

# Code Switching as an Advertisement Approach Used by Makassar On-line Platform on Instagram Application Nurfitriana Zainal

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**Abstract:** This observe discusses approximately the usage of code switching as an industrial method utilized by the Makassar on line dealer located on Instagram software, in South Sulawesi. This take a look at aimed to discover the form of code switching utilized by the net provider and the motive why the net dealer used code switching as an advertising technique. The records of the observe are collected from Instagram account of 8db290b6e1544acaffefb5f58daa9d83 dealers in Makassar. The statistics had been analyzed using descriptive qualitative technique to reply all of the cause of the take a look at. The end result of the observe suggests that there are 3 sorts of code switching utilized by the net provider in Makassar. They are 1) intra-sentential switching, 2) inter-sentential switching and 3) tag switching. There also are there reasons why the Makassar on-line sellers used code switching to promote their merchandise on Instagram, they may be 1) to attract purchaser's attentions 2) to construct photo product three) to be more informative.

**Keywords:-** Code-switching, Advertisement Strategy, Marketing Strategy, Sociolinguistics.

## I. INTRODUCTION

Language is a communication tool that performs an essential function in human civilization occasionally. Language has many abilities on the side of the development of instances and era. Every language displays the speaker's or addressees social developments. It additionally demonstrates their courting. Addressing terms are essential conversation tools which might be utilized in society. Primary suggestions of addressing terms embody social elegance, age, gender, profession, marital status, politeness, and other related factors. The speaker makes use of an addressing term to refer to the person that is taking component inside the communication. Using an addressing term is determined through the relationship a few of the addresser and addressee, the social fame or individual involved in the verbal exchange, the situation, and the purpose of the communication. Humans who are language customers come from various ethnic businesses, areas and global locations. This routinely makes the language several as properly. The relation of language and its customers can be studied thru sociolinguistic studies.

One of the sociolinguistic branches that is turning into a fashion these days is code switching. this is due to the improvement of a multilingual society supported by conversation technology which includes on the spot messaging packages and others, making the scope of communication among human beings/society an entire lot wider and faster. in order that the use of code mixing or code switching is one of the language strategies which might be often encountered in the meanwhile, in particular in verbal exchange through instantaneous messaging applications, together with Instagram.

There are some high-quality sorts of English Addressing terms. First, address phrases with the resource of name. In addressing phrases with names, the audio gadget use names to cope with the alternative person, along with Jack, Elizabeth, Will, and so on. second, using kinship to deal with phrases. even as addressing terms the use of kinship, the speaker uses kinship terms which include title without ultimate call (TLN) to address the alternative character, along with mom, Dad, Grandma, and so on. third, using intimacy to cope with terms. The speaker addresses the opposite person the usage of polite phrases to update the opposite character's name in this form of address terms, for instance, darling, steeply-priced, sweetie, and so forth. The motive of addressing phrases with intimacy is to illustrate intimacy, at the same time as addressing phrases with admire is to demonstrate apprehend. in this type, audio system use the call in advance than the decision to cope with a person, including Mr. Jacob, Mrs. Smith, and so forth. Fourth, addressing terms the usage of mockery, in this type, the speaker typically addresses the alternative through using mockery terms.

A specific form of addressing time period can be used for a diffusion of motives. According to Chika (1982: forty six), the addressing time period is frequently a part of the greeting. Addressing and greeting can each carry the identical message of electricity and harmony. The addressing time period is used to illustrate intimacy, power disparity, and admire. In line with Chika (1982:47), it's far extremely frequent in intimate societies for the identical addressing phrases to be hired each to hold inferiors of their area. She moreover recounts how some humans implemented their role and very last call to particular their admire for others.

Instagram is one of the world's most popular social networking networks. As a result, instagram is now utilized

for more than just sharing images; it's also a platform for buying and selling items. Sellers frequently employ or embed abroad phrases or combine one language with another when selling their items. Based on this example, the researcher was interested in learning more about sociolinguistic research in this circumstance, specifically the use of code switching as one of the methods employed by online sellers in Makassar to promote their items on Instagram.

