! ***Lesson glowing*** ala Bu Dosen: ✓ (caption text no.18)

The two samples represent the English insertion of a lexical item and an entire constituent. The word ***skincare*** in caption no.5 is inserted into Indonesian structure as the object of verb "bisa beli", while the word "sendiri" is the adverb. This sentence does not have an agent or subject, but on this communicative discourse, this sentence is directed to the followers (you). Therefore, this sentence structure is nested into Indonesian as its matrix language. The following extract comprises entirely English

constituent of noun phrase. This entire constituent, ***Lesson glowing***, is a noun phrase but it is arranged syntactically in Indonesian. ***Lesson***'s part of speech is noun, therefore when the following word is added to add more specific detail of lesson, it should be in the form of prepositional phrase, such as "of the way to be glowing". Added directly the word **glowing** into the noun **lesson** seems unusual. However, this sentence fragment is able to understand because the word glowing is quite familiar in beauty product. Further, the phrase ***Lesson glowing*** is the object of the verb "catet" which means "write" lexically, but this verb is ended with exclamation mark which is employed to get the attention of interlocutor or audience, or it is equal with "keep [it] in mind". This sentence construction is similar to the preceding sample that has no explicit subject, and that is addressed to followers.

2 Alternation

Alternation is the true shift of sentence structure of two languages without dependencies between the two. Both are existing independently, and have no domination over the other.

Table 2. English Clauses/Sentences found in Alternation

Caption Text Number	Instagram Caption Text	English Phrases/Clauses/Sentences	Total
1	**Nobody calms me like this moisturizer.** Gonta-ganti skincare, ujungnya Calm Down lagi-Calm Down lagi~ Siapa yang relate?!	Nobody calms me like this moisturizer.	1
4	**[SAVE & SHARE]** **Schedule Skincare** Edisi Ramadan Ikutin jadwal ini biar kulitmu kalem & glowing 24/7!	SAVE & SHARE Schedule Skincare	1
5	**That feeling when..** Bisa beli skincare sendiri tapi kalau ada yang beliin gak nolak juga sih. **Wdyt?**	- That feeling when.. - Wdyt? *(What do you think?)*	2
6	Lady boss kita ganti baru?! **Can you guess what's cooking in Somethinc x Bittersweet kitchen?**	Can you guess what's cooking in Somethinc x Bittersweet kitchen?	1
7	**High-return beauty investment.** High-maintenance routine apa lagi nih yang menurut kalian worth it dilakuin?	High-return beauty investment.	1
8	**When you use Calm Down Moisturizer consistently, magical good skin happens!** Siapa yang gak bisa move on dari Calm Down?	When you use Calm Down Moisturizer consistently, magical good skin happens!	1
11	**When it's emergency, Calm Down to the rescue!** Komen kalau kamu bucin Calm Down level akut.	When it's emergency, Calm Down to the rescue!	1
13	**SOS!** kulit kusam sehabis liburan? **No worries**, ikutin aja tips @fvajar 1. Eksfoliasi dengan 10% Lactic + Glycolic Peeling Serum 2. Kunci dengan pelembap Calm Down Moisturizer.	- SOS! (Save Our Soul) - No worries, - No more dullness, just glowing & calm skin	3

	No more dullness, just glowing & calm skin		
14	Udah 2024, cowok masih nganggep gak perlu skincare-an? **Skincare is GENDERLESS**, gimana bisa ikutan jadi glowing kalau kulit gak dirawat.	Skincare is GENDERLESS	1
15	**NEW SIZE ALERT** Cleanser favorit +62 sekarang tersedia dalam size 50ml! EXCLUSIVE di Alfamart! **Go grab it NOW**	- NEW SIZE ALERT - Go grab it NOW	2
16	**Serum Layering Recipes.** Masih newbie? Bingung mix & match?	Serum Layering Recipes	1
17	Berbuka dengan yang segar **Buy Low pH Gentle Jelly Cleanser, get FREE Tango Wafer 133gr Coklat/Vanilla!** • Berlaku di Alfamart 16-31 Maret 2024. **Go grab your jelly & wafer now, Squad!**	- Buy Low pH Gentle Jelly Cleanser, get FREE Tango Wafer 133gr Coklat/Vanilla! ; - Go grab your jelly & wafer now, Squad!	2
19	**POV**: Cleanser udah abis, tapi belum gajian	POV (Point of View)	1
20	**Moisturizer that does it all.** Apa pun masalah kulitmu, Kalemin Aja!	Moisturizer that does it all.	1
Total			**19**

