

The language use on Instagram: Sociolinguistic studies on the speech code of netizens in the city of Makassar in buying and selling food through Instagram

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ABSTRACT Instagram was a very popular social media today in Indonesia, especially for millennials. The popularity of Instagram media has been used as a means of promoting food products by culinary traders in the city of Makassar. With the promotion of food products through Instagram, netizens' speech interactions in the comments column started from asking for prices, menus, ordering or reservation systems, to marking each other and inviting their friends to eat together. This study aimed to describe the language variations on Instagram carried out by netizens in Makassar City. This research was a qualitative descriptive study and the research data is in the form of text, namely the speech of buying and selling food in the comments column for uploading advertisements for culinary account users on Instagram. Data collection was carried out from April 2020 to April 2021, during which this period was also marked by the implementation of large-scale social restrictions to minimize the spread of COVID-19. In netizen communication through Instagram, there was code-mixing of Indonesian language codes with foreign languages, regional languages and the mixing of Makassar Malay speech codes. This study found several uses of language variations in the form of words, phrases and sentences. There were various variations of non-standard language in the form of word approaches, abbreviations, and the use of foreign term insertions adopted by speakers. The use of code-mixing and informal language can be interpreted as a form of tertiary oral as well as everyday forms of communication but was carried out in written form through communication media. Communication through social media Instagram has changed the way individuals communicate and has also changed the use of people's language.

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1. INTRODUCTION

Communication of citizens (netizens) on Instagram social media, there is a tendency to use informal language. The use of informal language is shortening of words, abbreviations, the use of slang and even the insertion of elements of a foreign language or regional language and the use of interference. The use of this language certainly deviates from the rules of using Indonesian and foreign languages. Communication technology has brought changes in the use of human language where there is an element of merging internet language with human language (Crystal, 2006). According to Lee (2017), the change is that social media users or netizens are a multilingual society that chooses speech codes by mixing global languages with other languages. The selection of speech codes in online communication is in the form of code-switching, code-mixing and also single language variations. Speech interactions on social media have a variety of language variations, both Indonesian, foreign and regional languages. The use of code-mixing is more dominantly found in netizen interactions in the form of words, phrases or sentences through comments or greeting each other.

The interaction of netizens through social media gives birth to a large number of language variations, so it becomes difficult to avoid it again (Abbasova, 2019; Junus, 2019). According to Chaer & Agustina (2004), that language variations arise due to the diversity of languages and social interaction activities of people who are not homogeneous. The language used by netizens on Instagram social media is very diverse because of the diverse participants, netizens can be categorized as online multilingual communities (Lee, 2017). Netizens in Indonesia as a bilingual or multilingual society at least have local languages that are generally used in the family domain, use the national language, namely Indonesian in the formal sphere, and learn and master foreign languages such as Arabic and English as well as other foreign languages that are often used in public. social media. The use of language on social media is a fusion of language in different ways and purposes (Jimma, 2016). As with the use of language on Instagram, there is the use of informal language or casual tone, the use of hashtags, emoticons and tags or mentions to get the attention of other netizens.

As a very popular social media, Instagram has become a new interaction space for netizens with different socio-cultural backgrounds. Many food companies in Ger-

many have made Instagram social media a new online market space to the existence of a social eater phenomenon, namely a space for interaction between food companies, traders and culinary lovers (Willers & Schmidt, 2017). Likewise, several modern food companies in Canada (Reagan et al., 2020), in India with social space Zomato (Raj& kumar, 2021), and in Wuhan China (Chen et al., 2021) have switched to advertising their food products through Instagram. Coupled with the COVID-19 pandemic situation, namely the work from home policy, it is one of the factors that increases the interaction of buying and selling food online through social media. In Indonesia, there are various food (culinary) business accounts by post online advertisements through Instagram media (Halim & Yulius, 2021; Ratnasari, 2021). The presence of Instagram media now as a new market space greatly influences people's decisions in buying and selling food (Mas'udin & Yuliawati, 2020).

