Language Use among K Pop Fans: Code Mixing and Identity

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Abstrak

Fenomena pencampuran kode saat ini menjadi populer di kalangan penggemar K Pop. Penggemar K Pop cenderung mencampur dua bahasa dalam teks mereka di Instagram atau Twitter. Faktor-faktor mengapa penggemar K Pop menggunakan pencampuran kode dalam keterangan mereka mungkin berasal dari kehidupan sosial (faktor eksternal) dan pemikiran individu mereka (faktor internal). Tujuan dari penelitian ini adalah mencoba untuk mengetahui faktor-faktor yang mempengaruhi penggemar K Pop menggunakan pencampuran kode dalam keterangan mereka dan apa peran pencampuran kode dalam menunjukkan identitas penggemar K Pop. Metode yang digunakan dalam penelitian ini adalah dokumentasi dan wawancara. Langkah pertama dalam mengumpulkan data adalah dokumentasi. Pada langkah ini, penulis mengamati untuk menemukan teks di Instagram dan Twitter. Langkah kedua, setelah penulis menemukan tulisan di Instagram dan Twitter, penulis kemudian mengirim pesan langsung untuk meminta izin apakah ia bersedia menjadi informan untuk penelitian ini. Langkah terakhir adalah mewawancarai informan berdasarkan topik terkait.Hasil menunjukkan bahwa ada enam alasan yang mempengaruhi penggemar K Pop untuk menggunakan pencampuran kode. Pertama, mereka ingin pembicaraan menjadi lebih menyenangkan; kedua, mereka berbicara tentang topik tertentu; ketiga adalah keakraban dengan bahasa asing; keempat, keterbatasan bahasa yang dimiliki oleh penggemar K Pop; kelima, hobi dan yang terakhir adalah pengakuan dari orang lain. Ini juga menunjukkan bahwa Identitas penggemar K Pop dapat diungkapkan melalui pencampuran kode karena perilaku penggemar K Pop yang familiar dengan bahasa Korea dan mereka menggunakannya secara spontan dalam keterangan mereka.

Kata Kunci: campur kode, bahasa dan identitas, identitas kelompok

Abstract

The phenomenon of code mixing has currently become popular among K Pop fans. K Pop fans tend to mix two languages in their caption on Instagram or Twitter. The factors why K Pop fans use code mixing in their caption might come from their social life (external factor) and their individual thoughts (internal factor). The purpose of this study is try to find out the factors influencing K Pop fans to use code mixing in their caption and the code mixing role in showing K Pop fans' identity. The method used in this study is documentation and interview. The first step in collecting the data was documentation. In this step, the writer observed to find captions on Instagram and Twitter. In the second step, after the writer found the caption on Instagram and Twitter, the writer then sent a direct message to ask permission whether he/she is willing to be the informant for the study. The last step was interviewing the informant based on the related topics. The results indicate that there are six factors influencing K Pop fans to use code mixing. First, they want the conversation becomes more relatable; second; they talk about certain topics; third is the familiarity with foreign language; fourth, the limited language owned by K Pop fans; fifth, the hobby and the last one is acknowledgement from others. It also indicates that K Pop fans' identity could be revealed through code mixing because they are familiar with Korean language and they use it spontaneously in their caption.

Keywords: code mixing, language and identity, group identity

INTRODUCTION

In recent years, the phenomenon of K pop has become a very frequently discussed phenomenon. K pop has been spread in all around the world, not only in Korea. Nowadays, K pop becomes well known on the continent of Europe, Africa, Asia and America. K pop has become a global phenomenon.

Code mixing and code switching have become a popular phenomenon in this era. The development of language through the years makes many people from various circles speak using mix language as a part of language usage in society nowadays. Young people are the most common people who do the mix language. Young people often express themselves through many things and one of those things is through words. According to Muysken, code mixing refers to all situations where lexical matter and syntactic features from two languages show up in one sentence (Muysken, 2000).