The table presents the switch of two languages, Indonesian and English. Alternation does not bound syntactic relation among separate languages. The language swift is not related to certain language pattern either matrix language or embedded language. They are autonomous. On this type of code-mixing, most English syntactical arrangements are in either complete sentences (caption no. 1, 5, 6, 8, 11, and 14) or "subjectless" (subject-deletion/ellipsis) sentences (caption no. 13, 15, and 17). Other than captions no. 13 and 17 that have 2 sentences within each caption, other captions have one sentence each. Next, the following switch is in the form of phrases which is mostly used to introduce the product (caption no. 4, 7, and 16) and to intentionally attract followers' attention because the majority of phrases are written in capital letters (caption no. 4, 13, 15, and 19). The last two forms are dependent clauses (caption no.5 and 20). Each of those classification is picked out to analyze.

Nobody calms me like this moisturizer.
Gonta-ganti skincare, ujungnya Calm Down lagi-
Calm Down lagi~ Siapa yang relate?!
(Caption No.1)

The above caption is categorized as alternation because of the real switch from English to Indonesian. Both languages have their own structure and are not interdependent. English sentence **Nobody calms me like this moisturizer** is a complete English structure that does not have any Indonesian influence, so does the following one. The next sentence which is written in Indonesian follows the overall Indonesian structure. Therefore, these two languages uttered in one unit of expression represent alternation types of code-mixing.

SOS! kulit kusam sehabis liburan? (Caption no.13)

The simple utterance above is written for getting followers' attention because the English abbreviation **SOS!** is usually used for emergency. This emergency situation created by this English term has its own entire phrase which is followed by Indonesian phrase. This phrase shift does not totally affect each other unit of expression. Other data that is similar to caption 13 is caption number 19 whose shortened form **POV** is purposely delivered to share a view. In this *Somethinc*'s Instagram, **POV** is used for getting the followers' attention towards an offered situation (run out of face cleanser, but not yet got monthly payment which mean that the speaker could not buy it) written in Indonesian. Structurally, both English and Indonesian expressions stand on each own grammatical pattern, although they are expressed in the interrelated condition.

> **That feeling when..** Bisa beli skincare sendiri tapi
> kalau ada yang beliin gak nolak juga sih. **Wdyt?**
> (Caption no.5)

Caption no.5 has two English clauses. This caption is opened with describing a situation telling about the feeling (***The feeling when***…) which is built syntactically in unfinished English clause which then is followed by the detail explanation of the situation in Indonesian (…bisa beli skin care sendiri tapi…). After displaying the complete proposition about a given situation, this caption is ended with English abbreviated question, **Wdyt?** which stands for what do you think? The shifting process in this caption takes place twice. All linguistic expressions to switch do not have dependencies, therefore they are categorized as alternation code-mixing.

3. Congruent Lexicalization

The last type of code-mixing is congruent lexicalization. Congruent synonymous with congruous means being in agreement, harmony, or correspondence. As it is combined with lexicalization which is related to lexicon or the vocabulary of language, the type of this code-mixing refers to a largely shared structure that is composed by both elements of two or more languages. This two-language shared structure as it is suggested by its meaning creates harmony. The existences of embedding do not break the whole structure in its nested or dominant language. This research finds only two data found in caption no. 7 and 9.