In buying and selling food on Instagram, there are various speech codes used by netizens. Just as netizens in the city of Makassar use various language variations, namely the use of Indonesian with the Makassar Malay dialect, the use of foreign languages (such as English, the insertion of Korean in terms of food or greeting, the use of Japanese in naming food and also the use of other foreign languages), and the use of regional languages (such as Bugis, Makassarese, and Mandar and Luwu languages). The use of netizens' language in Makassar is very different from the speech of other online communities. The use of Bugis, Makassarese and Makassar Malay dialects is a characteristic of speech activities through Instagram. The use of such language is, of course, influenced by the heterogeneity of society, which is not only inhabited by ethnic groups from South Sulawesi (such as ethnic Makassar, Bugis, ethnic Mandar, ethnic Luwu, ethnic Toraja) but also inhabited by ethnic groups outside South Sulawesi (such as from the island of Java), Bali, NTB, NTT, Maluku), as well as ethnic Chinese who had been present in the city long before Indonesian independence. Not only these community groups, since 2014 there have been present and settled groups of refugees from Myanmar and thousands of migrants from the Middle East (Rijal et al., 2021; Rijal, 2020). The multicultural and multilingual situation in the city of Makassar has an impact on the use of language in social media, especially on Instagram. there is a mixing of several languages in one communication event and is generally done using informal languages such as slang, word approaches, abbreviations, and the use of certain terms.

The form of speech on Instagram social media is in the form of comments from fellow netizens on uploading product advertisements. Food advertisements, for example, which are uploaded in visual form accompanied by captions in various languages, will get responses from netizens in the form of responses to likes, emojis, emoticons and comments. In speech situations, netizens who upload advertisements are called speakers, while those who respond in this case are called speech partners. Speakers and speech partners greet each other in response to food advertisements and interactions occur with each other. Not a few of them responded to advertisements in the form of comments by asking prices, asking for menus and food content, some asking for addresses, reservation systems, asking for food promo information, asking for WA (WhatsApp) numbers or ordering links, asking for information on the Go Food or Grab Food application, asking for DM (direct mes-

sages) related to price descriptions, and some have tagged each other with other audiences regarding these advertisements. With this activity, a speech situation occurs, both speakers with speech partners or fellow speech partners.

Speech through Instagram media in the realm of buying and selling is not the same as speech in the market or supermarkets. There are differences in the variety of languages in traditional markets and online markets, especially in the form of code-mixing and word approach (Febriyanti, 2017). According to Crystal, speech on communication media is carried out like face-to-face communication but in the oral form (Crystal, 2006). Crystal calls the situation an internet communication or netspeak. However, in the context of the speech, social media has different characteristics such as the use of language that is practical, instant, and arbitrary (Lee, 2014). There is an online multilingual concept by mixing language codes, both global languages with national languages and national languages with regional languages (Lee, 2017).

The impact of this communication is the dominance of certain languages, including the dominance of the use of visual emoji language which can represent the speaker's feelings and thoughts in speaking (Arafah & Hasyim, 2019). Speakers and speech partners will shorten irregular words which Junus calls with the term Ecrononciation (Junus, 2019). There is an element of intent by speakers by using slang and acronyms to provoke speech partners/customers to comment, so there is a non-rigid dialogical activity (Ratnasari, 2021). Speeches on Instagram social media show the use of terms by adopting technological languages and culinary languages, as well as the use of code-mixing and word approaches. Therefore, communication between speakers and speech partners on Instagram media generally uses non-standard language.

