ABSTRAK

Judul penelitian ini adalah “Code-Mixing dalam Caption Instagram Vidi Aldiano: Kajian Sosiolinguistik”. Instagram adalah salah satu media sosial yang menggunakan foto ataupun video untuk berkomunikasi. Dalam Instagram terdapat fitur caption yang digunakan penggunannya untuk menjelaskan konteks dalam foto maupun video. Penelitian ini bertujuan untuk (1) Untuk mengidentifikasi proses *code- mixing* yang terdapat dalam *caption Instagram* Vidi Aldiano dan (2) Untuk menjelaskan fungsi *code-mixing* yang terdapat dalam *caption Instagram* Vidi Aldiano. Metode yang digunakan pada penelitian ini adalah metode deskriptif kualitatif dengan data yang berasal dari caption yang ada dalam *caption Instagram* Vidi Aldiano. Hasil penelitian menunjukkan bahwa; (1) ada dua proses *code-mixing* yang ditemukan pada *caption Instagram* Vidi Aldiano, yaitu *Insertion code-mixing* sebanyak 36 data. Ada kategori sintaksis yang terjadi dalam proses *insertyion code-mixing* yaitu frasa sebanyak 18 data dan kata sebanyak 17 data dan *alternation code-mixing* sebanyak 9 data, kategori sintaksis dalam *alternation code-mixing* terjadi dalam kalimat sebanyak 9 data (2) Vidi Aldiano menggunakan beberapa fungsi *code-mixing* dalam *caption Instagramnya* yaitu *talking about particular topic* sebanyak 19 data, *because of real lexical need* sebanyak 12 data, *Express Solidarity: being emphatic about something* sebanyak 5 data, *expressing group identity* sebanyak 8 data, *dan intention of clarifying the speech content for interlocutor* sebanyak 1 data. Kesimpulan yang didapat penulis adalah proses *code-mixing* yang paling banyak digunakan adalah *insertion code-mixing* berbentuk frasa dan fungsi *code-mixing* yang paling banyak muncul adalah *talking about particular topic*.

Kata kunci: Sosiolinguistik, *Code-Mixing*, Proses *code-mixing*, Fungsi *code-mixing*, *Instagram*

ABSTRACT

The title of this research is "Code-Mixing in Vidi Aldiano's Instagram Caption: A Sociolinguistic Study". Instagram is one of the social media that uses photos or videos to communicate. In Instagram there is a caption feature that is used by users to explain the context in photos and videos. This study aims to (1) to identify the code-mixing process contained in Vidi Aldiano's Instagram caption and (2) to explain the code-mixing function contained in Vidi Aldiano's Instagram caption. The method used in this research is descriptive qualitative method with data derived from the captions in Vidi Aldiano's Instagram captions. The results showed that; (1) there are two code-mixing processes found in Vidi Aldiano's Instagram captions, namely Insertion code-mixing as much as 36 data. There are syntactic categories that occur in the insertion code-mixing process, namely phrases as much as 18 data and words as much as 17 data and alternation code-mixing as much as 9 data, syntactic categories in alternation code-mixing occur in sentences as much as 9 data (2) Vidi Aldiano uses several code-mixing functions in his Instagram captions, namely talking about particular topics as much as 19 data, because of real lexical need as much as 12 data, Express Solidarity: being emphatic about something as much as 5 data, expressing group identity as much as 8 data, and the intention of clarifying the speech content for interlocutor as much as 1 data. The conclusion obtained by the author is that the most used code-mixing process is insertion code-mixing with syntactic categories in the form of phrases and the most code-mixing function that appears is talking about particular topic.

Keywords: *Sociolinguistics, Code-Mixing, Code-mixing process, Code-mixing functions, Instagram*