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RESUMEN

Instagram media which features picture facilities are good utilized by businesses to display and promote culinary delights. These appetizing pictures are accompanied by persuasive notes or caption. Related to this phenomenon, this research aims to describe the form of code-switching and code-mixing strategies found in the culinary account called @solokenyang on Instagram. The data source was collected from Instagram account @solokenyang in February 2020. The data were analyzed using descriptive qualitative method with scrutinized technique. The conclusion obtained from that account were the use of code-switching and code-mixing strategies involved three languages; (a) Indonesian, (b) Vernacular (Javanese language), and (c) English. Those of the three languages, the use of Indonesian and Javanese are the most influences. The tendency to use code-switching and code-mixing strategies are influenced by some factors: (a) the origin of the speaker of the @solokenyang account, (b) the intended speech partner (follower of @solokenyang account), (c) the surrounded situation, (d) the interactive and impressive purposes, and (e) building a unique feature of @solokenyang account to other accounts available on Instagram.

Keywords: Code-Switching, Code-Mixing, culinary promotional, Language Strategies, social media.
INTRODUCTION

Marketing strategy could not be separated from the use of language. The marketing mix consists of four parts, namely (a) the advertising method, (b) sales promotion, (c) personal selling, (d) publicity. In this case, the dominant promotional method utilized seems to be a mixture of advertising and sales promotion (Ngalim & Markhamah, 2015). One of the creative strategies utilized by the advertisers is in terms of language use. The language used in advertisement must be packed as attractive as possible to the desired target audience (Kertanegara & Rizky, 2016). This is in line with Chaer & Agustina (2010), who stated about three categories that arise when choosing to use a particular language; first, by switching the code, second by mixing the code, and the third by choosing the language that have similar language variations.

Along with the development of technology, the means of communication in promotional method are also increasingly diverse, one of which is social media. Social media is a communication site that facilitates relationship forming between users from various backgrounds, resulting in a rich social structure (Kapoor, et al., 2018). One of the promotional production and distribution tools is internet-based social media, namely Instagram. Instagram as a means of communication by focusing on pictures upload accompanied by notes is increasingly popular and in demand by Indonesians from various circles. Considering the large number of Instagram account users in Indonesia, this precious moment is used effectively by the business people as the promotional medium, including being used as culinary promotional tool.

Instagram media which features picture facilities are good utilized by businesses to display and promote culinary delights. These appetizing pictures are accompanied by persuasive notes or caption. The increasing number of culinary accounts on Instagram makes each of these accounts try to find their own language strategies; therefore, their culinary accounts remain interesting to be followed and of course the culinary promotions are well conveyed. Specials account for culinary promotions do not only exist in big cities but also in every region. They certainly have unique culinary account, one of which is the Instagram account @solokenyang which has follower as many as 50,1 thausands accounts.

The high follower of the account is caused by the owner of the account who used the interesting speech when promoting culinary in Solo and surrounding areas. Therefore, various forms of language variation can also be found in the caption of the account including code-switching and code-mixing. Reveals that there are three types of language choices which are commonly known; (a) code-switching, (b) code-mixing, and (c) variation within the same language (Qory’ah, et al., 2019). In line with the background of the study, the purpose of the study is to describe the form of code-switching and code-mixing strategies found in the culinary account @solokenyang on Instagram. The promotion activities do not only serve as a means of communication between companies and consumers, but also as a tool to influence consumers to purchase or use of service’s activities in accordance with the wishes and needs (Sumarsono, 2002).

An individual's mastery of several languages will affect him when speaking. The fluency of a person when speaking in each language determines the readiness to use the languages they master alternately. This language replacement is referred as code-switching. Prior to this statement, Hymes (1964), stated that code-switching did not only occur between languages, but also it occurs between variations and styles that exist in one language (Maulani, 2017). Rohmani, et al. (2013), concluded that code-switching is one of the language dependencies in a bilingual or multilingual society. It means that in a bilingual or multilingual society, it is possible for a person to use various codes in his speech act according to situations and aspects surround him which is vary.