The reason why this study is conducted is to reveal the "tradition" of mixing two languages between English and Korean which is done by K pop fans. The researcher wants to know more about the factors why K Pop fans use mixed language. Another reason why this study is established is because the researcher also wants to reveal whether mixing language could take a role in showing the identity of K Pop fans.

This study is a qualitative study because the data is in form of words and phrases. The data collection techniques used in this study was documentation and interview. This study will use code mixing theory by Holmes and identity theory by Edwards to answering each problem.

A study by Nurhayati & Gintings (2016) talks about the phenomena of Code Mixing and code switching in Break Out Music program in Indonesian Television. The result of the study showed that the majority type of code mixing used in Break Out Music Program is alternation. Alternation is dominant because the presenters speak English too much in their conversation.

Another study by Sumarsih, Siregar, Bahri, & Sanjaya (2014) mentioned that there are several reasons why Indonesian youngsters often use Code mixing in their daily conversation nowadays. The previous study used North Sumatra youngsters as the subject to collect the information. The result from the study states about the reasons why Indonesian youngsters often use code mixing in their daily conversation: 1) They do not know the equal meaning of English in Indonesian language, such as download, e-mail, and upload; 2) Because of the circumstances, they have to use the circumstances as it is in the formal occasion like bilingual school and 3) In order to make the conversation to be more fascinating, the conversation was fascinating and inviting enthusiastic comrades because both of the speakers have the potential of speaking more than one language.

According to Hoffman as cited in Ditya (2009), in his book *an Introduction to Bilingualism*, he states that there might be some reasons why people tend to speak using more than one language. The first factor is because they have a conversation talking about certain topic;

second is because the person is quoting somebody else sayings; third; they become emphatic about something; fourth, they use repetition for clarifying something; fifth, they want to express group identity; and the last one, it is simply because of lexical need.

According to Holmes, (2013) in his book Introduction to Sociolinguistic, there are several factors why people use code mixing. First is who is the participant involved in the conversation, who is the speaker and who are they talking to. Second, setting and the social context of the conversation, where are the conversation takes place. Third, what is the topic being talked about. And the last one is the purpose or the aim of the conversation, why are they talked about certain topic.

Muysken, (2000) states that there are three types of code mixing, they are Insertion, Alternation and the last is Congruent lexicalization. Insertion is a process of mixing two languages which only inserts a word and not affecting the structure of the sentence. Alternation is a code mixing process that involved two structures from different language which alternated indistinctively both lexically and grammatically. Congruent lexicalization is process of code mixing which both of the language share grammatical structure that can be filled lexically with elements from both languages.

A study by Adenugba (2016), Nigerian hip hop artists often show the identity through language choice. Code-switching, as how Trudgill (2000) describes this rapid shape of language switching, has the result of enabling a speaker to indicate two identities at once. For example, Chinese students at the University of Hong Kong frequently speak an intense combination of English and Cantonese. If they speak only English, they might be regarded as being disloyal to their community. If they only speak Cantonese, they might be regarded, within the circumstance of an English-language university, as uneducated and primitive. Using both English and Cantonese languages together overcome these problems equally. It is possibly therefore not at all shocking that code switching is a very common phenomenon.

The study of the manner in which language is utilized in conversations of this and numerous different kinds is a vital part of sociolinguistics. Sociolinguists have looked, as in the above precedent, at the manner by which language can be utilized for controlling relationships and accomplishing specific purposes. They have additionally looked at rules for the conducting and translation of conversation generally, and at the way these may contrast from society to society. Language, in addition to being a method for conveying data, is an essential method for setting up and keeping up relationship with other people. Youthful kids need to learn not just the pronunciation, sentence structure and vocabulary of their language; they additionally need to figure out how to utilize the language in conversational cooperation so as to have the capacity to set up social connections and take an interest in two-way communication. Language can surely be considered as a symbol for every individual. If we look closely and skillfully enough, we would discover unique to the individual.

