The Analysis of Code-Mixing in Comments on Instagram Post by Hyundai Motors Indonesia

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ABSTRACT

This study describes the existence of code-mixing in comments on Hyundai Motors Indonesia's Instagram posts. Code-mixing between Indonesian and English now commonly found among social media users. This study aims to analyze the form and function of code-mixing in the comments section of the All New Hyundai Palisade teaser video reels post on Hyundai Motors Indonesia's Instagram account. Data was collected from comments published from May 30 to June 1, 2025. The results of the study show that the form of code-mixing used generally involves the insertion of English words or phrases into Indonesian sentences. The use of code-mixing is influenced by various factors such as age, educational background, foreign language proficiency, and the context of the content displayed by the Hyundai Motors Indonesia account. The functions of code-mixing found in the comments include emphasizing meaning, clarifying information, expressing emotions, and creating a modern impression.

Keywords: Code Mixing; Instagram; Bilingualism; Multilingualism

INTRODUCTION

Language is the primary means of communication in human life, serving as a vehicle for conveying information, expressing emotions, and facilitating social interaction. With the advent of globalization and the rapid development of information technology, language use is no longer limited to a single language. In today's world, it is common to see a mixture of two or more languages in communication. This phenomenon is known as code mixing. Code mixing occurs when two or more languages are used alternately within a single phrase or sentence. Code mixing is a common characteristic of bilingual and multilingual communication found in various social contexts, including on social media (Sari & Wibowo, 2023).

Social media as a digital communication platform has changed the way humans interact and communicate. One of the most popular social media platforms in Indonesia is Instagram, which allows users to share visual content and interact through comment sections. The use of code mixing in Instagram comment sections is an interesting phenomenon to study, as it demonstrates the language trends in modern society that is increasingly open to the influence of foreign languages, particularly English. Modern society is increasingly open to the influence of foreign languages, particularly English. Research has found that code mixing on social media is often used by users to express emotions and feelings.

Instagram is derived from the words "insta" and "gram," where "insta" means "instant," so Instagram can produce a photo instantly, like using a Polaroid camera. The word "gram" is derived from "telegram," which functions to share information quickly with others without requiring much time. Therefore, Instagram can be seen as a combination of "instant" and "telegram" (Syahreza & Tanjung, 2018).

The use of code-mixing in Instagram comment sections is also influenced by users' backgrounds, which vary in terms of age, education, and proficiency in foreign languages. Additionally, content uploaded by official accounts like Hyundai Motors Indonesia, which uses English in its automotive product teaser videos, encourages users to incorporate English terms into their comments. This shows how the content of a message can influence language use in social media interactions. Other studies also highlight that code-mixing and code-switching are not done randomly but serve specific communicative purposes, such as emphasizing a message, clarifying content, or expressing emotions (Hidayati & Santoso, 2024).

Code-mixing is one aspect of language interdependence in bilingual societies. Therefore, it is almost impossible for a speaker in a bilingual society to use one language exclusively without utilizing the other language or languages at all. In a study of comments on Hyundai Motors Indonesia's Instagram posts, code-mixing appeared in the form of words and phrases related to automotive terms, such as "hybrid," and others, indicating the influence of English as an international language in the automotive world (Salsabila et al., 2022).

Other studies also mention that the purposes of code-mixing on social media include emotional needs, wanting to be more informative, making jokes, and expressing one's emotions (Nurhadi & Rahman, 2023). Therefore, the analysis of code-mixing in the Instagram comments section of Hyundai Motors Indonesia not only provides an overview of the language techniques used but also reveals the social factors influencing the use of such language.

This study focuses on analyzing the form and function of code-mixing in the comment section of the All New Hyundai Palisade teaser video reel post on the Hyundai Motors Indonesia Instagram account. The data collected consists of comments containing code-mixing elements from May 30 to June 1, 2025. This analysis aims to contribute to an understanding of the dynamics of language use in social media and its impact on the development of Indonesian and English in the digital age.

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METHODS OF RESEARCH

In this study, the method used is qualitative descriptive, which involves describing and interpreting data from each predetermined aspect. According to Bogdan & Taylor (Gunawan, 2016), qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior, focusing on the context and individuals as a whole.

The data collection technique in this study was verbal data in the form of comments from several posts on the Hyundai Motors Indonesia Instagram account. The source of the data studied was the comment section in the All New Hyundai Palisade teaser video reel posts on the Hyundai Motors Indonesia Instagram account from May 31 to June 1, 2025, which received many comments and contained mixed codes.