The situation of choosing a speech code that occurs in speech communities does not just happen but is influenced by several factors such as who speaks, to whom he speaks, what speech code is used and the speech situation occurs when and with what purpose the speech is used (Fishman, 1975). The use of speech code selection in the form of code-mixing on Instagram media is not only influenced by these five factors because there are different language delivery mediums. According to Crystal (2006) that the use of communication technology media greatly affects the use of speech codes. In online communication situations, the role of the media is one of the variables that can influence speakers. Mladenova (2003) also emphasized that the choice of speech code made by language-speaking communities is strongly influenced by the cultural structure and transition of traditional and modern societies. This transition process includes its relation to communication technology that is developing in modern society. Community elitism will appear when doing code-switching or code-mixing (Yassi, 2011). Code mixing generally occurs because of interference or even because of informal situations. Seeing the form of communication between speakers and speech partners on Instagram media can be categorized as a variety of informal language.

According to Hymes (1974, 2013) in a speech situation must fulfil eight speech components which when the first letters are summarized into the acronym SPEAKING. SPEAKING can be interpreted as speaking or speech. The components of SPEAKING are Setting and Scene (setting the time and also different speech situations), Participants

(language users), Ends (referring to the intent and purpose of the speech), Act sequences (form and content of speech), Key (how the language is conveyed). Instrumentalities (media for delivering language either spoken or written), Norms of interaction and interpretation (norms in interacting and understanding each other), and Genres (in this case it can be in the form of narratives of ordinary sentences and so on). Hymes' theoretical concept is still relevant to speech events that occur today, namely speech in online communication. In line with Hymes' concept, Lee (2017) adds that speech events in online communication are influenced by technological developments and situation developments. There are several Internet languages, terms in Instagram social media and also terms in the culinary realm that are adopted by netizens in communicating online. Like the abbreviation AUCE, which is an acronym for All You Can Eat, which means to eat as much as you can. Upon the merging of these languages, there is a mixing of languages. The use of code-mixing with Internet language adaptation Crystal (2011), adaptation of terms that developed on Instagram media and adaptation of culinary terms are new phenomena that are developing in online communication.

Susanti (2016) claimed that the study of language on social media can have a positive impact on language development, but until now there are still few studies on this problem. Several previous researchers such as Crystal (2006) research related to language and the internet long before the advent of social media, so that research is still limited to the relationship between language and the internet. Likewise, the study conducted by Baron Baron (1998) was still limited to aspects of languages on the internet long before the birth of social media networks. Meanwhile, the study of Lee and Also Barton Lee (2017); Barton & Lee (2012); Baton & Lee (2016) linked the presence of social media with the use of language in sociolinguistic aspects. Furthermore, Abbasova (2019) study related to variations in English on the increasing use of social media. Likewise, studies conducted by researchers in Indonesia that discussed the use of language on social media, including language variations on social media and identity construction were carried out by Junus Junus (2019), the choice of speech codes for students through Facebook was carried out by Susyulwati Susyulwati (2020), Linguistic phenomena in communication on Facebook conducted by Sari et al. (2020)[33], emoji on social media by Arafah & Hasyim (2019), language characteristics of Instagram social media by Rahmasari Sari et al. (2020); Arafah & Hasyim (2019) characteristics of advertising narratives on Instagram by Ratnasari (2021), characteristics of online shop language on Facebook media (Manuho et al., 2019), language characteristics of Facebook users by Utami (2010) and lastly is the variety of online business copywriting language Instagram by Maulida and Zakaria Maulida & Zakaria (2021). Previous research has not focused on the form of speech codes in the realm of buying and selling through Instagram, in this study we will look at the speech on the comments page for advertisements, not on uploads and captions on Instagram. So far, there has been no similar research, which is related to language variations in the form of the speech code of netizens in the city of Makassar in conducting food buying and selling interactions on Instagram social media.

The use of language by netizens on Instagram social media, especially in the interaction of buying and selling food, will bring up various problems including the existence

of new language variations, the selection of speech codes both code-switching and code-mixing, language changes, the use of terms both related to social media language and culinary-related so that it can create a register in this field, netizen communication on Instagram reflects aspects of the speaker's socio-cultural identity, as well as differences in language use between the seller (speaker) and the buyer (speech partner), as well as differences in the use of language from aspects of age, gender, status social and so on. Seeing the problems in this research which are quite complex, this article will be limited to aspects of language variation by focusing on the use of the form of the netizen's speech code in the city of Makassar in the interaction of buying and selling food through Instagram social media. This study will use a sociolinguistic approach, seeing that the factors that influence the use of language are external factors.