According to Edwards (2012) language is what individuals speak in their daily life. Language is a form of social identity and is used, knowingly or automatically, to point out membership of different social groups of different language communities. In any case, identity cannot exist in vacuum since individuals recognize and speak with one another for clear purposes.

None of the studies mentioned above tried to reveal about the role of code mixing in showing someone's identity. In general, the social effect means the way in which some phenomenon make an impact on people's life and on the way people used to do things. The above study only explains the meaning of code mixing, about the factors why code mixing occurs and the phenomenon of code mixing.

This study was established to know about the factors why K pop fan likes to speak using mixed language. And the last one, this study also tries to reveal whether mix language could represent K Pop fans' identity. This research will only discuss code mixing among K pop fans and the role of code mixing in revealing the identity. It will not discuss the other topic other than the topic mentioned above.

This research has both theoretical and practical significance. Theoretically, the finding of this study is expected to add the information and knowledge related to the study of code mixing. Besides that, the result of this study might be useful for additional information or further knowledge about future studies on the same topic. As for practical significance, this study is useful for those who want to seek the real identity through the language. The result of this study can be learned by people out there who often do the mixed language because it might help them to show or find their real identity.

METHOD

In this study, the data was collected from caption on Instagram and Twitter. Moreover, based on the data analysis, the data will be analyzed using the code mixing theory by Holmes (2013), and for the identity, the data will be analyzed using identity theory by Edwards (2012). This study used qualitative method to analyze the data. The reason why qualitative method was applied is because the data of this study was not a numeric data. The data was in form of word, phrase and sentence. The data of the study also described the phenomena in natural setting.

The informant or the subject of this study was K pop fans. What is meant by K pop fans here are people who like and follow trends and everything related to K Pop. The subject was limited. Not all K pop fans became the subject. The subjects were youngsters with the age around 15 until 20 years old. They could be male or female who can speak or know Korean language. The subjects should match the requirements in order to make the data collection go as how it is planned.

The data collection technique used in this study was documentation and interview. This study used documentation to obtain the data through Instagram and Twitter. Documentation can be in form of transcript, video and picture by someone that can be used to obtain the data. In conducting the documentation, the researcher used caption on Instagram and Twitter platform of K pop fans to find the data and also to find the subject for the interview. This study used structured interview and all the questions were already written down to find the answers to the problems.

The setting of the interview could be anywhere because the interview was done virtually. What is meant by virtual interview is conducting an interview in an automatic style by doing it online or also known as digital interview. The interviewer utilized virtual interview as a standard method for evaluating the potential of the participant at first. The researcher asked some questions through direct message on Instagram and Twitter related to the topic in order to answer or solve the problems in this study.

For answering the first problem about the factor influencing K Pop fans to use code mixing, the data collection techniques were documentation and Interview, while the specific aspects were situational factor and Intrinsic factor. Moreover, for answering the second problem about the code mixing roles in showing K Pop fans' identity, the data collection technique was interview while the specific aspects were description of individual or group and language use in certain group.

FINDINGS AND DISCUSSION
Findings
Factors of using code mixing

In this study, there are several factors that influenced K Pop fans to do the code mixing. They use mix English and Korean to make the conversation to be more relatable with the other K Pop fans who have the same interest. Based on the interview, all of the informants who used mix language in their caption mentioned that one of the factors they use mix language is because they wanted to be more relatable with their friends. One of the informant said *"I use mix language because I wanted to be more relatable with my K Pop friends"*

Besides they wanted to be more relatable, the other factors why K Pop fans use mix English and Korean language on their caption is because of the topic they talk about. When they talk about something related to K Pop, they tend to use mix English and Korean to match the topic. Holmes states that the topic of conversation can influence language choice. According to the data from the interview, 3 out of 4 persons have similar answer about the language choice when they talk about several topics. They said that when they have conversation about some topics, there are some words that cannot be delivered in English so that they have to use Korean Language to replace some words. From the documentation, there are several words which are often used by K Pop fans to replace the English words.