Table 3. English Words/Phrases Found in Congruent Lexicalization

Caption Text Number	Instagram Caption Text	English words/phrases	Total
7	**High-maintenance routine** apa lagi nih yang menurut kalian **worth it** dilakuin?	High-maintenance routine – worth it	1
9	Pernah **diprank** juga sama **skincare** sendiri?	diprank – skincare	1
Total			**2**

Among types of code-mixing, congruent lexicalization has the least in number. Here is the elaboration of both data found.

> **High-maintenance routine** apa lagi nih yang menurut
> kalian **worth it** dilakuin? (Caption 7)
> (What other high-maintenance routine do you think worth it
> to do?)

The above sentence is composed by set of Indonesian and English vocabularies constructed in Indonesian structure. **High-maintenance routine** is the head word of noun phrase of "high-maintenance routine *apa*. *apa* in Indonesian is a modifier that make **High-maintenance routine** as a noun phrase has specific meaning. This noun phrase is functioned as the object on this sentence construction. Further this noun phrase is explained by English adjective **worth it** but this modifier is separated by Indonesian sentence fragment. The idiom **worth it** means enjoyable or useful (https://dictionary.cambridge.org/dictionary/english/worth-it). All in all, this shared grammatical components between Indonesian and English make this datum belongs to congruent lexicalization.

> Pernah **diprank** juga sama **skincare** sendiri? (Caption 9)
> (Have [you] also ever been pranked by [your] own skincare?)

The datum above is arranged in Indonesian structure with some English insertions. The interesting word formation inserted in the above sentence is the verb **prank**. Since this verb appears in passive construction, English formula needs "be + past participle". Therefore, it should completely be "be + pranked". However, this passive construction follows Indonesian pattern, to wit, "di + verb", without taking past participle added to Indonesian prefix. Finally, it comes out into **diprank**. Other English lexical item that is also treated in Indonesian pattern is **skincare**. Skincare in this sentence is the headword of noun phrase which is modified by Indonesian word *sendiri* (own). English noun phrase puts modifier at the beginning followed by noun, which is the opposite of Indonesian order, noun + modifier. Because of employing Indonesian structure, this constituent is filled with English lexical item (**skincare**) followed by Indonesian lexical item (*sendiri*). This combination of lexical items from two different inventories makes this datum falls into congruent lexicalization.

B. The English Use and Its Impact on Followers' Purchase Intention

English use in social media is not something astonishing because everyone may connect and communicate without any time and place boundaries, therefore English as international language is the language of universe. This research tries to see the impact of English use in Instagram for the sake of promoting the user's products. Those English words, phrases, and clauses found in various types are the research material that is linked to followers' purchase intention. Based on the results of the distributed questionnaire to 50 respondents, the following charts display the outcomes.
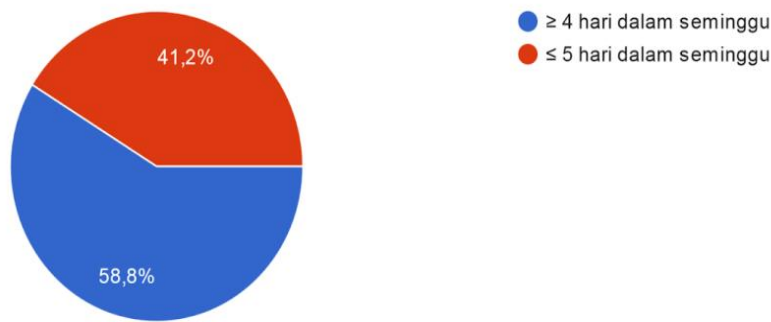
Chart 1. The followers' frequency in seeing *Somethinc*'s official Instagram

