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CODE SWITCHING IN SOCIAL MEDIA

A THESIS

Submitted to the Faculty of Letters
Catholic University of Saint Thomas North Sumatera
in Partial Fulfillment of Requirements For the degree of

SARJANA

In English Language Literature

By

JOJOR CHRISTA SINAGA
Reg. No. 180210020

ENGLISH DEPARTMENT

FACULTY OF LETTERS
CATHOLIC UNIVERSITY OF SAINT THOMAS
MEDAN
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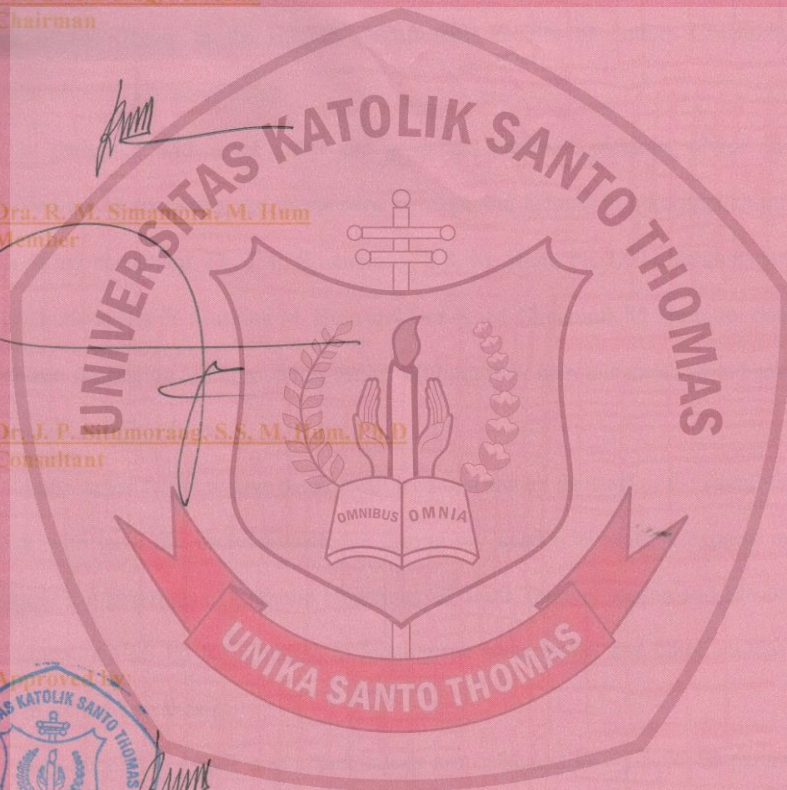Drs. B. Gurning, M. Hum.
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Medan, August 2022

Jojor Christa Sinaga

Reg.180210020

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ABSTRACT

This research deals with describing Code Switching in Social Media. This research aims to describe the kinds and the reasons of using code switching that using in on social media. The source of data which is used by me in collecting the data are; Instagram, Facebook, TikTok and Twitter. The phenomenon of code switching nowadays is very often encountered in both direct and indirect communication or on social media.

In conducting this research, I went through these procedures; firstly I read the text from source of the data, then I collected the data from the social media, after that I classified the data based on the kinds of code switching and the reasons of the speakers of doing code switching and finally, analysing the kinds of code switching based on the theory and the reasons of code switching.

After doing the analysis I consider there are three kinds of code switching that found on social media using by sers they are: tag-switching, intersentential code switching, and intrasetential code switching. Then after doing the analysis based on of the types, researcher founds the reasons of using code switching there are five points: interjection, to reflect social status, Prestige and trend, lack of vocabulary, and topics. This research using sociolinguistic study because it's related to the topic in this research. Then I used qualitative research methods in doing the analysis. And based on the analysis of the study, it is found that the highest number of the kinds of code switching is intra sentential code switching which attain 48 data. The main reasons of the users in social media doing code switching is prestige and trends which attain 25 data and the most significance used code switching in social media is instagram which attain 29.

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