2. METHOD

Looking at the external variables that affect the language used on Instagram, the object in this study used a sociolinguistic approach with a qualitative descriptive method. The research data were speech codes in written speech situations between speakers and speech partners on culinary business accounts on Instagram in the form of words, phrases and sentences. The language used in this study was referred to as a code, namely the language system and its variations as a language code or speech code. The speech code in question was in the form of language variations in Indonesian, regional languages and foreign languages. The speech code was a code in the interaction of buying and selling food through Instagram social media. Seeing the data on speech activity on Instagram media, which was very large, this research was limited from data on speech activities carried out by netizens in the city of Makassar. The speech activities of netizens in the city of Makassar were chosen because the people of Makassar city were a multilingual and multicultural society. The use of the language used by netizens was an illustration of conventional speech activities that take place in society. Speech activities carried out by netizens in the city of Makassar described the variety of language variations in online communication, namely the use of Indonesian, the use of the Makassar Malay dialect, the use of English and other foreign languages, and the use of regional languages, namely the Bugis and Makassar languages.

The data was obtained on the culinary Instagram account, which was the account of a culinary entrepreneur who was domiciled in the city of Makassar. By looking at the shop address on the culinary Instagram account in the city of Makassar, the participants of the speech community in this study were the speech community of the city of Makassar. The speech community was representative of certain social groups. As for the culinary account on Instagram which was the object of this research, there were 30 business accounts including the restaurant Instagram account and the cake or snack Instagram account. Advertising services via Instagram were managed by admins or culinary account users in this case called speakers (O1) and netizens, in this case, carrying out speech activities were called speech partners (O2). In the interaction of buying and selling food on Instagram culinary accounts, it was not only the interaction between the speaker and the speech

partner but also by the speech partner (with code O2a) with other speech partners (with code O2b, O2c, and so on).

Data collection methods in this study were as follows; The first was data collection on speech activities in the speaker's Instagram account (culinary Instagram account users). Speech activities were not in the form of likes or emoticons but the form of speech was in the form of phrases or sentences. Seeing the many speech activities so that it was focused on the realm of buying and selling food, namely on the culinary business account in Makassar City. The speech activity data collected was speech data from April 2020 to April 2021 with the consideration that this month was the peak of the implementation of Large-Scaled Social Restrictions (PSBB) and many food vendors switch to selling through social media. The second was data collection was done by non-participant observation technique, this technique was used to observe speech activity data in the realm of buying and selling food on Instagram freely and objectively. Researchers as observers were not directly involved in the communication on social media. The third was the reading technique or documentation technique by copying or copying the speech activity of buying and selling food that occurs on Instagram.

Data analysis was an effort to organize and classify data systematically so that a wider understanding of the observed linguistic data was obtained. The grouping of data refers to the formulation of the problem, namely identifying the form of speech codes, analyzing the use of code-mixing, the factors that influence the use of code-mixing and describing why the selection of certain speech codes can occur in the interaction of buying and selling food on Instagram social media. After grouping the data, classification was carried out and further analysis was carried out. Data analysis in this study was a form of qualitative analysis in which data analysis was carried out simultaneously with data collection and was also carried out after data classification. The data analysis activity was a qualitative descriptive analysis that was trying to describe the linguistic phenomenon in the interaction of buying and selling food on Instagram social media. The description of this phenomenon describes the speech code used by the Makassar city speech community through social media.