The given question for the above chart is formulated to seek one of indicators of purchase intention, namely followers' interest to seek the information about a product. When they are interested in *Somethinc*'s products, they will find the information more about the products. One of ways to do is visiting its official social media that provide up-to-date information about the products. Among 50 respondents, 30 respondents (58,8%) spend 4 days and more to always see *Somethinc*'s official Instagram captions, and the rest or 20 respondents spend less than 4 days to check in a week. This followers' activity elevates brand recognition and provides opportunity to engage with the brand marketing messages, product information, and promotional content.
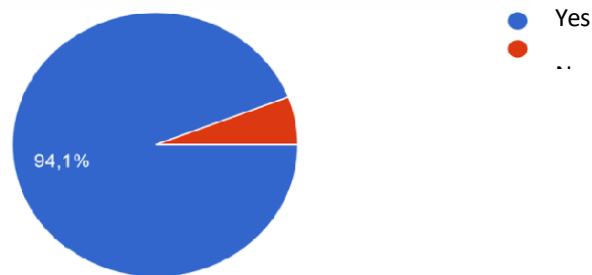
Chart 2. The followers' awareness towards the English use in *Somethinc*'s Instagram Captions

The following question is arranged to dig out the followers' awareness towards the English use. This question is the continuation of the previous one. When followers spend most of their social media time to see regularly *Somethinc*'s official Instagram captions, it is assumed that they should be aware of the language use other than Indonesian. The result exhibits that almost all of them are aware of the English use. Of the 50 respondents, 47 people (94,1%) notice this foreign language use, and 3 people (5,9%) do not. Regardless the time spend to read the captions, this huge gap indicates that this linguistic strategy is acknowledged significantly. This heightened awareness among followers underscores the effectiveness of the brand's strategic language approach, and the integration of English words within their captions has clearly caught the attention of their targeted consumers. This fact bases the following item of question, to wit, whether they understand the English codes used.
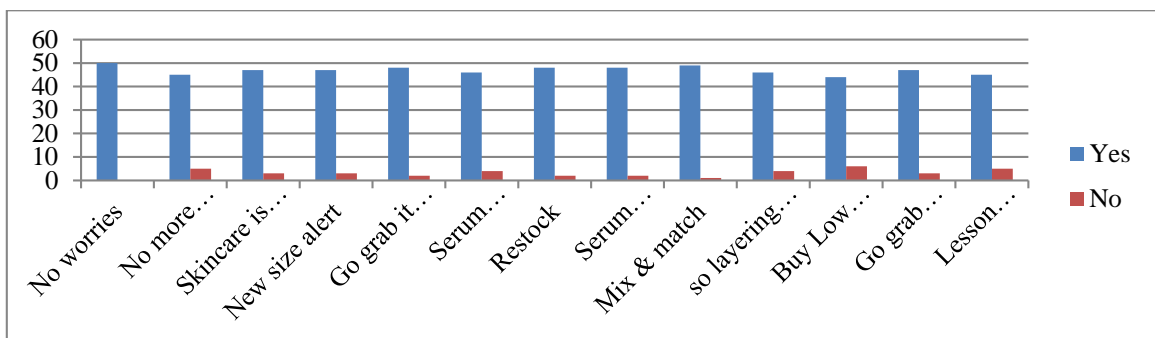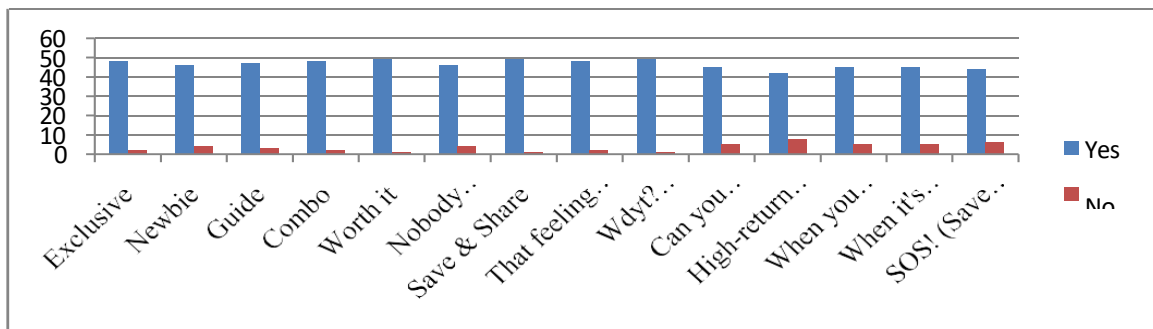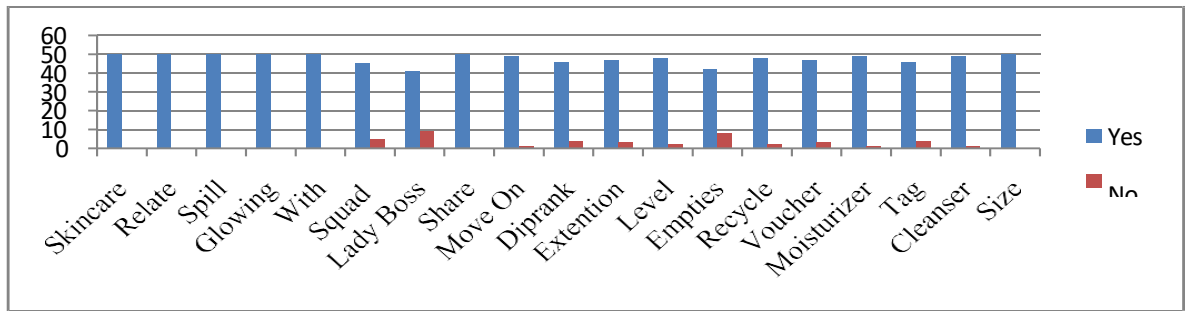
Chart 3. The followers' understanding towards the English use in *Somethinc*'s official Instagram