Code-mixing is defined by Kridalaksana (1993), as (1) interference; (2) the use of language unit from one language to another language style or language varieties; including the use of words, clauses, idioms, greetings, and so on. Mastering several languages encourages people to use the languages in different situations and purposes. Therefore; the code-mixing and code-switching phenomena cannot be avoided. Code-switching is an aspect of language dependency in a bilingual society. It is almost impossible for a speaker in a bilingual community to use just one language without being affected by another language which actually already exist within the speaker, even though it is only some vocabularies (Sumarsono, 2002).
Data 1

“THE LEGEND BURGER TISADA!! Sopo seng mbien nuko keying eneng burger ik? Anak mu wes piro? $$$Sopo ki cah Solo sing ra ngerti Tisada… Wahw wess parah mosok ra ngerti… Padahah jaman kusekolah cah 90an mesti wis mempeng tanan nek wis isoh mangan Tisada… Oponeh yang 2an karoo mangan Tisada wah jan joss tenan… Skip tekan panggone nembug bapake burger…Wahh seh seh soal rasa katjaman mbien nganti saiki tetep konsisten lur… Tetet lezat!! Favoritku tetep mayonese nda… uh bedo sokoli yane… Pokoe nek mrene njaluk tambah mayo sengakeh ben nikmat… Ngonosik ae yalur… Aku tak lanjut malem minggon sik mbi Paijem… Pokoke nek ra perco yo enak e Tisada koyo pie, gas ketu kulangsung ae” (1 February 2020).

Data 1 shows that there are code-switching and code-mixing used in @solokenyang account. The code switch found in the speech above is “Tetep Lezat!” The language use previously in @solokenyang account was Javanese language “Wahh seh seh soal rasa katjaman mbien nganti saiki tetep konsisten lur” then switch into Indonesian “tetet lezat!” in the next sentence. Therefore, this is code-switching. After that, the @solokenyang account also use some code-mixing in the speech “Wah wess parah mosok ra ngerti” which is a code-mixing between Indonesian (parah) and Javanese language (mosok ra ngerti). Next, there is “Padahal jaman kusekolah cah 90an mesti wis mempeng tanan nek wis isoh mangan Tisada” which is a code-mixing between Indonesian (padahal, sekolah) and Javanese Language (jamanku, cah 90an mesti wis mempeng tanan nek wis isoh mangan Tisada). Moreover, the sentence “Skip tekan panggone nembug bapake burger” is a code-mixing between English (skip) and Javanese language (tekan panggone nembug burger bapake).

In addition, code-mixing is also found in the sentence “Wahh seh seh soal rasa katjaman mbien nganti saiki tetep konsisten lur” which is a code-mixing between Indonesian (soal rasa, konsisten) and Javanese language (katjaman mbien nganti saiki tetep). In the sentence “Favoritku tetep mayones enda” which is a mixture of Indonesian (favoritku) and Javanese (tetep mayones). In the sentence “nek mrene njaluk tambah mayo sengakeh ben nikmat”, is a code-mixing between Javanese language (pokoke nek mrene njaluk, seng akeh ben) and Indonesian (tambah, nikmat). Furthermore, in the sentence “Aku tak lanjut malem minggon sik mbi Paijem” which is a code-mixing between Indonesian (aku, lanjut) and Javanese language (tak, malem minggon sik mbi), and the last sentence “gas ketuku langsung ae” which is a code-mixing between Javanese language (tuku) and Indonesian (langsung).

Data 2

“WAINI ADA PROMO BUY ONE GET ONE ALL VARIAN! MANTAP GASKEUN! Wis dino senin kudu semangat cah, ojok lentrek klentruk… Mending ngopi dingo solusli terbaik nek ngantuk… Mumpung enek PROMO BUY ONE GET ONE ALL VARIAN! Moro waeneng Bahasa! Pokoke nek promo-promo ngeneki langsung ngarep dewe, oponeh promone kofisyop joss… Salah satu kedai kopi seng bahan digunakan proper banget luri! Sing digawe joss pokoe… Bukan kaleng-kaleng! Jadi, masalah rasa bweehh jangan ragu boskuh! Sedotan pertama bewwh KACAK! Uenak tenen kopine… MPUN AYO DINO IKI MUMPUNG PROMO BUY ONE GET ONE ALL VARIAN yook digaske mawon… POKEO SALAM KERE TAPI TETEP HORE-HORE” (3 February 2020)