## II. LITERATURE REVIEW

### A. Sociolinguistics

Trudgill (1974: 32) defines that sociolinguistics is a part of linguistics it is worried with language as a social and cultural phenomenon. It investigates the sphere of language and society and has near connections with the social sciences, specially social psychology, anthropology, human geography, and sociology. As said by way of Trudgill (1974), sociolinguistics is centered on using language with the resource of the society and their lifestyle that's carefully associated with one another. It that way, the language of a society displays how human beings in a speech network behave or represent. Moreover, it additionally gives with some one-of-a-kind disciplines of statistics which dreams to attract a connection between human and language. Trudgill (1974), certain types of artwork integrate sociological and linguistic findings. Such paintings consists of attempts to deal with the shape of discourse and verbal exchange, speech acts, ethnographic research of speak me, investigations of such topics as kinship structures, research in the sociology of language: including bilingualism, code-switching, and diglossia, and nice 'realistic' worries, together with diverse factors of coaching and language conduct in lecture rooms. Those who want to have a observe the viable relationships amongst language and societies have to be worried with matters: they need to ask excellent questions and discover the proper styles of proof to reply those questions. Language existence modified into designed to preserve keeping the connection of the humans into special cultural mindset Bachriani et al., (2018).

Hudson (1996, p. 4) defines sociolinguistics as "the observe of language in connection to society," whilst sociology of language is "the have a look at of society on the subject of language." In other words, in sociolinguistics, we've got a take a look at language and society to learn as much as we will approximately what kind of issue language is, while in sociology of language, we contrary our attention. Linguists and sociologists' paintings collectively in sociolinguistics to observe troubles of mutual importance, but they are now not the simplest students concerned in research of language in society. pupils from a selection of different disciplines, which include anthropologists, psychologists, educators, and planners, are also involved. Many educators need to make selections about language-related problems, which include the teaching of famous languages and literacy abilities. As we will see within the latter case, some sociolinguists were quite lively in attempting to persuade educators' attitudes in the direction of sure kinds of linguistic behavior or sorts of language spoken through using precise organizations of youngsters, inclusive of the English spoken by means of positive black residents of many cities inside the

northern America, a diffusion known as African American Vernacular English. It need to be noted that treating all of a multilingual speaker's or network's languages as a unmarried range is steady with the definition, because of the truth all the linguistic devices concerned have a comparable social distribution. they may be every used by the same person or group of humans.

A selection can also consist of many languages and be tons large than a 'language' as defined thru a layperson. In contrast, if its miles defined in terms of the range of audio gadget or activities related to it, an expansion may additionally encompass only some devices, or even, in the extreme case, an single object. a spread, as an example, might be described as objects that are only utilized by a unmarried circle of relatives or village. As a stop result, a selection is lots smaller than a 'language' or maybe a 'dialect.' Cognitive Linguistics, as a utilization-primarily based technique to language, is unavoidably liable to sociolinguistic issues which include close by and social language variety. Until a long manner, grammatical and lexical research in Cognitive Linguistics has broadly speaking centered at the conceptual and referential roles of linguistic symbolization. Cognitive Sociolinguistics seeks to expand the cognitive paradigm with the resource of investigating the nearby and social styles worried in linguistic symbolization, either as a separate hassle or on the side of conceptual form.

Wardaugh (1986: 12) states that: Sociolinguistics involved with investigations the connection among language and society with the purpose of a higher order, standing at the structure and the way its abilities in verbal exchange. There are three principal troubles which are mentioned in sociolinguistics: Investigating the language in social context and life-style, connecting the linguistic elements, the characterization, and the language variations with the social and subculture elements and discussing the social abilities and the usage of language in society.

### B. Bilingualism and Multilingualism

The concept of Bilingualism comes from Bhatia & Ritchie (2014), while thinking about the connection among bilingualism and identity, the class of interest includes the ones many bilinguals and multilingual whose competence is extra deep-seated and whose abilities cross past a easy instrumentality. it is straightforward that the deeper one's linguistic and cultural immersion in some other network, the more the effect on identification. This, in turn, manner that folks that develop bilingual competence at a younger age will, all else being same, have a more potent foot in a single (or extra) of the two (or more) camps. normally, one camp may have mental and emotional dominance. however, there are some cases wherein bilingual or multilingual skills increase so early and/or so deeply, that a primary allegiance is hard to perceive.

There are phrases in sociolinguistic who challenge inside the use of a couple of language within the society, as an example bilingualism and multilingualism. There are some definitions about bilingualism and multilingualism: Chaika (1994) stated that: "Bilingualism is the take a look at of those who speak or extra languages, when and wherein

they talk every, and the impact of 1 language on the opportunity. In relation to Idris et al., (2020), they determined that multi-language teaching and studying includes the use of extra than two languages as a medium of practice. It method that for making the good interplay, human beings want to engage with other human beings at the least using languages or greater.