The three bar charts consist of English codes (words, phrases, and clauses) that have been collected through the preceding analysis. Most English codes get higher in blue bar than the red one. It points out that followers' awareness towards the English codes that are used is followed by their understanding. This correlation might be very beneficial for this brand because this linguistic strategy is not only noticeable but also successful in delivering the intended messages. Further, this aftermath denotes that the choice of English codes effectively resonates well with the targeted audience. Some English codes that are employed are common terms in the beauty industry, such as *skincare, glowing, cleanser*, and *moisturizer*. Those terms are added to give followers profound insight about the products.

Other than the familiar beauty terms used, some English codes are not too familiar to few followers. This finding seems correlated with the preceding results that those who rarely see (less than 4 days a week) *Somethinc*'s Instagram might not be aware of the English use, therefore some English terms sound unfamiliar, such as the addressing term *Lady boss* and a common beauty vlogger's term *empties*. Lady boss is a compound word which refers to the most powerful woman in a particular setting

in which a decision is on her own. Lady boss also refers to a woman who can handle all life problems she faces, including fear and lack of self-confidence (Lestari, 2020). In this Instagram caption, lady boss refers to the owner of the brand. This English phrase is not related to the product, but it refers to the moment when there was an exchange in this brand leadership. Another unfamiliar English term is *empties*. Empties commonly means nothing or containing nothing (adjective), make empty or remove the content of (verb), and something (such as a bottle or can) that is empty (noun) (https://www.merriam-webster.com/dictionary/empty). In this beauty context, this English word is fully borrowed with additionally semantical aspect. Empties means the finished skincare products before the expired date or before PAO (Period After Opening) is due (https://blog.avoskinbeauty.com/glossary/e/empties/). These English insertions might not be understood by those who rarely see Instagram captions. Other English codes such as *high-return beauty investment* and *Buy Low pH Gentle Jelly Cleanser, get FREE Tango Wafer 133gr Coklat/Vanilla!* are not easy to understand since it is a bit complicated structure. High-return beauty investment is a noun phrase which has **investment** as the headword and which has two modifiers, **high-return** and **beauty**. At the first construction, investment is modified by beauty which gives specific semantic aspect, namely the investment of beauty. This beauty investment refers to spending more money for the beauty because it is known that beauty products are pricy. Further, high-return is a compound word which is composed of **high** meaning rising or extending upward, and **return** meaning go back or come back again. Thus, high-return means go back with extending upward, or go back with more or greater value. Added to the previous phrase, beauty investment, this longer phrase means that when you spend more money for your beauty, it will return back to you in many times over. The next English language used is *Buy Low pH Gentle Jelly Cleanser.* This clause whose verb is *Buy* has long noun phrase for its object (*Low pH Gentle Jelly Cleanser*). The object's head word is **cleanser** which is given detail meaning by **Low pH Gentle Jelly**. Jelly refers to the form of the cleanser which looks like jelly, and gentle refers to the characteristic of jelly which is soft, so the cleanser's form is soft jelly. Further, the cleanser is further detailed by its ingredients that is low pH. As it known that too high pH value will seriously affect the skin (Lautenschlager, 2020), therefore this cleanser has low pH in its chemical substances. This offering concerning with the product's form and substance might be very intriguing when it is understood, but when the followers do not understand this English noun phrase construction, they will not get its beneficial information. However, this appears only in tiny number of followers. The similar case mostly happens in alternation and congruent lexicalization of code-mixing, in which the English use is in longer syntactical construction rather than it is found in insertion.