RESULT AND DISCUSSION

The use of code-mixing by Instagram users in the comment section of Hyundai Motors Indonesia Instagram posts was found is 10 out of 409 comments from 3 post. The code-mixing that found in the comment section of the 3 Reels video teaser post for the All New Hyundai Palisade is the form of words and phrases. Below are some of code-mixing found in the comment section of Hyundai Motors Indonesia Instagram posts from May 30 to June 1, 2025.

Post on 30 Mei, 2025

petrolheadboys :
"Fix Hyundai PALISADE Baby!!!!!! Moga2 yg XRT nya masuk sini ya. Jangan cuma yg hybrid aja"
In this data, there is a mixture of the word "Fix" means "Pasti" when translated into Indonesian. The word "Baby," means "sayang" in this context intended as an emotional expression from the user. The word "Hybrid" is a term used in automotive technology in English.

hyundai.simprug_fleet :
"Kereennn ini mah gak ada lawan!! book now"
The data contains mixed codes in the form of phrases, "Book" and "Now", which originate from English, meaning "Buku" and "Pesan". The word "Now" originates from English, meaning "Sekarang," which is translated into Indonesian as "Pesan Sekarang"

gunawan.img :
"Udah bocor kemana mana jadi nggak surprise min"
In the data, there is a code mixing of the word "Surprise," which from English and means "kejutan" in Indonesian.

yan_anthony :
"Hyundai citycar dong min, kayak jaman dulu ada 110,120 dan avega"
In the data, there's a code mixing in the phrase "Citycar," which is a combination of the words "Kota" and "Mobil" from English. In Indonesian, it means "Mobil Kota".

Post on 31 Mei, 2025

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vito_hyundai_pondokindah :

"Yuk batch pemesanan prioritas langsung info info ya ke vito"

In the data, there's a code mixing in the word "Batch" which from English and means "Kumpulan" in Indonesian.

hyundailombok :

"YESSSS SIRRRR... PELAN PELAN MIN"

The data contains a code mixing in the words "Yes" and "Sir" which from English, meaning "Ya" dan "Pak" in Indonesian.

hnsproaudio :

"Santafe ganti casing"

In the data, there's a code mixing in the word "casing," which from English and means "Pembungkus" in Indonesian

Post on 1 June, 2025

dro_sandi :

"Semoga nanti nyusul jg sigazer-x fl yg sdh improvement dg headlamp led pojector, dg penambahan fitur padle shift, desain stop lamp yg baru, plus fitur acc !!"

In the data, the language used is Indonesian, and there are some English words and phrases mixed in, such as "Improvement" mean "Peningkatan", "Headlamp" mean "Lampu Depan", "Paddle Shift" mean "Penggeseran Transmisi", "Stop Lamp" artinya "Lampu Berhenti".

dendyh11 :

"Buruan booking"

In the data, there's a code mixing in the word "Booking," which comes from English and means "Memesan" in Indonesian.

kolamrenang_waterwife2023 :

"Segera launching"

In the data, there is a code mixing in the word "Launching," which comes from English and means "Peluncuran" in Indonesian.

In the comments section of the All New Hyundai Palisade teaser video reels posted on Hyundai Motors Indonesia's Instagram account Indonesian is the most dominant language. However, many Instagram users often insert words or phrases in foreign languages, such as English in their comments.

The factors causing the code-mixing in this Reels post are related to the video's English-language content and the use of automotive terms in English. In the Hyundai Motors Indonesia Instagram post, an advertisement was featured that caught the attention of netizens, both followers and other Instagram users, prompting them to share their reactions to the post. Instagram users with different backgrounds also contributed to the code-mixing phenomenon, as many Instagram users or followers of the Hyundai Motors Indonesia account are fluent in two or more languages, namely their native language (Indonesian) and a foreign language (English).

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CONCLUSION

From the results obtained from analyzing comments on the All New Hyundai Palisade teaser video Reels post on the Hyundai Motors Indonesia Instagram account, it can be concluded that code-mixing does indeed exist in the comments, even though in small amount, only 10 comments out of 409 comments. The form of code-mixing found is the insertion of English words or phrases into Indonesian sentences. These words are dominated by automotive terms such as hybrid, headlamp, paddle shift, stop lamp, as well as emotional expressions like fix, baby, yes, and sir. Other factors influencing this phenomenon include the bilingual or multilingual background of social media users, as well as the need to express emotions, emphasize meaning, or create a modern impression in digital communication.

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