Data 2 shows that the speech utilized in @solokenyang account is code-switching and code-mixing. There are numbers of code-switching; the sentence “MANTAP GASKEUN!” is called code-switching because the previous sentence used English language; “Buy one get one all varian” then changed into Indonesian language “mantap”. Code-switching also found in sentence “Sing digawe joss pokoe” because @solokenyang account used Indonesian language previously “Salah satu kedai kopi seng bahan digunakan proper banget luri!” then switched into Javanese language “sing digawe joss pokoe”. Furthermore, code switching is also found in sentence “Bukan kaleng-kaleng! It is because @solokenyang account used Javanese language “sing digawe joss pokoe” then switched into Indonesian “bukan kaleng-kaleng”. In sentence “Uenak tenen kopine” is also code-switching because Indonesian is also used previously “sedotan pertama bewwh KACAK!”. The speech used in @solokenyang account is not only consists of code switching but also code-mixing “WAINI ADA PROMO BUY ONE GET ONE ALL VARIAN” which is a code-mixing between Indonesian (ada, promo, dan varian) and English (buy one get one all varian).

Moreover, the sentence “Wis dino senin kudu semangat cah, mending ngopi dingo solusli terbaik nek ngantuk” is a code-mixing between Javanese language (wis dino, kudu, mending ngopi dingo, nek ngantuk) and Indonesian (senin, semangat, solusi terbaik). In addition, the sentence “Poko kekem promo-promo ngeneki langsung ngarep dewe” there is a code-mixing between Javanese language (poko nek, ngeneki, ngarep dewe) and Indonesian (promo-promo dan langsung). Additionally, the sentence “MPUN AYO DINO IKI MUMPUNG PROMO BUY ONE GET ONE ALL VARIAN yook digas kemawon… POKEO SALAM KERE TAPI TETEP HORE-HORE” is also found
code-mixing between Javanese language (mpun, dino iki mumpung, mawon, pokoe, kere, tetep), Indonesian (promo, varian salam dan tapi) and English (buy one get one all).

Data 3

“MENUTUP MALAM INI DENGAN KOPI ENAK DI SOLO!
KOPINE JOS TENAN! Waiki bar lelah kerjo cocok tenan nongkrong neng kopisyop langgananku...rasah takon neh ngopo iso langganan... Soale panggore syahdu, kopine unak, maemane nyuss sisan nyawang baristane seng mirip Danila Riyadi...Doh dek... Nah wes nyeleheh bokong langsung pesen menu Chobana alias coklat banana, es kopí sejuk, karo teh poci dan ralali plus trabule nasi crazy rice, mie goreng situa, karo ben tambah wareg nyemil dimsum ki lur... WEDYAN NENG CAFÉ NGAMUK YO BEN SOALE RAMEAN... Bar rampung digawe, pertama rasa-kan es kopí sejuknya...Bewhnn unak lur,kopi susune seng rasa mint tapi kopìne iseh kuat dadi kopine ora tenggelam dimankan mint...Pokoe marai neng awak semiri sejuk.. Nek chocoban e yo mantul ki, bayangno coklat di kei pi-sang bewh cu-co... Nah nek babagan permakanan e aku mau pesen meneu crazy rice rasane bewh mantap kacak lur wajib pesen sego lawu henggo toping melimpah ruah plus bumbune wadaaaww CRAZY CRAZY CRAZY...Tapi tetep paling KACAW sih mie goreng nyemik situa-ne lur mie ne neyemek-nyemek ngono ditambah irisan Lombok bewwh hendol MANTAP! Nah wes wareg? Wayahe nongkrong sek sue plus wifian karo nyawang baristane seng ayu dewe ben tambah syahdu...sruput-sruput teh poci ne genti... Ra lali plus dimsum e seng dua ging! Sisan dolanan uno! WUADOH SOREKU BAHAGIA! Mpun monggo warga Solo sing pengen ngopi, nugas, nongkrong, utowo sing meh nyawang baristane yok enek merapat wae gas wat wut” (4 February 2020)