3. RESULTS AND DISCUSSION

3.1 Results

Based on the research that has been carried out, the results obtained are various characteristics of language and forms of speech codes. The research data shows that netizens' speech activities in the city of Makassar are on several culinary business accounts on Instagram such as @auce_kongkow, @simhae.makassar, @oppagalbi_makassar, @haedonofficial, @ayamb22, @ayam-gorengfatmawatimks, @rumahbumburatna, @thefrozen-foodmakassar_id, @chipamakassar, @malikahbakery @big.bananass, @yappay.id, and @mie_garing_sulawesi. The culinary account was used as an object of study because uploads of food advertisements from April 2020 to April 2021 received comments from netizens and there was an utterance between the speaker and the speech partner. Although not all of the culinary account uploads have many comments from other netizens, certain uploads have very unique and character comments. The linguistic characteristics used are not the same as comments or

speech interactions on other social media or in other domains. In the realm of buying and selling food online, there are language differences with the interaction of buying and selling food in traditional markets and modern markets. The linguistic characteristics that exist follow the availability of language and media technology used, besides that the type of culinary that also colours speech activities, participants who are generally speech communities who live in the city of Makassar and the COVID-19 pandemic situation.

The communication carried out by netizens in the city of Makassar through Instagram media shows the use of such a variety of language variations. These variations occur because netizens tend to write down words, phrases or sentences as they are spoken. The use of language by speakers is generally persuasive language. There are several forms of speech codes found in the interaction of buying and selling food by netizens in the city of Makassar through Instagram media including the use of abbreviations, the use of diphthongs, the use of ellipsis, and the use of code-mixing. So the data found in this study can be categorized into two items namely the characteristics of language use and the form of speech codes

The characteristics of language use on Instagram has found some kinds of variation namely abbreviation, diphthongs, and ellipsis. There are several abbreviations found in communication through Instagram social media, namely shortness, fragments, acronyms, contractions or Zeroisations, and letter symbols. The first abbreviation was the use of shortness such as DM (direct message), WA (WhatsApp), IDR (Indonesian Rupiah), PL (Price List), OTW (On the way), ayam b22 (*ayam betutu*), ber4 (*ber-empat*), dg (*dengan*), bgt (*begini atau banget*), blm (*belum*), brp (*berapa*), blg (*bilang*). The second abbreviation was the use of fragments such as sdh (*sudah*), dgn (*dengan*), sll (*selalu*), hrg (*harga*), betutux (*betutu-nya*) like the data 1 below:

- (o1): 12 Ekor Ayam betutu besar dan 2 ekor ayam bakar taliwang telah terkirim Selamat bersiap2 berbuka puasa ya, B22 Lovers Untuk detail dan pemesanan bisa WA 08-999-888-969
- (o2a): Makasih yaa... psananku sdh sampai...
- (o1): @subrianist alhamdulillah terima kasih ya kanda sdh berbuka hari pertama dgn Ayam B22
- (O2a): @ayamb22 an... sll ada dlm situasi apapun...
- (o2b): Hrga brp kak 1 ekor ayam?
- (o1): @fandhyreza yg ukuran kecil 75rb, yg ukuran besar 100rb kak
- (o2c): Berapa harga ayam betutux 1 ekor
- (o1): @herawatiidamanik ayam betutu seekor untuk ukuran kecil harga 75rb, kl ukuran besar harga 100rb kak
- (o2d): Brp 1 ekor itu mba?
- (o1): @nunungmeisari ayam ekor an yg ukuran kecil itu harganya 75rb, kl yg ukuran besar harga 100rb
- (o2d): @ayamb22 sipp...nanti pesan ya.. wktu itu aku pesan nasi kotak ayam b22 buat acara seminar, tmn2ku pada sukkaa enak
- (o1): @nunungmeisari Alhamdulillah, syukurlah jika pada suka kak. Ditunggu pesanan berikutnya ya kak
- (o2e): Pakai ayam kampung yah
- (o1): @esupadmo ayam kampung juga ada kak, tapi yang ini pake ayam ras/ayam negeri

(o2f): Uenakkayaknya
 (o1): @shigansjewelery cobain yuk kak
 (o2f): @ayamb22 jauh.....

