

Chhattisgarhi-English Code-Mixing in Social Media Platform on Instagram

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Abstract: This paper investigates English lexical items mixing with Chhattisgarhi in social media platform on Instagram app. India is a multilingual country there are mostly people mixing two or more language in their everyday conversation and sometimes in written form. Mainly focuses on this paper what kind of code-mixing used by Chhattisgarhi Instagram users within their mother tongue. For this study totally I selected four Chhattisgarhi Instagram public pages/accounts that accounts users are everyday post some photos, short videos and Insta story in Chhattisgarhi and mixed some different category of English lexical items. I collected data from these pages/accounts and taken some screenshot of Instagram post and Insta story for this study, after that I selected data represented in IPA (International Phonetic Alphabet) script. Based on the selected data I find out the different types of code-mixing used by Chhattisgarhi users on Instagram apps such as intra-sentential code-mixing, phrase mixing, involving Change of pronunciation, phonetic realization and reduplication/repetition of word. I noticed this study when users mixing English lexical items in Chhattisgarhi then some Chhattisgarhi case marker like genitive (GEN), ablative (ABL), accusative (ACC) etc., attached with English words but here users only Genitive (GEN) case marker *ke* attached with English word. The written by users sometimes different spelling according to pronunciation in many posts and inserted vowel and consonant in several places when they inserted English lexical item in their Chhattisgarhi language.

Keywords: code-mixing, Instagram, types of code-mixing

1. INTRODUCTION: This research focuses on code-mixing between Chhattisgarhi and English in social media platform on Instagram apps. The Instagram apps are mobile applications that allow users to post images and videos. Instagram's photo-sharing service has been unique from the start in many ways. A user may add a filter to a photo after it has been taken in order to customize it and exactly capture the moment. The filters' objective is to change an amateur or poor cell phone photo into one that seems artistic and professional. Instagram only aim is for users to share photos and videos with their followers. This study examined how Chhattisgarhi Instagram users mixed English lexical items with Chhattisgarhi on the social media platform Instagram apps. Michael Cross (2013 as cited in Aeni, 2019) discussed social media is a term that describes the various technologies used to tie people into collaboration, exchange information, and interact through web-based messaging. As the internet grows, so do the technologies and features available to users. As a result, social media is more than a specific reference to diverse purposes or designs. In this paper first section deal code-mixing, theoretical study of code-mixing in social media by several researcher, methodology and second section deal Instagram, types of code-mixing, Intra-sentential code-mixing, phrase level code-mixing, involving change of pronunciation and phonetic realization.

2. LITERATURE REVIEW: According to Nyoman (2022) study on Indonesian-English mixing on Wardah Beauty's You Tube Channel, intra-sentential code-mixing is the most prevalent, whereas code-mixing with a change in pronunciation is the least common. The five reasons of code-mixing: discussing as a data source on her study first reasons is a particular topic, second reason is emphasizing something, third reason is interjecting, fourth reason is expressing group identity, and five reason is using repetition for clarification.

Nalantha et al. (2021) investigated the only two types of code-mixing in Nessie Judge's YouTube Video Titled "Lagu Populer + Pesan Iblis Tersembunyi.". They discussed two types of code-mixing first is intra sentential and second is intra-lexical. Intra sentential code mixing was more prevalent than intra-lexical code mixing. It is possible to draw this

conclusion since the speaker in the video frequently adds English terms at the end or middle of phrases in Nessie Judge's YouTube video. The speaker in the video clearly combined Indonesian and English words without compromising the structure or content of their phrases.

Rohmah (2019) worked on the code-mixing used in by the family of Gen Halilintbar's Vlog, she recognized three types of code-mixing using this vlog Insertion, Alternation and congruent lexicalization. The Insertion (67.8%), alternation (14.8%), and congruent lexicalization (17.4%). The Highest percentage of frequency used code-mixing in insertion type and lowest frequency found in alternation types of code-mixing in this vlog .

Hardini et al. (2019) investigated code-mixing in E-Commerce on Instagram in Indonesia. The various online shops in Indonesia when promote their products on the social media platforms mixing of another languages. Her research are very useful for business people and language users on social media people must recognize that the use of mixed languages. Word, phrase and clause types of code-mixing found this study. Several scholar have described the concepts of code-mixing mixing (see Meisel, 1989; Muysken, 2000; Nurliana 2017; Pello, 2019; Waris, 2012; Wibowo, 2017; and others).

Bukhari (2015) explained the reasons for the English-Malay language alternation in online postings via facebook among university students. The study found that Malay and English grammar differ in their use of plural nouns and continuous tenses. An inventive method of using the English language in Malaysia is to incorporate English morphemes into Malay lexical elements. Malay and English morpheme insertion of pluralization of noun is large amount and explained the ten functions or reasons of code-switching-mixing between Malay and English.