In data 3, the speech consists of code-switching and code-mixing. The sentence “KOPINE JOS TENAN!” is called code-switching because previously @solokenyang account uses Indonesian “menutup malam ini dengan kopi enak di Solo” then using Javanese language “kopíne jos tenan”. The next code-switching can be seen in sentence “pertama rasa-kan es kopí sejuknya!”. In which the @solokenyang account uses Javanese previously “bar rampung digawe”. The next code-switching is found in sentence “WUADOH SOREKU BAHAGIA!” because previously the sentence uses is in Javanese language “sisan dolanan uno”.

The speech in @solokenyang account does not only consist of code-switching but also code-mixing. The first code-mixing is found in sentence “Waiki bar lelah kerjo cocok tenan nongkrong neng kopisyop langgananku” it is the code-mixing between Javanese language (waiki bar, kerjo, tenan, neng langgananku) and Indonesian (lelah, cocok). Next, in sentence “Soale panggore syahdu” is the code-mixing between Javanese language (soale panggone) and Indonesian (syahdu). After that, in sentence “Nah wes nyeleheh bokong langsung pesen menu Chobana alias coklat banana” is the code-mixing between Javanese language (nah wes nyeleheh bokong, pesen) Indonesian (langsung, menu, alias coklat), and English (banana). After that, the sentence “karoteh poci dan ralali plus trabule nasi crazy rice” is the code-mixing between Javanese language (karó, ralali) Indonesian (teh poci, dan, nasi) and English (crazy rice).

The sentence “kopi susune seng rasa mint tapi kopìne iseh kuat dadi kopine ora tenggelam dimankan mint” is a code-mixing between Javanese language (susune, iseh, kopine, ora) and Indonesian (kopi, rasa mint, tapi, kuat, tenggelam dimankan mint). Code-mixing is also found in sentence “nah nek babagan permakanan e aku mau pesen meneu crazy rice rasane bewh mantap kacak lur wajib pesen sego lawu enggo toping melimpah ruah plus bumbune wadaaaww CRAZY CRAZY CRAZY” it is a code-mixing between Javanese (nah nek babagan permakanane, rasa-ne, pesen sego lawuhenggo, bumbune) Indonesian (aku, mantap, wajib, melimpah ruah) and English (crazy rice, topping, crazy crazy crazy).

Then in the sentence “Tapi tetep paling KACAW sih mie goreng nyemik situa-ne lur mie ne neyemek-nyemek ngono ditambah irisan Lombok bewwh hendol MANTAP!” is a code-mixing between Indonesian (tapi, paling, situasi, ditambah irisan, mantap), Javanese language (tetep, nye-mek, ngono, lombok). Next, in sentence “Wayahe nongkrong sek sue plus wifian karo nyawang baristane seng ayu dewe ben tambah syahdu” is a code-mixing between Javanese language (wayahe, sek sue, karo nyawang baristane seng ayu dewe ben tambah syahdu) and Indonesian (nongkrong, plus, syahdu). Next, code-mixing is also found in sentence “Mpun monggo warga Solo sing pengen ngopi” is the code-mixing between Javanese language (mpun monggo, sing pengen) and Indonesian (warga Solo, ngopi).

Data 4

“MEH PANAS MEH UDAN ORA PEDULI! TETEP NGOMBE TEARS MADAGASCAR! Harga murah bukan berarti mura-ran lur...Hapi enda susune nganggo susu segar fresh lho gulone nganggo gulo aren asli pokoe perpaduan fresh milk plus brown sugar e TIADA DUYANA TJOIII! Nek wis masalah rasa percoyo welah pokoe auto menggok bosku nek ketemu stand bob baiki... SOALE PERPADUAN KESYEGARANE HQQ DALAM SATU GELAS! Seko looks e ketok sueger tenan lur brown sugar e ncn ora kaleng-kaleng juoss...Nah masalah bobba tak tergantikan...
Hapi enda susu. Wes pokoe nek lewat daerah Gonilan UMS enek rame rame koyo antri pasar sembako wes jelas iki bakulane teruji mantoeelly!!” (5 February 2020).