The third abbreviation was the use of acronyms such as AUCE (All You Can Eat), Sembako (*Sembilan bahan pokok*), ASAP (*as soon as possible*), LOL (*laugh out lot*), mabar (*makan bareng*), jaim (*jaga image*), titi dj (*hati-hati di jalan*). The fourth abbreviation was the use of construction such as the word of promo (*promosi*). And the fifth abbreviation was the use of letter symbols such as Rp (Rupiah), cm (centimetre)

The use of diphthongization such as make (*memakai*, *pakai*), pake (*pakai*), cobain (*mencoba*), Uenak (*Enak*), yuk (*ayo*) like in the data 1 above. Next was the use of ellipsis like Uenakkayaknya, @ayamb22 jauh....., @ayamb22 an... sll ada dlm situasi apapun...e characteristic of language use on Instagram mostly was abbreviation than others.

Besides the language used on Instagram has unique and characteristic, there was also variant kinds of speech code. The form of language use The language used on Instagram mostly was code-mixing. The code-mixing was two items namely internal code-mixing and external code-mixing. The internal code-mixing in this paper was from the Indonesian language to Makassar Malay Language, Indonesian language to Makassar language, Indonesian language to Buginese language, and Indonesian language to the Javanese language.

While the external code-mixing was the mixing code from the Indonesian language to English, the Indonesian language to the Japanese language, and the Indonesian language to the Korean language. The use of Makassar Malay dialects such as *ayok-mi* (let's go), *bisa-ji* (can), *esok hari-ji* (tomorrow), *ada-pi serangan anu hahah* (if there is sharing money from candidates), *kapan-tawwa* (when), like the data 2 below;

(o1): Yang baru dan viral AUCE Kongkow Hanya Rp 79k+(AUCE makan sepuasnya) Buy 2 Get 2 Free berlaku 20-22 Desember 2020 Nikmati perpaduan Teknik Japanese dan Korean dalam AUCE Buffet. Hauce (enak lho)
 (o2a): Kak @auce_kongkow promonya yang benar berlaku sampai tanggal 21 atau 22 kak? Soalnya di caption dibilang sampai 22?
 (o2b): @harpinanulla kuykuyuy
 (o2b): @hartatahtauiniq gaskann sampai esok harijii promonyaa
 (o2d): @syahbaeni ayokmi
 (o2b): @hardiyanth's kapan tawwa?
 (o2e): @syahbaeni adapi serangan anu hahah
 (o2g): @hartatahtauiniq salamakki daeng
 (o2h): @hartatahtauiniq mau skalikokah? Nah nutag ngasengi temannu, harusna ini nutag @annyauuu bimana @kaumobassoro
 (o2g): @juliorandee cocoki ,katte seng na tag kyk banyak sekali uang
 (o2g): @marnhy__ dirumahku ini hari mau acara datangko nah
 (o2i): @kaumobassoro jambor?
 (o2p): jadi misalnya yg diambil paket Japanese suki shabu + Korean BBQ itu bayarnya cuman 109K x 2. Dapetnya 4 paket untuk 4 org?
 (o1): @adenovitriani_ bener kak bayar 2 utk 4 org
 (o2q): msi brlku hti ini? soalnya capnya 20-22?
 (o2r): Harus reservasi dlu atau bsa lgsng k sana?

(o1): @little.babycyla langsung kesana kak ya, tapi untuk hari ini jam 12 sampai jam 6 udah full kak
 (o2r): @auce_kongkow sy udah reservasi kmrin antrian 7 atas nama RIA. Jam brapa itu kak. Krna kmrin d bilang nti d hbungi, tp smpai skrg sy blum d hbungi.
 (o2s): @riiair_ capcuss deh
 (o2t): @anggianggriani cuss mii