The most essential point in this part of research is revealing the factual information whether their understanding towards the abovementioned English use make them decide to buy the products.
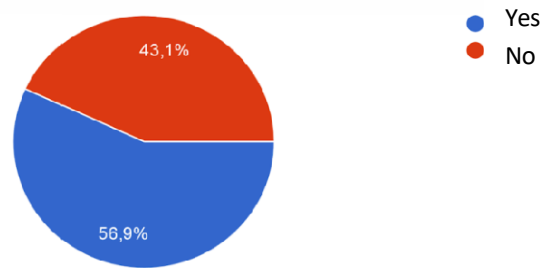
Chart 4. The followers' decision to buy the product because of the English use

The above chart reveals that the English use is very forceful tool mixed in *Somethinc*'s Instagram Captions. Of 50 respondents, 29 respondents (56,9%) answer that they decide to buy the products because of the English language mixed with Indonesian. The English use does not only present the familiar terms (skincare, glowing, moisturizer, cleanser, etc.) in beauty products but also provide information about the products (Nobody calms me like this moisturizer, Skincare is GENDERLESS, Buy Low pH Gentle Jelly Cleanser) and give more engrossing offers that attract the attention of followers as consumers (get FREE Tango Wafer 133gr, Go grab your jelly & wafer now). This finding supports Biswal's (2009) assertion that the employment of two languages in advertisement charms the customers, and Cerdeño's (2010) claim that the desire of advertisers to mark their products by adding some foreign words denoted positive values.

The rest of respondents who do not answer that English influences them to buy the products give more diverse responses that highlight the complexity of consumers' behavior as the factors influencing them to buy the products.

Chart 5. The followers' other reasons influencing them to buy the products

Most respondents who admit rejecting that English is influential in advertising products confess that brand quality is the top list of consideration to buy. The rest are about the prices which is affordable, marketing language that is simple and very informative, curiosity of the respondents that make them try the products, and products' formulation that is skin friendly. Surprisingly, 3 respondents have no idea and are not interested in the products although they spend more time to see *Somethinc*'s official Instagram.

CONCLUSION

This study addresses two issues comprising Indonesian-English code mixing that is focused on the types and the impact of English use that is connected to the followers' intention to buy or reject the products. The research results that among 20 captions collected, 58 Indonesian-English mixings are found. They are assorted into insertion (35 data), alternation (20 data), and congruent lexicalization (2 data). The code-mixing phenomenon shows that insertion the most prevalent type because most English codes found are the beauty terms inserted into Indonesian structure. The other research's result proves that English use in the captions is appealing. Most followers (47 respondents) are aware of the English use, and 29 respondents are attracted to buy the product because of the English use. The use of English words and phrases which refer to beauty terminology within Indonesian discourse works very well to attract the followers' attention as the targeted market. These findings present a nuanced view of followers' motivations that linguistic strategies in social media marketing can be influential. However, other factors such as product quality and affordable price also play a role in shaping followers' preferences and purchase decisions.

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