2.1. DEFINATION OF CODE-MIXING: Muysken (2000) defines code-mixing as “all cases where lexical items and grammatical features from two languages appear in one sentence”. Bhatia and Ritchie (2004) defined “code-mixing refers to the mixing of various linguistic units (morphemes, words, modifiers, phrases, clauses and sentences) primarily from two participating grammatical systems within a sentence”. Nababan (1991) says that it is a mixing of two or more language or language variation in speech act or discourse in because of informal and speaker habit.

Code-mixing is defined as the blending of two or more languages from different linguistics units in an informal setting. It happens when speakers of the two languages utilize each other to the point where they switch between the languages in a single sentence. In addition, code-mixing occurs in either bilingual and multilingual communities and it happens because the conversation tends to use more than one language.

3. RESEARCH METHOD: This is a descriptive qualitative type of research. The main aims of the study to discuss code-mixing that is used by the Chhattisgarhi social media users in Instagram post. I collected data for this study from four Chhattisgarhi Instagram pages or accounts that are currently most popular. In these pages on Instagram users many types of English lexical items mixing in Chhattisgarhi when users send of any post on their Instagram account. The name of Instagram accounts are *ka_ga_saga_cg memes*, *Chhattisgarhi.inn*, *Chhattisgadhiya_memes*, and *morbhuiyan Chhattisgarh*, which researcher selected for data collection. The various steps followed by researcher for data collection. In first step, I take screenshots of any code-mixing photos or videos posted by users on their Instagram page or account. Next, save the page and see the code-mixing. In the end, the data is recognized and categorized according to the kinds of code-mixing that were found in Instagram posts. After that researcher observed Chhattisgarhi Instagram users linguistic behavior towards mixing English words in their Instagram post.

4. RESULT AND DISCUSSION: In this section, I discussed Chhattisgarhi speakers mixing English lexical items in their social media platform on Instagram apps. I collected quality data from many Instagram account based on these data I found my research speaker different types of code-mixing used in their social media platform. Students Inserted of English lexicon in different level.

4.1. Instagram

Instagram is a social networking platform and mobile app this is available on play store. In Instagram apps allows users to share photos and videos with their followers. It was started in 2010 now has become one of the most famous social media platforms. Because Instagram is designed to be used in real-time, users can post their experiences and followers may follow along as they unfold. Instagram users now have an easy option to instant share an image on many platforms from a single app, simplifying social network sharing. Photographs may be shared on Flickr, Foursquare, Facebook, Twitter, and Tumblr. Users may explore their followers' recent postings on the app's homepage, view their followers'

activity on a newsfeed, like and comment on any publicly accessible images, and tag followers in comments and photographs. Instagram users frequently utilize the hash tag trend in their captions and comments. Instagram users frequently utilise the hashtag trend in their captions and comments. The online version of Instagram may be used for viewing, commenting, and like photographs, but for uploading images, users need to download the Instagram apps in their mobile.

In Chhattisgarh state people, other language words mixing in their everyday conversation. The fact that people may speak various languages nowadays led the researcher to choose code-mixing as his field of study. Stated differently, the orator adjusts some segments of his discourse. The researchers employ code-mixing in their daily interactions with peers, both online and offline. Code-mixing is also used when we pick up new terminology and wish to show it to other people. Because certain word meanings are improper for speech, people choose to mix words with simpler meanings. In this study investigates how code-mixing can be used to Chhattisgarhi speakers send of any post and comments on Instragam. Furthermore, this study aims to determine the types of mixed code on *Chhattisgarhi memer, ka_ga_saga_cg memes, cgkimemes and morbhuiyan Chhattisgarh*, Instagram post and to investigate its causes. Instagram is a fun platform for Instagram users to exchange jokes, news, reels, photos and other content, which is why this study chose it as a data source. Nowadays, a great deal of I users make money on these platform. When you have more than a thousand or billion followers on Instagram then this platform immediately creates an official account for you, and you start making money from there.

4.2 Types of Code-Mixing Used in Social Media Platform on Instagram

4.2.1 Intra-Sentential Code-Mixing

Intra-sentential code mixing is the type of code mixing that occurs within a phrase, clause, or a sentence boundary in utterances both in oral and written (Hoffman, 1991 as cited in Fatimah 2021).



1. **Happy birthday** hœmr ka ka.
Happy birthday my uncle
Happy birthday to my uncle.