1. Giyowo
*"his smile is precious, super **giyowo**"* @monsterpl***
"his smile is precious, super cute"

2. Aegyo

*"look at him doing **aegyo**"* @monsterpl***
"look at him doing cute face"

3. Hwayangyeonhwa

*"the concept of **Hwayangyeonhwa** tour was so cool"*

The Korean language used in the caption is just in word level and it does not change the meaning or the intention of the sentence even though it used one word in different language. This kind of code mixing is called word insertion. It means a course of action of code mixing that inserts a word into the original structure. The word *aegyo* and *giyowo* similar as cute face and cute in English, but it still cannot be verified that cute face and cute are the real meaning of *aegyo* and *giyowo* actually the real meaning. In this case, instead of writing cute face and cute, K Pop fans tend to use the word *aegyo* and *giyowo* because they think those terms are more familiar among K Pop fans instead of using English.

On the other hand, the word *Hwayangyeonhwa* does not have significance meaning in English because *Hwayangyeonhwa* itself is a name of album. There is no equal word or phrase that can describe *Hwayangyeonhwa* in English. It also applies to the word *Hwayangyeonhwa*, K Pop fans use this term in their caption because there is no other choice for them to use another term.

Lack of vocabulary also can be one of the factors which make K Pop fans use popular words in Korean to replace the English words. In this case group of K Pop fans use mix language because it is more acceptable than using full English in the caption. Words like *aegyo and giyowo,* are easier to remember rather than saying cute face and cute. It is more efficient and popular among K Pop fans and it is also shorter and easier to remember.

In the other words, one of the factors K Pop fan use mix language in their caption because of the topic they talk about are related to K pop and the lack of vocabulary. Thus it makes mix language occurs because some terms in Korean language are easier to remember, have stable sense among the K Pop fans circle and simply just because there is no equal words that can describe the meaning in English.

The next factor is the invasion and familiarity of new culture. The invasion and familiarity of new culture are related to code mixing which caused by the development of technology, social media and culture which use foreign language. Nowadays, foreign language can be found easily through social media, song lyrics and more. Based on the interview, K pop fans learned Korean language through social media, music, YouTube and more. This prove that the invasion of technology, culture and social media also take role in influencing K Pop fans use mix language. Because of the invasion of culture and social media, K Pop fans become familiar with new culture which is K Pop and it influenced them to use Korean language in their social media as an output of what they have seen or heard. According to the interview, all of the informants learned Korean language through music, Korean drama and YouTube. One of the informant answered, *"I learned Korean mostly through music, film and social media"*.

Next is the limited language of speaker's own so that they use foreign language. Sometimes when someone cannot find the suitable word for the utterances make them mix their language with foreign language in order to deliver the meaning of the utterance. One of the informant said that he wanted to say something that cannot be delivered in English because of his lack of vocabulary. This is one of the factors why K Pop fans use mix language in their caption. When K Pop fans cannot find the suitable phrase or words in English, they will mix their language with Korean language which is suitable with their utterance to replace the missing phrase because of their limited language.

The last factor is individual factor. Besides those factors mentioned above, there is also individual factors which influenced K Pop fans use mix language in their caption on Instagram and Twitter. According to the obtained data, some K Pop fans have different answer. One person answered that they use mix language because they wanted to look smart. She wants to show that she is a smart person by using mix language in her caption. Then, 2 out of 4 persons answered that they use mix language because of hobby. They like to learn new language and practice it with their friends with the same interest. And the last person used mix language to show her expertise in mastering Korean language and it is also for entertainment.

Based on the gained data, all of the informants gave statements that they are enjoying using mix language in their caption. They also do not feel burdened nor forced to use mix language. They said that they feel free to use mix language because it can please themselves since they are hobby to learn new languages. the behavior of mixing two language in a caption makes K Pop fans easily recognized.