The implication is that bilingualism is frequently associated with heightened awareness of, and concern for, identity. Attempts at language maintenance or revival, the use of language in ethnic or nationalist struggles, efforts to maintain at least some domains in the face of external influence, and so on are examples of specific linguistic manifestations. A broader implication is that minority groups' positions and responses draw attention to the possibility – and, in many cases, inevitability – of a split between the communicative and symbolic functions of language: you may have to live and work in a new language, a medium that is not the carrier of your culture or the vehicle of your literature.

The coexistence, contact, and interaction of different languages is referred to as bilingualism and multilingualism. Coexistence can occur at both the societal and individual levels. Many languages can be spoken and used in a society by various groups of people. Individuals are not required to be bilingual or multilingual. Individuals in a community can be bilingual or multilingual, but the community as a whole recognizes only one language for public use through legislation and other forms of regulatory control. Contacts and interactions between languages are necessary for a society or an individual to become bilingual or multilingual. Bilingualism and multilingualism have become major topics of multidisciplinary research over the years, attracting the attention of scholars from linguistics, psychology, neurology, and computer science to sociology, education, public policy, and management.

Bilingualism is considered as the social phenomenon. It is concern on its societal dimensions when it is issued such as the status and the roles of language in society, attitudes and behaviors toward the languages, determinants of language choice, the symbol and practical uses of the languages and the correlation between languages and the social factors such as ethnicity, religion and class.

### C. Code Switching

According to Artika (2018:1), she said that the intention of addressing is to hold the social courting between the locator and interlocutor alive in society. In addition, the usage of an addressing term in a communication greeting demonstrates the people's hobby. Rifai & Prasetyaningrum (2016: 124). For making talk politely, people need to recognize a society's social values. Deciding on the proper addressing phrases to name a person can exhibit their degree of politeness Yassi (2003). The opinion famous that there are opportunity to apply or more languages in one's speech. Typically in linguistic literature there are some factors why the code switching seems; the audio system, the target market, the alternate of the state of affairs or the 0.33 man or woman, informal or non-formal state of affairs and the

exchange of the difficulty. Consistent with Yassi (2016), when it comes to expressions, code switching as a verbal exchange method seems to be code switching into English because the problem is quite acquainted with these integrated phrases.

The styles turned into described in phrases of those who do no longer code transfer, both due to the fact they do not have get right of entry to the essential linguistic sources or due to the fact their overriding difficulty is the protection of the ethnic boundary, even though they do have get right of entry to the necessary linguistic sources. Second, I will speak folks that now not only have the right kind of verbal repertoire, however additionally believe it is of their exceptional hobbies to make the most it (significantly thru code switching) so one can pass the boundary, degree it, or neutralize the anxiety across it.

Participation in anglophone-controlled networks where critical economic goods circulated and participation in francophone-controlled networks where members of a subordinate group provided each other with the means to live with their subordination used to be synonymous with code switching. It is now about participating in circles where the same kinds of goods circulate but are controlled differently. This procedure is not without irony. English has not completely lost its market value, not only because of the power that anglophones retain in Canada, but also because of English's role in the global economy. Francophones have mobilized in order to gain access to that economy as Francophones and control how its benefits are distributed among them. They must, however, learn and use English in order to participate successfully. The path to the top may have been monolingual, but bilingualism has arrived at the summit to meet the new francophone elite. Second, competition for bilingualism has emerged between francophone and anglophone elites. As the francophone elite maneuvers to learn English, the anglophone elite rushes to learn French, both in order to gain or retain privileged access to the same kinds of jobs and class positions in both the private and public sectors.

According to Martiana (2013:11) Inter-sentential switching that switch the clauses and the sentences or in other word this type takes place in a clause or sentence boundary in which each clause or sentence is in one language or another. Inter-sentential switching refers to switch or mix various linguistic units like; morphemes, words, modifiers, and phrases within clause and sentence boundaries. Such switching involves the greatest syntactic risk. Tag switching is insert tag in one language into an utterance which is otherwise reversed entirely in other language, for instance; you know? really? etc. tag switching is also called emblematic or "extra-sentential" switching.