Data 4 above shows that there are code-switching and code-mixing used in @solokenyang account. The code-switching in sentence “Harga murah bukan berarti murahan lur!” is previously using Javanese language “tetep ngombo” then switches into Indonesian “harga murah bukan berarti murahan!”. The speech in @solokenyang account is not only using code-switching but also code-mixing. It can be seen in sentence TETEP NGOMBE TEARS MADAGASCAR!!, it is a code-mixing between Javanese language (tetep ngombe) and English (tears Madagascar).

Code-mixing is also found in sentence “Hapi enda susune nganggo susu segar fresh lho gulo nenganggo gulo aren asli pokoe perpaduan fresh milk plus brown sugar e TIADA DUANYA TJOOL!” it is Javanese language (hapi enda susune nganggo, lho guleng engganggo gulo aren, pokoe). Indonesian (susu segar, asli, perpaduan, plus, tiada dua) and English language (fresh milk, brown sugar). Next, the sentence “Nek wis masalah rasa perco yo waelah pokoe auto menggok bosku nek ketemu stand bobba iki”. Is a code-mixing between Javanese language (nekwis, percoyo waelah pokoe, menggok nek ketemu, iki) Indonesian (masalah rasa, bobba) and English (stand). Next, in sentence “SOALE PERPADUAN KESYEGRANE HQQ DALAM SATU GELAS!” Is a code-mixing between Javanese language (soale, kseyegarane) and Indonesian (perpaduan, dalam satu gelas).

In the next sentence, “Seko looks e ketok sueger tenan lur brown sugar e ncen ora kaleng-kaleng uosss...” is a code-mixing between Javanese (seko, ketok sueger tenan lur, ncen ora) and English language (looks, brown sugar) and Indonesian (kaleng-kaleng). Code-mixing is also found in sentence “Wes pokoe nek lewat daerah Gonilan UMS enek rame rame koyo antri pasar sembako wes jelas iki bakulane teruji mantoeelly!!” Is a code-mixing between Javanese language (wes pokoe nek, enek, koyo, wes, iki bakulane) and Indonesian (lewat daerah Gonilan UMS, rame-rame, antri pasar sembako, teruji).

Data 5

“WAINI YANG PALING DICARI KALAU KE SOLO! Termasuk makanan khas Solo! LOCAL PRIDE SOLO! Selain sego liwete sing best of the best, Cabuk rambak e yo ra kalah uenaaak... Pas banget hawane...cucok meyong... ngemil cambuk rambak... Masalah rasa jelas bias dibilang uenak kupat e kuandel plus gurih ditambah bumbune seng kuentel guriihhhh... Rego murah, wareg, gek uenaaak... Bumbune ra pelit plus rasanyane ndangggggg! KACAWW! Langsung aja gas pol jangan kash kendor!” (13 February 2020).

Data 5 above shows that speech in account @solokenyang consists of code-switching and code mixing. The code-switching in sentence “LOCAL PRIDE SOLO! is previously using Indonesian “termasuk makanan khas Solo!” then switched into English language. Next, there is not only code-switching found but also code-mixing. The sentence “selain sego liwete sing best of the best” is a code-mixing between Indonesian (selain), Javanese language (sego liwete sing) and English language (best of the best). Next, code-mixing is also found in sentence “masalah rasa jelas bias dibilang uenak kupat e kuandel plus gurih ditambah” and Javanese language (uenak kupate kuandel, bumbune seng kuentel).

Furthermore, code-mixing is found in sentence “Bumbune ra pelit plus rasanyane ndanggggg” is a code-mixing between Javanese language (bumbune ra) and indonesian (pelit plus rasanyane ndanggg).