Code mixing roles in showing K Pop fans' identity

Language can positively be considered as an indicator at the individual level. In this case, K Pop fans could be described as social group that have same interest which is into K Pop. Each individual has same interest and it appears in a circle called K Pop fans. They mark themselves as a group of persons who like K Pop through many things and one of those are through language. K Pop fans use mix language between Korean and English in their caption on Instagram and Twitter to show that they are K Pop fans who get familiar with everything related to K Pop. Not only about music and drama but they also get familiar with the language. Mix language in this case could take a role in showing K Pop fans' identity because language can be a tool to mark the social level in the society.

Language can portrait the condition of someone's surrounding. Mix language which done by K Pop fans through their caption on Instagram and Twitter could also be an indicator that their surroundings or their environment is more or less use the same language as them. Even though the interaction is through social media, it still can be categorized as surroundings, because social media is a place where K Pop fans often interacting. Social media also creates a circle where someone feels

that she/he belongs to the certain group of people. In any case, the significance of language as a personality marker at a group level is considerably more precisely apparent than those everybody is used to emphasize, dialect and language variation that reveal speakers' group in certain speech community, social classes, ethnic and national groups.

Discussion
Factors of using code mixing

Based on the findings in the previous section, code mixing among K Pop fans can occur because of two factors: social factor and individual factor. The social factor of code mixing that happen among K Pop fans are in line with the theory of Holmes(2013) who states that code mixing can occur because of several factors: first, who is the participant; second is the setting and the social context of the conversation; third, what is the topic being talked about; and the last one is the purpose of the conversation. In the previous section, there are some findings that match with some of those factors which mentioned by Holmes.

First, K Pop fans use code mixing because they want to talk or they want to show their caption to certain people (in this case is the other K Pop fan). They use code mixing in order to make the conversation become more relatable. This factor is in line with one of the factors mentioned by Holmes about the participant, who is the speaker and who are the person they are talking to. The speaker is a K pop fan and they talk to the other K Pop fans. The second factor is because K Pop fans want to talk about certain topic that requires them to use code mixing because of some terms that cannot be delivered in English. Some words or phrases are easier to remember, more accepted in the society or group of people with the same interest (Aini, 2015). Some terms might do not have the exact similar meaning when translated into English, that is why code mixing is preferable to deliver the intention of the utterance.

Besides of the findings that match with the theory, there are also the other factors which influenced the code mixing by K Pop fans. The invasion of K Pop which spreading in all around the world also can be a supporting factor that influenced code mixing that happen among K Pop fans. This factor does not include in Holmes theory. This is the new finding found during the interview. The popularity of K Pop could influence K Pop fans use code mixing in their caption. K Pop can be found everywhere through social media and it makes K Pop fans became familiar with it. Because of the K pop invasion, many youngsters use Korean language in their daily conversation (Touhami, 2017). Youngsters are not only familiar with the music and culture but also with the language. The other factor is that the limited language of speaker's own. This happens in some of the K Pop fans. The limited language can make the code mixing occur because there are some phrases that cannot be uttered in English because of the limited language of the speaker.

The last factor is individual factor based on the answer of every respondent. There are three factors why K Pop fans use code mixing based on their individual factor. First is because of hobby. Knowing and practicing new language is one of the individual factor based on the interview with the respondents. They use code mixing in their caption on Instagram and Twitter because they like to learn new foreign language and practice it as an output. The next individual factor is because they want to make the conversation become more fascinating by using code mixing. They want to show their expertise in using foreign language in their caption. And the last factor is simply because they want to look smart. By using code mixing, they want to show that they are smart persons because they can master foreign language and practice it with their friends.

