The Use of Code Switching as A Language Style on Kimberly Ryder's Instagram Account

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Abstract— **This study analyzes the code-switching found in Kimberly Ryder's Instagram account. It aims to find out the utterances used by Kimberly Ryder and the reasons for code-switching in her Instagram account. This study is a descriptive qualitative with data in the form of utterances used by Kimberly in 8 video posts on her Instagram account. It also explores the reasons for the codeswitching used by the speaker. The researcher herself is the research instrument of this study. The data collection technique is through documentation on Instagram. The focus of data analysis consists of data reduction, data display, and conclusion drawing/verification. The result shows that there are nine utterances containing code-switching found in Kimberly's Instagram account, with reasons including discussing a particular topic with as many as 5 data points, expressing group identity with as many as 3 data points, and softening or strengthening requests or commands with as many as 1 data point. Based on the findings, it can be concluded that Kimberly's Instagram account does not use quoting someone else, interjection, being emphatic about something, repetition for clarification, the use of real lexical need, and excluding other people when a comment is intended for only a limited audience.**

Keywords— **Code Switching, Kimberly Ryder, Instagram, Utterances, Reasons for Code Switching**

I. INTRODUCTION

In the Modern era, social media has become the main platform for public communication. It aims to build identity and interaction with audiences. Among the various available platforms, one of which is Instagram, which has the strength as the ideal choice for the source of data in this study. Instagram is a combination of visuals and text that is possible for in-depth analysis, which is related to the use of language code switching. It can be used by anyone, either speaking in the video directly or writing it in the caption and comment section. The use of Instagram is based on high-level interaction through features like likes, comments, and shares that provide a clear overview of the audience's response to the content. In addition, this platform can easily be accessed with the widespread spread of information through advanced algorithms. That is why the researcher chose Instagram because of its relevance to the data being discussed. In this case, individuals need to possess proficiency in multiple languages to interact and communicate with people from diverse backgrounds. During interactions, people often switch between languages, a phenomenon known as code-switching. It can occur at various levels, including sentences, words, and clauses, depending on the type of code-switching employed. Code-switching can involve transitioning between local languages and international languages, or vice versa, as observed in everyday conversations and social media interactions. In this study, the researcher uses Kimberly Ryder's Instagram account to analyze code-switching because she often uses it when speaking. Kimberly Ryder is an influencer and content creator active on Instagram with a significant number of followers. Her father is from the United States, and her mother is from Indonesia, allowing her to use mixed languages as her speaking style. Also, she often interacts with her diverse followers from both Indonesia and abroad. This makes her a multilingual person, where Indonesian and English are used interchangeably. Many researchers have researched code-switching. Thus, the researcher in this study selected some previous studies that are also related to the topic [1]; [2]; [3];[4]; [5].

In conclusion, this study has a gap in filling the research gap from these studies. It is because the researcher uses an object that is different from the existing research, namely Kimberly Ryder's Instagram account, which has never been done before by other researchers. In addition, this study only focuses on analyzing utterances and reasons for using code-switching as a language style. It is also stated by [6] that people change their language

because they have reasons behind it. These include talking about certain topics, interjecting or inserting sentence connectors, quoting others, being firm on something, expressing group identity, using precise and real words, repetition for clarification, limiting comments to the intended people, and using more subtle language to convey requests. Because of that, this research focuses on analyzing the following: 1. What are the utterances of code-switching used by Kimberly Ryder in video posts on her Instagram account? 2. Why does Kimberly Ryder use code-switching in video posts on her Instagram account? That way, the objective of this research is in line with the formulation of the problem, namely identifying code-switching utterances found in video posts on Kimberly Ryder's Instagram account and explaining the classification of the reasons for the use of code-switching by Kimberly Ryder in video posts on her Instagram account. Therefore, the researcher presents research with the title "The Use of Code Switching as a Language Style on Kimberly Ryder's Instagram Account".

II.   LITERATURE REVIEW

Code switching is a conversation between speakers' turns or within a single speaker's turn [7]. In the latter case, it can occur between sentences or within a single sentence. Code switching can arise from individual choice or be used as a major identity marker for a group of speakers who must deal with more than one language in their common pursuits. Code switching occurs when a speaker requires a particular code in order to switch from one code to another and even create a new code in the process [8]. Code switching is the changeover of sentences [9]. Code switching can occur during the same conversation. In the same way, code switching can be defined as the use of two or sometimes more languages in the conversation [10]. Code Switching occurs between sentences, clauses, or phrases, more deliberately, and in both formal and informal settings. Code-switching involves changing the way you behave or present yourself in order to fit in, make the people around you comfortable, disprove a stereotype, or protect against discrimination.