Data 6

“REFERENSI PERKAMBINGAN DUANIAWI... TENGKLENG 10K XIMPLEAH-XIMPAH !!Warga UNS dan sekitarnya mana niih? Referensi makan tengklen tapi harga anak kos? Ada. Mau otak? Ada. Mau iso yang ada digambar? Ada. Adaaaa semua luurr! /Yang jualan namanya Mbok Wulan...walopun neng pingger dalan bewh rasa-ne tependul... Bakulane seko awan tekan sore lur tp ketoke saiki sejam metu wis entek... JOS GANDOS... Oponeh sai ki wis nyediake sego juga! Wajib banget dibeli! Beeehhh! KACAU RASANYA OTENTIK SOLO BANGET !!!Pas banget aku lewat yo dadine akutu ku...regone mung 10k wis entuk akeh...oponeh 20k oppo mungkin enek seng meh tuku 50k entuk banget Ihoo pokoe sing peling madhang! Monggo sing pengen atapun lewat isoh ditukuki masalah rasa dan harga menurut ku sangat-sangat recommended luurr!” (15 February 2020).

Data 6 shows that the speech in @solokenyang account contains code-switching and code-mixing. Code-switching in the sentence above “walopun neng ping-gir dalan bewh rasane tependul...” is previously using Indonesian “yang jualan namanya Mbok Wulan”. Another code switching can be seen in the next sentence “Wajib banget dibeli!” because it is previously using Javanese language “Oponeh saiki wis nyediake sego juga!” Furthermore, there is not only code-switching but also...
code-mixing used in the data above, the sentence “ka-
limat Pas banget aku lewat yo dadine aku tuku” is the code-mixing between Indonesian (pas banget aku lewat, aku) and Javanese language (yo dadine, tuku).

In addition, code-mixing is also found in sentence “opo-
neh 20k opo mungkin enek seng meh tuku 50k entuk banget lhoo pokoe sing penting madhang!” It is a code-mixing between Javanese language (oponeh 20k opo, enek seng meh tuku 50k entuk, pokoe sing, madhang) and Indonesian (mungkin, banget, penting). Next, code-mixing is also found in sentence “Monggo sing pengen ataupun lewat isoh dituku ki masalah rasa dan harga menurut ku sangat-sangat recommended lur!” It is code mixing between Javanese language (monggo sing, isoh dituku), Indonesian (pengen ataupun lewat, masalah rasa dan harga menurutku sangat-sangat), and English language (recommended).

Data 7

“MENU SARAPAN PALING COCOK... BURJO LEGEND MBAH DAHRI!! Sopo iki senghobinya buesuk-esuk? Koe team campur po team ketan hitam tok? Wes kabei syah-
du pol pokoke. Mbien langganan jaman SD tapi sempet ra ngerasa kesaun toro...akhirnya bahagia ketemu mbah dahri meneh... Auto ngepotah koyo biasane...anggep wae panganane wes tekan tanganku...wohh sendokan pertama Gg lezaat lembut dimulut...ketane ndeldek-ndle-
dek anget, dudu tape seng adem ngonokae...pokoe THE BEST BURJO IN TOWN! Langsung mawon gaesss seng pengennya bundang di gas...nyabuesuk-esuk mantel!” (18 February 2020).

Data 7 also shows that there are code-switching and co-
de-mixing in @solokenyang account. The code switching is “yaitu Sopo iki seng hobinya buesuk-esuk?”, because it is previously using Indonesian “Burjo legend mbah dahri”. Another code-switching can be found in sentence “wohh sendokan pertama lezaat lembut dimulut”. It is called co-
de-switching because previously Javanese language was used “anggep wae panganane wes tekan tanganku”.

Similar to the previous analysis, the speech in @soloken-
yang account is not only using code-switching but also code-mixing. The sentence “Koe team campur po team ketan hitam tok?” is a code-mixing between Javanese language (koe, po, tok) English (team) and Indonesian (cam-
pur, ketan hitam). In addition, sentence “Wes kabei syahdu pol pokoke” is a code-mixing between Javanese language (wes kabei, pol pokoke) and Indonesian (syah-
du). Moreover, in sentence “akhirnya bahagia ketemu mbah dahri meneh” is a code-mixing between Indonesian (akhirnya bahagia) and Javanese language (ketemu, me-
neh). Next, in sentence “pokoe THE BEST BURJO IN

TOWN! Is a code-mixing between Javanese language (pokoe) and English (the best burjo in town).