Code mixing roles in showing K Pop fans' identity

Identity has become a catchphrase in many fields of cultural studies, useful in particular because of its definitional nuances. The word 'Identity' can refer an individual categorization marker that emerges as important, both to the individual and to others, and also to those markers that define group membership.

Someone's identity can be affected from their socialization inside the group (or, rather, groups) to which someone's belongs to; one's specific social setting circumstances that part of large human group of potential from which an individual identity can be built. Along these lines, individual identities will be both components and reflections of specific social, and then will consistently be, somewhat in any occasion stereotypic in nature.

In the previous section it can be concluded that K Pop fans mark themselves as a group of people who like K Pop. Not just mark themselves as people who adore the music and culture but also as a group who likes K Pop through many things and one of those are through the language. Joseph (as cited in Edwards, 2012) has called attention that language and personality are at last inseparable. In reality, since language is fundamental to the human condition, and since many have argued that it is the most striking distinctive characteristic of human being, it appears to be likely that any research of personality should without a doubt include some thought of it. The most widely familiar impact and point is the level of social group. There is a serious contrast, for instance, among the utterance 'I am amazingly exhausted', 'I'm exceptionally drained' and 'I'm ridiculous knackered', yet one speaker may be heard to utter them all, in various settings. This kind of variety is easy to such an extent that people ordinarily do it without a lot of thought, and most individuals from social group adjust constantly (Edwards, 2012).

Based on the statement above, it is similar with the condition of K Pop fans. They use several terms in their caption on Instagam and Twitter because they are familiar with it and they use it without many thought. They use it unconsciously because they are familiar with Korean language. It can be an indicator that a person belongs to certain group because of the language they use constantly. Group behavior is usually determined by the surroundings whether living or non-living in which the group activities (Allott, 1998). The behavior of K Pop

fans is determined by their surroundings. Song they listen to, movie they watch, persons they interact with everyday are factors that can shape K Pop fans behavior. The mix language which they use is an output of what they have known and learned in their daily life.

Furthermore, it can be concluded that code mixing can represent the identity of K Pop fans. Based on the finding of previous section, and the discussion in this section K Pop fans use code mixing to identify themselves as a group of people who likes anything related to K Pop. K Pop fans use code mixing in their caption as an output because they are familiar with Korean language.

CONCLUSION AND SUGGESTION
Conclusion
There are some conclusions that are involved in this section regarding to the findings and the discussion in the previous sections. The first conclusion is related to the factors that influenced K Pop fans use mix language in their caption on Instagram and Twitter platform. There are two types of factors which influenced K Pop fans use code mixing in their caption. Those factors are social factors and individual factors.

Based on the findings, there are four social factors that influenced K Pop fans. First is because they want the conversation to be more relatable. Second is they are talking about certain topics that require them to use code mixing. Third is the development of K Pop which makes K Pop fans become familiar with. And the last factor is because the limited language own by K Pop fans. For the individual factor, there are some factors that are mentioned in the previous section, which are hobby and acknowledgement. K Pop fans use code mixing because they are hobby in practicing new language. And the other factor is simply because they wanted acknowledgement from the other people.

The second conclusion that can be inferred from the previous section is the code mixing role in showing K Pop fans' identity. K Pop fans use code mixing to mark themselves that they are part of their circle. The behavior of K Pop fans who likes to use code mixing are determined by their surroundings. People they interact with and language they heard every single day can shape the behavior of K Pop fans to use mix language in their caption. K Pop fans use code mixing unconsciously because they are familiar with Korean language. It can be an indicator that a person belongs to group of K Pop fans because of the language they use constantly.

Suggestion
The writer hopes this article could help the readers and also the other writers who want to write the same topic in the future. This study can be used as relevant study for linguistic field about code mixing. The writer also hopes that this study can help the future researcher to investigate more detail about code mixing. Furthermore, concerning about the study, it would be better for the next writer to analyze the factor of code mixing that occurs in real life, because the conversation occurs naturally and it is created in certain situation.

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