III.   METHOD

This study is a descriptive qualitative study that analyzes code-switching in 5 video posts on Kimberly Ryder's Instagram account. Qualitative research itself is analyzed through words and interpreted in the form of descriptions of central phenomena, not statistical numbers. [11] emphasizes that qualitative research refers to understanding based on a particular approach or method of exploring social or human problems. Meanwhile, according to [12], qualitative research highlights understanding the meaning given by individuals or groups through collecting data in a natural environment and using inductive analysis to find complex themes and patterns. This means that qualitative research focuses more on interpreting in detail what a person experiences rather than looking for clear reciprocal relationships. The data source in this study is the Instagram @kimbrlyryder account, which is related to analyzing code-switching as a language choice by the speaker. Meanwhile, the data in this study are utterances and the reasons for code-switching on Kimberly Ryder's Instagram account. The data collection through online documentation on Instagram, such as typing Kimberly Ryder's account in the search column on Instagram, observing in-depth and choosing 8 video posts that have code-switching in them, taking notes on the utterances that are included in code-switching, then the researcher classifies and explains the reasons for using code-switching found in the account based on [13]. The qualitative data analysis is based on [14], which includes data reduction, data display, and conclusion drawing/verification. Data reduction is the process of simplifying data to produce results that are easier to interpret. Data display related to data in visual forms, such as graphs, tables, etc. Meanwhile, the conclusion is the form of results obtained from the analysis carried out. In this instance, the steps to analyze the data in this study include three things as follows: 1) Analyzing utterances that have the use of code-switching in the Instagram account @kimbrlyryder, 2) Dividing the data using bullet points to describe the reasons for code-switching used in the account, and 3) Drawing a conclusion based on the results of the data analysis.

IV.   RESULT AND DISCUSSION

There are eight posts taken as data evidence with information in the form of utterances of code-switching used by Kimberly Ryder in video posts on her Instagram account, as follows:

1. June 9, 2024
"Jadi kelembapan udara di sini tuh bisa mencapai 90% lebih. So, I decided to get this Milzu Dehumidifier from @notale.id".
2. October 29, 2024
- "Tips percaya diri, jangan pikirin kata-kata orang lain just believe in yourself".

- "Jangan sombong tapi we have to know our worth sebagai perempuan".
3. December 20, 2024
"I feel like it's again it's like emang rezekinya anak-anak juga ya".
4. December 28, 2024
"untuk hasil final yang rapihnya lebih maksimal. Let me know in the comments below".
5. March 17, 2025
"Yang memang mereka pun juga tinggi-tinggi, and I'm sure they have the same problem as me".
6. March 23, 2025
"Mau kita jadiin daleman ataupun luaran, terus mau itu menjadi modes wearpun there is something for everybody".
7. March 25, 2025
"Dan mari kita support local craftsmanship, and also sustainable and thoughtful design".
8. March 29, 2025
"Kalo menurut aku, the most versatile pieces I think ini, this dress that I'm wearing".

On the other hand, the reasons for the use of code-switching by Kimberly Ryder is influenced by the following things, including:
☐ Talking about a particular topic
☐ Expressing group identity
☐ Softening and strengthening requests or commands.

Utterances found on Kimberly Ryder's Instagram Account, as explained in the results above, 8 video posts serve as data evidence in the analysis of code-switching on Kimberly Ryder's Instagram account. Based on the utterances that have been found, the following description is related to the reason why Kimberly Ryder uses code-switching in her video posts below:
1. June 9, 2024
"Jadi kelembapan udara di sini tuh bisa mencapai 90% lebih. So, I decided to get this Milzu Dehumidifier from @notale.id".
Translation:
So the air humidity here can reach more than 90%. So, I decided to get this.
Milzu Dehumidifier from @notale.id.
2. October 29, 2024
- "Tips percaya diri, jangan pikirin kata-kata orang lain just believe in yourself".
Translation:
Confidence tips: don't think about other people's words, just believe in yourself.
- "Jangan sombong tapi we have to know our worth sebagai perempuan".
Translation:
Don't be arrogant, but we have to know our worth as women.
3. December 20, 2024
"I feel like it's again it's like emang rezekinya anak-anak juga ya".
Translation:
I feel like it's again, it's like it's the children's fortune too.
4. December 28, 2024
"Untuk hasil final yang rapihnya lebih maksimal. Let me know in the comments below".
Translation:
For a more polished final result. Let me know in the comments below.
5. March 17, 2025
"Yang memang mereka pun juga tinggi-tinggi, and I'm sure they have the same problem as me".
Translation:
They are also tall, and I'm sure they have the same problem as I do.
6. March 23, 2025
"Mau kita jadiin daleman ataupun luaran, terus mau itu menjadi modes wearpun there is something for everybody".
Translation:
Whether we want it to be underwear or outerwear, and whether it's fashion wear, there is something for everybody.
7. March 25, 2025
"Dan mari kita support local craftsmanship, and also sustainable and thoughtful design".
Translation:
And let's support local craftsmanship, as well as sustainable and thoughtful design.
8. March 29, 2025

"Kalo menurut aku, the most versatile pieces I think ini, this dress that I'm wearing".
Translation:
In my opinion, the most versatile outfit is this, this dress I'm wearing.