Data 8

“INSTAGRAM, PLEASE DO YOUR MAGIC! Alhamdulillah bar ketemu Pak Min lur...Sosok pekerja keras dikala usian-
ya sudah tak muda lagi, bahkan sudah sepuh tapi Pak Min masih semangat mencari rezeki!... Salut banget sama Pak Min! Sampai lokasi langsung pesen seori komplit lur...skip bakso pesenanku dadi kuaxe seger dan gurih lur mantap tenan...saiiki glindingane yojoski... nganggo daging sapi tenan lur, kroso pas cokotan pertama...endul pokoke... Mpun monggo dilariisi lur, mbok menowo lagi lewat mammipo, dilarisin dagangannya ben beliau cepet balik omah terus istirahat dan fyi beliau julannnya didor-
rong lhoo gek pas udan... baksone asli uenakaak lurrr!” (19 February 2020).

In data 8 above, speech strategy used in @solokenyang account are code-mixing and code-switching as well. The sentence “Alhamdulillah bar ketemu Pak Min lur”, called code-switching because @solokenyang account used English language previously “Please do your magic” then use Javanese language. In addition, there is not only code-switching found but also code-mixing. In sentence “bahkan sudah sepuh tapi Pak Min masih semangat mencari rezeki”, is a code-mixing between Indonesian (bahkan sudah, tapi Pak Min masih semangat mencari rezeki) and Javanese language (sepuh).

Code-mixing is also found in sentence “skip bakso pese-
ennak dadi kuaxe seger dan gurih lur mantap tenan” is a code-mixing between Indonesian (skip bakso, dan gurih, mantap) and Javanese language (pesenanku dadi kuah eseger, tenan). Then, in sentence “kroso pas cokotan per-
tama”, there is a code-mixing between Javanese language (kroso pas cokotan) and Indonesian (pertama). Next, code-mixing is also found in sentence “dilarisin dagan-
gannya ben beliau cepet balik omah terus istirahat dan fyi beliau julannnya didorong lhoo gek pas udan” as it is a code-mixing between Indonesian (dilarisin dagangannya, beliau balik, terus istirahat dan beliau julannnya didorong) and Javanese language (ben cepet, omah, lhoo gek pas udan).

Data 9

“BAKSO URAT SEBESAR INI CUMA 12RIBU! WAGELA SEHH! Salah satu bakso ngetop neng Solo ki lur urat mbe tetelane sakum brukt enan...iso dibayang kenyus e koyo pie ndaa...bakso super duper lengkap lur! Jelas enek baksone, tetelane, tahu bakso, karo pangsite...MANTAPS! Seko duduhe pas suapan pertama wuhh rasane emantep tenan bumbune lurur, gurih kaldu...KEMECER! Nah saiki
Data 9 shows that there are code switching and code-mixing in the speech of @solokenyang account. The code-switching above is "super duper lengkap lur!". It is called code-switching because previously this account used Javanese language “isohd ibayang kenyus e koyo piye ndaa” then switches into Indonesian. In addition, it is not only code-switching found but also code-mixing, in sentence “Salah satu bakso ngetop neng Solo ki lur urat mbetetelane sakum bruktenan” it is found Indonesian (salah satu bakso ngetop) and Javanese language (neng Solo ki lur urat mbetetelane sakum bruk tenan).

Moreover, code-mixing is also found in sentence “Seko duduhe pas suapan pertam awuhh rasane emantep tenan bumbune luur, gurih kaldu” it is a code-mixing between Javanese language (seko duduhe pas, rasane mantep tenan bumbune) and Indonesian (suapan pertama, gurih kaldu). In addition, in sentence “pantes wae always rame pembeli” is a code-mixing between Javanese language (pantes wae), English language (always), and Indonesian (rame pembeli). Furthermore, in the last sentence there is a code-mixing “Jajalen baksoi ki dijamin nagih tenan bos!” between Javanese language (jajalen, iki, tenan) and Indonesian (dijamin nagih).