According to the data in Ka.ga.saga.cg.memes used code-mixing in their Instagram post. The word *happy birthday* is an English word that has mixed with Chhattisgarhi, this data contains intra-sentential code-mixing. Above the post, we can see one girl and minister of Chhattisgarh Bhupesh Singh Baghel picture of shows in post. A girl wish to minister of Chhattisgarh wishes his birthday and inserted English word *happy birthday* in Chhattisgarhi this is a word level mixing, the word happy birthday come under noun category.



2. Tɛ uhi hæʃ na ? ʒɛn tuʃi: mən bəs |a *friendship day wish* kəʃ hæʃ
you them are Q who girl PL only ACC friendship day wish do is
Are you them? Who wish to friendship day only girls?

The above data we can see the fact that Ka.ga.saga.cg.memes Instagram post contains code-mixing because it shows a sentence boundary in an utterance, the data above is classified as **intra-sentential** code-mixing. The English words *friendship day wish* mixed in this post. The noun *friendship day* is used to convey wish of girls in the day of friendship day above the post on Ka.ga.saga.cg.memes Instagram page, and English verb *wish* also mixing in Chhattisgarhi in this post. I observed this post users noun and verb both content word mixed with Chhattisgarhi.



3. hæʃ gʰæt kɛ kəhāni: 10% *battery*.
every home GEN story 10% battery
Every home story is 10% battery.

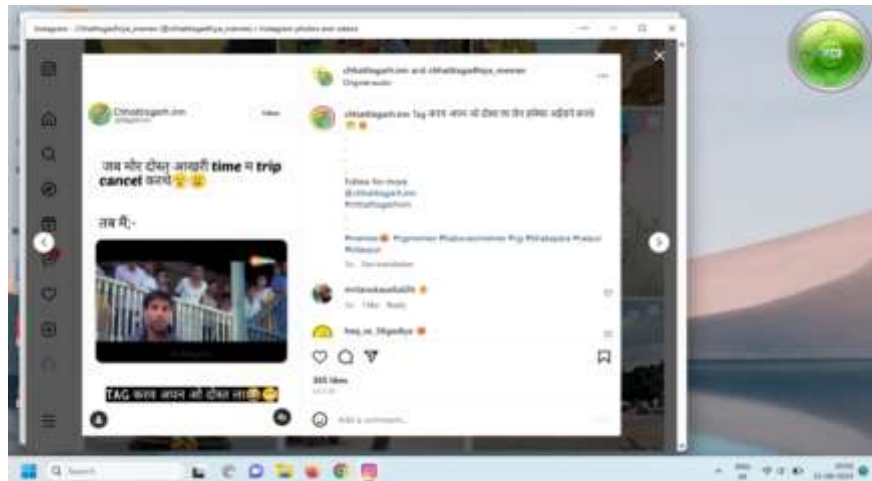
In a third Instagram post related to mobile charged. We can see above the picture one girl is charging mobile, when only 10% battery left in her mobile after applied on the charger her phone she is waiting for mobile will be charge as soon as. The English noun word was *battery* used this post with Chhattisgarhi. I observed this study Instagram user mostly noun category of English lexical item are mostly mixing in Chhattisgarhi on the social media platform of Instagram.

4.2.2 Phrase Mixing



1. ga:na: mənke asəʃ *real life* mɛ.
Song PL effects real life PRE
Song effects in real life.

In above the picture shows man and women, man was telling something to women, but women not gives any reply her husband question. Then man speaks to his wife song impact in *real life*. In this post man inserted English lexical item '*real life*' uttered in Chhattisgarhi. We can see this post noun phrase type of mixing also use in Instragam.



5. When mɔ:r dost a:kʰiri **time** ma **trip cancel** kər-əe, təb mē[~]**tag** kərəv apən vɔ dost |ə
When my friend last time PRE trip cancel do-PRS then I tag do your that friend ACC
When my friend trip cancel in the last time. Then I, tag that your friend.

This data is taken from Instagram page Chhattisgarhi.inn and Chhattisgadhiya_memes we can see two film actor pictures on the Instagram post. In this post *time*, *trip cancel* and *tag* English words was mixed by Chhattisgarh.inn and Chhattisgadhiya_memes Instagram user this is a public page there are so many jokes, memes, and short video shares every day their Instagram account and so many English words mixing with Chhattisgarhi, when he send any post on Instagram account. I noticed above the post word '*trip cancel*' come under is phrase types of mixing in Chhattisgarhi language and English word *time*, *tag* is English noun most of the Instagram users English noun more used in their Chhattisgarhi Instagram post.



6. kuʃhu puʃho? tɔ:r **fav. South movie**-kə na:m bəʔəna.
something ask Q Your fav. South movie GEN name tell
Ask something? Tell, your fav.(favourite) south movie name.