### D. Advertisement

Advertisement is one in all communication bureaucracy. It is sort of expressing mind approximately a service or product. It is able to have an impact on humans' mindset as it's miles frequently dynamic and attractive. According Arens (2002:5) "advertising and marketing is the non-private communication of records commonly paid for and

commonly persuasive in nature approximately merchandise, provider or ideas, by using identified subsidized thru diverse media.” consistent with Effendi (1989: eight), Advertisement is a conversation message this is conveyed to the target market to offer objects or services with a rent of mass media. therefore, this technique of communication has an crucial energy in advertisement organization. Generation and multimedia seem like the best equipment for persuading human beings to shop for nice products or services. Advertising is one of the techniques utilized by a company or corporation to attract human’s attention to their services or products. in step with cook dinner (2001) observes that advertisements may be found in both public and private regions. Classified ads may be located at the streets, at the net, or even on our smartphones as we move approximately our each day lives.

Marketing is likewise one of the specialized communication practices, bringing advertisers and prevent clients collectively through records channels. Marketing is a multimedia method for disseminating gadgets, products, services and ideas via a spread of diverse settings and is usually persuaded with the aid of the panorama and paid for thru recognized sponsors (Arens&Arens, 2008). Advertising and marketing are assessed into seven kinds, in line with Frolova (2014, p.6-7). emblem advertising and marketing, trade and retail advertising and marketing, political advertising and marketing, marketing and advertising with comments, agency advertising and marketing and advertising, business advertising, and public or social advertising are a few examples.

*E. Social Media*

Social media has been utilized by promoters. The number one reason for that is that social media successfully expands the network to capacity clients. clients are spread throughout masses, lots, or even masses of hundreds of places, making an allowance for sharing and connecting. because of the convenience with which intermediaries and social media can be accessed, all varieties of products may be advertised. through dynamic communication, growing social connectivity presents monetary blessings to the network (Dolan et al., 2019).

Due to of the truth mobile gadgets that acquire kids, younger human beings, and adults may be professional in the tourism region, there can be a relatively huge use of social media in the direction of the main places. due to this growing call for, the technological revolution has consciously spawned individual responsibilities to create sustainable corporations, specially within the tourism zone. The spread of journey statistics on social media structures, mainly facebook and Instagram, is a tremendous element. Its approach that the tourism marketing opportunity is turning into greater enormous due to the capability to use speedy-paced era media.

Every different benefit of social media is using social networking to facilitate interplay among site visitors and customers. Social media is also a reliable journey manual as it gives a complete records and modern-day facts approximately the vacation spot. Modern social media is

super used as a truth help provider. It’s miles utilized by a huge wide variety of small and medium-sized businesses. Social media is regularly used to educate customers and beef up emotional bonds. Moreover, blogs and extraordinary on-line social networks are extensively used to disseminate statistics which will reap out to a big huge sort of human beings (Wijaya, 2016).

Social media promotional equipment performs an vital position in empowering transaction activities and tourism product advertising (Trihayuningtias et al., 2018). It has a big ability for all at once disseminating facts about traveler products to customers. other than the unfold of friendship, the development of this era has changed the behavior of people choosing modes of transportation, specifically in terms of providing accommodation and price ticket statistics (Colladon et al., 2019).

**III. METHODOLOGY**

To explore the data, this study employs a sociolinguistics study and a descriptive qualitative approach. The information for this examination was acquired using Screenshot and screen recorder from an Instagram story and submitted from the Makassar on-line vendor’s account. The story and the post are written texts that include advertisement content material created by Instagram users. In order to analyze the records, a technique of resolving information into its constituent components is required in order to reveal its distinguishing elements and shape. Aside from that, the writer can employ a qualitative strategy to explore the chosen data in order to solve the case’s complexity and dynamicity. The author will employ a few stages in this strategy, including studying and observing advertisements that contain code switching in Instagram story / post. Then there was the classifying and analyzing, as well as the code switching that Makassar used as an online seller on Instagram. The conclusion, on the other hand, is drawn from the analysis’ final outcome.