Reasons for using code-switching on Kimberly Ryder's Instagram Account. This is an important part that aims to address the second problem statement regarding the reasons for using code-switching based on Hoffmann's theory, as follows:

☐ Talking about a particular topic

"Jadi kelembapan udara di sini tuh bisa mencapai 90% lebih. So, I decided to get this Milzu Dehumidifier from @notale.id".
Explanation:
From the utterance of the sentence, it can be seen that Kimberly Ryder emphasizes the use of the Milzu Dehumidifier, which is a solution to maintain health from the changing climate. In this case, it can also affect air humidity and can even reach 90% or more.

"I feel like it's again it's like emang rezekinya anak-anak juga ya".
Explanation:
Based on the sentence delivered by Kimberly, she emphasized that what she got was indeed the sustenance of her children. This means that everything is for her little family, not just for herself. From that sentence, we can imagine how grateful Kimberly is for what she has and does not make it to be exalted, but rather to be humble and always direct it to positive things in her life.

"Yang memang mereka pun juga tinggi-tinggi, and I'm sure they have the same problem as me".
Explanation:
From the utterance of the sentence, it can be seen that Kimberly is discussing the problems she faces. Her posture is tall, so it's no wonder she sometimes finds it difficult to find clothes that fit her. This is because, as she said before, those who refer to others can have the same problem as her about it.

"Mau kita jadiin daleman ataupun luaran, terus mau itu menjadi modes wearpun there is something for everybody".
Explanation:
From the utterance of the sentence, it can be seen that Kimberly Ryder is discussing the fashion choices of the clothing products she launched. She gives a specialty or advantage by saying "there is something for everybody". It means that the product is suitable for any fashion style, which of course can also be used as a daleman or outer shirt. So, anyone who wears his product does not need to worry about mixing and matching it because it is flexible.

"Kalo menurut aku, the most versatile pieces I think ini, this dress that I'm wearing".
Explanation:
From the utterance of the sentence, Kimberly Ryder reveals that the most versatile piece of clothing is the one she wears. In this case, it means that, be it the model, size, or texture, the details of the clothes that fit best are none other than the clothes.

Expressing group identity

- "Tips percaya diri, jangan pikirin kata-kata orang lain just believe in yourself".
Explanation:
Based on the utterance of the sentence, it can be seen that Kimberly Ryder expresses or shows group identity by giving tips in the form of self-confidence that every individual must have. She says, "Just believe in yourself," to emphasize that to be confident, we must believe in ourselves and not be affected by what others say about us.

"Jangan sombong tapi we have to know our worth sebagai perempuan".
Explanation:
From the utterance of the sentence, Kimberly Ryder expresses group identity by still being reasonable but not reducing our worth as women. She emphasizes "jangan sombong," which means that although we as women can do anything if we want to, don't let it make us arrogant with that.

"Dan mari kita support local craftsmanship, and also sustainable and thoughtful design".
Explanation:
Based on the utterance of the sentence, it can be seen that it is a form of expression from Kimberly Ryder on the product she released. It means that she gives prominence to her group identity by supporting local crafts and sustainable design.

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Based on the utterance of the sentence, it can be seen that it is a form of expression from Kimberly Ryder on the product she released. It means that she gives prominence to her group identity by supporting local crafts and sustainable design.

To soften and strengthen a request or command

- "Untuk hasil final yang rapihnya lebih maksimal. Let me know in the comments below".

Explanation:

From the utterance of the sentence, Kimberly Ryder asks for feedback or opinions through the comments column on her Instagram account. She says that for maximum results from the things she does, such as in terms of dental health and neatness, she needs the point of view of netizens to be this thing, whether good or not. So, based on the analysis of Kimberly Ryder's Instagram account, only 3 out of 9 reasons for using code-switching were found. They are talking about a particular topic with as many as 5 data, expressing group identity with as many as 3 data, and finally, to soften and strengthen a request or command, only 1 data. Meanwhile, quoting someone else, interjection, being emphatic about something, repetition used for clarification, the use of real lexical need, and excluding other people when a comment is intended for only a limited audience were not found in the Instagram account.

V.   CONCLUSION

In this study, the researcher focuses on analyzing code-switching on Kimberly Ryder's Instagram account. The data are taken from her 8 video posts, and the reasons for code-switching are found. Based on that, the researcher found nine utterances containing code-switching and the reasons behind it. They are talking about a particular topic with as many as 5 data, expressing group identity with as many as 3 data, and then to soften and strengthen the request or command, only 1 data. Meanwhile, quoting someone else, interjection, being emphatic about something, repetition used for clarification, the use of real lexical need, and excluding other people when a comment is intended for only a limited audience were not found in the Instagram account. Thus, from the utterances that have been found and analyzed, the most common reason for the utterances is talking about a particular topic, and the least common is to soften and strengthen a request or command.

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