Data 10

“WALADALAH! WARUNG KAKI LIMA TAPI RASA BINTANG LIMA! Rolasan neng warung Bu Wiji waendaa... Jamin antang galtu omuter selesaikan soale murah marai wereg sisan... Hayo sopo ki seng langganan neng kene? Yok ngacung! Oponeh pas tanggal tuo ngeneki pas tenan...termasuk local pride tenan iki warunge masa-lah rasa younus banget... Skip tekan panggone biasane tuku plencing lur, ngembene rujak degan bweehh kacak tenan! Plencing e dikeisa mbele nyuskras rich rempah plus gulo jawone jyaan lumer enen lur...opo meneh dikei duet ro tempe bacem! KACAW! Pokoe nekdompete wes mulai tipis dan ingin bertahan hidup, isoh mlipir mrene” (24 February 2020).

Data 10 shows that speech in @solokenyang account contains code-switching and code-mixing. In sentence “Rolasan nengw arung Bu Wijiwaenda” called code-switching because @solokenyang account using Indonesian previously “warung kaki lima rasa bintang lima”. Further, it is not only code-switching found but also code-mixing. In sentence “Jamin tanggal tuo muter selesaikan soale murah marai wereg sisan” found Indonesian (jaminan tanggal, terselesaikan, murah) and Javanese language (tuomu, soale, marai wereg sisan).

Code-mixing is also found in sentence “termasuk local pride tenan iki warunge masalah rasa younus banget”. It is a code-mixing between Indonesian (termasuk, masalah rasa, banget) and English language (local pride). Furthermore, code-mixing found in sentence “nyuskras rich rempah plus gulo jawone jyaan lumer tenen lur” It is a code-mixing between English language (rich), Indonesian (rempah, plus), and Javanese language (gulo jawone jyaan lumer tenen). In the last sentence “Pokoe nek dompete wes mulai tipis dan ingin bertahan hidup”; you can find Javanese language (pokoe nek dompete wes) and Indonesian (mulai tipis dan ingin bertahan hidup).

The language strategy in the promotional mix aims to build more intense communication with the principle of regional sense of belonging. Based on the data that has been analysed, the Instagram account @solokenyang proved to be trying to build closeness with followers by doing a lot of code-switching and code-mixing into Javanese. Javanese was chosen because the account specifically promotes culinary in the Solo area, Central Java. The language strategy chosen by the account owner is proven to be able to increase the response in the form of reciprocal comments from followers in every photo uploaded. Because the caption uses a variety of languages, both Indonesian, Javanese, and English, the comments expressed by followers also use a variety of languages. Most of them use Javanese, since followers of the @solokenyang account must be domiciled in Central Java or have lived in Central Java.

The discussion is in line with the conclusions of previous studies which stated that the causes of code-mixing in ad discourse are twofold, namely Intralinguistic factors and extralinguistic factors. The code-mixing events in the ad discourse are related to the language and social phenomena that lie behind it, so that social meaning arises due to the code-mixing behavior. The social meaning that arises, which more educated, shows social class, shows creativity, shows practicality and regionalism (Mileh, 2020). When reviewing the research data, it can be concluded that the @solokenyang account targets all levels of social society for every culinary promotion he does. By using local languages that are easily understood by all circles of society represent that they do not want to be exclusive. Even so, the use of Indonesian and foreign languages also represented that the upper middle social class was the target of their promotion.
CONCLUSIONS

The code-switching and code-mixing strategies used by culinary account @solokenyang aims to create interactive and impressive impression from the speaker to be noticed by the speech partner or followers of the account. Moreover, the language strategy is also used by the speakers of @solokenyang account as an effort to build familiarity with the followers.

Based on the analysis and discussion, it is concluded that the code-switching and code-mixing used in @solokenyang account in Instagram involves three languages used; (a) Indonesian, (b) local language (Javanese) and (c) English language. Of the three languages, the use of Indonesian and Javanese language has the most influence.

The tendency of using code-mixing and code-switching is influenced by (a) the origin of the speaker of the @solokenyang account, (b) the intended speech partner (follower of @solokenyang account), (c) the surrounded situation, (d) the interactive and impressive purposes, and (e) build a unique feature of @solokenyang account to others which available on Instagram.

REFERENCES