Above the data *ka_ga_saga_cg_memes* Instagram account user put on his Insta story ask something? Then one person replied on his Insta story tell your *fav. south movie*. I observed this picture English phrase *fav.south movie* mixing in Chhattisgarhi and code mix occurs at the phrase level with the insertion process.

4.2.3 Involving Change of Pronunciation

Sagitarini, & Putra (2023) defined "It implies that the speaker employs a change in pronunciation code-mixing in the sentence".



7. Chhattisgarhi **film** le chalhu apan dulari ke naya gi:t maya ke rang In Chhattisgarhi film ABL chalu apan dulari GEN new song maya ke rang Cinemas from 13th January 2023.
Cinemas from 13th January 2023
Chhattisgarhi film le chalhu apan dulari new song is maya ke rang, in cinemas from 13th January 2023.

In this picture, users used *film* and *in cinemas from 13th January* mixed English language in Chhattisgarhi. One thing I observed above data Instagram user writes *film* pronounced *filim* and /i/ vowel inserted again after /l/. I noticed this study when Chhattisgarhi speakers mixed English words with Chhattisgarhi language then change the pronunciation and insertion some vowel like a, e, i, o, u. In this post users (i) vowel inserted with English word *film* users represented this words through in Hindi/Devanagari script.



8. viə-esh me tej mahila:ə ke liye kəhte hai ki **she is very talented** hama:re yaha abroad LOC sharp women GEN for say is GEN she is very talented ours here Chhattisgarh me kəhte hain ki-fəlanā ke tūri bhari **farward** he.
Chhattisgarh LOC say is GEN his/her GEN daughter so forward is.
In abroad country says for sharp women- she is very talented. Here we say in Chhattisgarh his/her daughter is so forward.

In this post, we can see *she is very talented*, *forward* English sentence and word users mixed within Chhattisgarhi. Instagram users forward writes to *farward*, here (a) replaced to (o) vowel and users pronounced *farward*. It means when Chhattisgarhi peoples mixing English lexical items his/her conversation then changed the pronunciation. In some

English lexical items inserted vowel possible when Chhattisgarhi instrgram users mixing English words in their Chhattisgarhi conversation.

4.2.4 Phonetic Realization



9. kakhar bachpan ke *photo* hare bhai? *mention* karə-v o[a].
Whose childhood GEN photo is brother Q mention do- him
Whose childhood photo is brother? do mention with him.

This picture takes from cgkimemes Instrgram page. In this *photo* and *mention* English word mixed in Chhattisgarhi. In above post user writes *photo* but correct spelling is *photo* in here phonetic realization voiceless fricative (f) used by Instrgram user this post. I observed this post sometimes Chhattisgarhi instagram user according to pronunciation of English words they write spelling. In here voiceless stop (p) changed to voiceless fricative (f).

Real spelling

Voiceless Stop /p/
Photo

Phonetic realization

Voiceless fricative /f/
*photo

4.2.5 Reduplication/Repetition of Word

In this case, single word repeated two times we called this kind of word reduplication word. We can see below in the picture there users English words code-mixed as a form of reduplication/repetition word.



10. Pyar/mohabbat va[ɛ a:ə-mi-mən ha romantic-romantic song suŋ-œ ji:
love / love man-PL is romantic romantic song listen-PRS

The men in love listen to romantic-romantic song.

In these picture users talk about when men fall in love then listen romantic- romantic songs. In here English word *romantic-romantic* reduplicated as a form of code-mixing with Chhattisgarhi. I observed this study Chhattisgarhi Instrgram user's reduplication kind of English word also mixing in their Chhattisgarhi language.

5. Conclusion

Generally, Chhattisgarhi speakers mixed and switched another languages or varieties in their everyday conversation. Present time millions of Chhattisgarhi people's are using Instagram apps they mixing English lexical items with Chhattisgarhi language when they posted any picture story on their Instagram account. Based on the result I adopted idea from Hoffman (1991) theory they used different types of code-mixing. In These studies, mostly Chhattisgarhi Instrgram users are Intra-sentential types of code-mixing used in his/her Instagram account or pages. These mixing are word and phrase form used more by Instagram users. One thing I observed these studies when users mixed English lexical items with Chhattisgarhi than pronunciation were changed like *filim*, *farward* etc. It mean vowel inserted in some English words when people mixed in his/her utterances, and Phonetic realization also possible these study above data we can see voiceless stop /p/ become voiceless fricative /f/ real spelling is photo but written by users photo, and users mixed reduplication/ repletion types of words English words like *romantic-romantic* also mixing with Chhattisgarhi.

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