**IV. FINDINGS AND DISCUSSION**

From the study, the writer found three types of code switching used by Makassar online seller as follows:

| No | Instagram Account of Makassar Online Seller | Utterances on the Instagram Instastory                                                                                                                                                                    |
|----|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1  | @yupitashop                                 | BBW SET. Price : 299rb. (udahdapatbody mist + lotion + sabunmandi + handcream + packingcantik )<br>Untukset, bisamix variantyyaa.                                                                         |
| 2  | @ea.beautys pace                            | Inishade natural sienna, salahsatushade yang rarejugayaa..cakepppdipakai full/ bag dalamaja<br>Good dealyaa..half sizenpharganyadibawahsetengahhargafull size 545.000. shade best seller 617 ( 3pcs only) |
| 3  | @girlsneed.i                                | Sendalteplekinijugareadywarnaorangedan                                                                                                                                                                    |

|   |                                               |
|---|-----------------------------------------------|
| d | kuning                                        |
|   | Ready stocksandaljasmine mocca size 36 dan 40 |

Table 1: Intra-sentential Switching

| No | Instagram account of Makassar online Seller | Utterances on the istagramInstastory                                                                           |
|----|---------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| 1  | @fzl.beaute                                 | Barumasuklaginihprodukbarukita. Siapanih yang kemarinudahkepengenbanget ? order now cuz its limited stock guys |
|    |                                             | Kali ini adavarianbarudariAvoskin eye cream concentrate. Grab it fast!                                         |
| 2  | @blinktiful                                 | Koleksiterbaruperhiasanmewahhargameriah, silahkancekigkitadansekalian juga di order now.                       |

Table 2: Inter- sentential Switching

| No | Instagram account of Makassar online Seller | Utterances on the istagraminstastory                                                                               |
|----|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| 1. | @fitzhealthyandbeauty                       | Suplemenkesehatankeluar ga Dari HDI, adamadukualitasterbaikdu nia, yaitu Clover honey, udahcobabelumBeesquaad ???! |

Table 3: Tag Switching

According to the data above and a thorough interview with 10 Makassar online vendors on Instagram, The author determined three reasons why Makassar online vendors use code switching in their advertisement submissions. As follows;

- To attract buyer’s attentions
- To build image product
- To be more informative and creative

Used two languages or code switching in a speech interest psychologically more attractive and most probably facilitate persuasion whilst concentrated on bilingual consumers. This phenomenon was copied with language and its impact inside the course of clients’ mind. The usage of type’s language, it suggests a new method to sell product and display new words inside the commercial is an oblique informative and revolutionary way.

Language evaluation at the promoting's content fabric is vital for product sales. If the marketer intends to win the opposition, great in making sure the existence of aggressive products inside the market should receive severe interest, positioning the product within the consumer's mind (Frolova, 2014). in addition, to choosing the proper media, the role of promotional language is belief to persuade the increase in product sales because of the fact the important function of promoting is how the service or product issuer can apprehend, impact, and examine consumer wishes (Phil & Jims, 2010) and accommodate their pride (Sumiyati & Murdiyanto, 2018).

Massive discoveries were made in the subject of linguistics. First, the sentence patterns are almost same; that is right for the massive majority of complicated sentences Basri et al., (2021). Second, the language method is extra denotative-persuasive, offering the authentic which means of language. Kriyantono (2014) stated that a language that does not require interpretation however incorporates elements of invitation. With this approach, it is clean that advertisers pick to hold statistics factually and at once to targeted readers, as opposed to the use of presupposition language or hyperbole, which calls for an excessive stage of comprehension. One of the earliest studies of sociolinguistics, it was defined centered on how human beings deal with each other’s. Address phrases are essential for effective and successful conversation. to show respect for the other person, all of us can use a selection of terms of cope with. A few sociolinguistics are interested by explaining why humans use exceptional deal with phrases in a single-of-a-type context.

**V. CONCLUSION**

Code switching is a relatively new phenomenon that can be found in virtual marketing, particularly on social media platforms such as Facebook and Instagram. Based on the study of the data, the author wishes to put an end to the research on Makassar's online seller's usage of code swapping as a commercial strategy on Instagram software. The researcher concluded that the reasons and kinds of code switching utilized by Makassar on-line supplier are: Intra-sentential switching, Inter-sentential switching, and Tag switching, based entirely on the findings of the research. The reasons for this are to capture the attention of buyers, to establish an image product, and to be more informed and creative in marketing. Although there are no clear reasons for advertisers to employ those two additions, it is possible to conclude that the grounds for a destination's ecological attraction and facilities guidance can distinctly encourage human beings to visit. Surprisingly, despite the fact that many researchers claim that safety is a critical factor in determining whether or not visitors would visit, the discussion of safety will become dummy inside the textual material. Furthermore, language fashion became primarily denotative, with no figurative meaning that required interpretation but nevertheless had persuasive value.

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