3.2 Discussion

The use of language or the variety of languages used by netizens on social media is a variety of written language. Some sociolinguistic experts say that the written variety is more complete and more formal than the spoken variety, the spoken variety is considered more simple and incomplete (Rokhman, 2013). The use of language by netizens in the city of Makassar through social media Instagram illustrates the situation of multilingualism in online speech communities. The use of language on Instagram social media by netizens in Makassar City in the interaction of buying and selling food through Instagram social media has language characteristics that are different from conventional language use and also on other social media, namely the use of abbreviations, the use of diphthongs, and ellipsis. The use of abbreviations in the form of abbreviations, fragments, acronyms, contractions, and the use of letter symbols. The use of these abbreviations is in the form of words and phrases. The use of abbreviations as in the data above goes through the process of preserving letters, preserving syllables and preserving letters and words. The characteristics of the language used by netizens in Makassar through Instagram are more dominant in the use of abbreviations compared to the use of diphthongs and ellipsis.

Social media has an impact on the use of the language of the online community. In line with Crystal's prediction Crystal (2006) that the presence of the internet has an impact on language change. social media Instagram is a medium for sharing photos, videos, information is a social network that is connected to internet devices. These changes occurred due to the mixing of the internet language with the language generally used by the user community. There is a significant change in the use of language such as the use of abbreviations, the use of emoticons and the use of memes and so on. Crystal added that the change in the use of language through technology media was because people, in this case Netspeak, communicated in writing through the media as if they were speaking. So the media users as an online community, Crystal named him as a netspeaker.

Netspeakers, in this case, netizens who use language on Instagram social media are multilingual. Likewise, netizens in the city of Makassar are multi-lingual, this is illustrated by the use of language on Instagram media and also illustrated by the heterogeneity of the people of the city of Makassar. As a heterogeneous society, they use various languages, both in daily life (conventional communication) and in interacting on Instagram social media. Netizens in the city of Makassar as an online community generally use Indonesian as their main language, but in casual conversation they use the Makassar Malay speech code. Along with the development of communication technology as well as culinary developments in the city of Makassar also colored the use of community language. Naming Japanese cuisine still uses Japanese language such as Japanese Suki-Shabu

and Japanese Suki-Shabu Wagyu Saikoro, Sushim, Yakniku Sc and so on. Likewise, the naming of Korean specialties sold in the city of Makassar and also sold through Instagram social media still uses the original language, namely Korean Grill BBQ, Honey Bulgogi Sc, kimchi, HaengBok and other terms. Communication technology as an instrument affects the use of language, as well as the culinary realm affects the use of the netizen's language.

The main problem in this article is the use of speech code forms and factors outside of language that influence it. The problem is used a sociolinguistic approach in carrying out the analysis. Analysis with the speech conception of SPEAKING Dell Hymes is used in parsing data related to these problems. First, the setting aspect, namely the increasing interaction of netizens on Instagram social media, is influenced by the work from home policy, so most community activities cannot be separated from the use of smartphones and social media networks, the increase in food advertising is also mostly done by culinary traders when large-scale social restrictions are imposed. In order to minimize the spread of COVID-19. The participant aspect is that speakers (users/admins of culinary Instagram accounts) use persuasive language in advertising their food products and mostly use casual Indonesian language both in advertisements and in responding to comments from interlocutors. Likewise, speech partners generally use code-mixed language and informal language. The Ends aspect is the curiosity of the interlocutor regarding food information, both menus, promos, ordering packages, ordering systems, to details such as halal food. In this case, the participants did two speech interactions, the first asked for an explanation from the speaker and an invitation to eat by fellow speech partners. Aspects of Act sequences can be seen from the form of speech that is relaxed and simple.

The use of this language is inseparable from the mode of communication that uses a smartphone and of course the typing facilities are limited. The key aspect is that netizens are very different in the interaction process related to buying and selling food compared to their comments on public accounts of certain figures or accounts that use sarcasm language. In the realm of buying and selling food through Instagram media, of course, speakers use persuasive language as well as speech partners generally ask about the food. Aspects of Instrumentalities, namely the language used by netizens is tertiary orality and the term popularized by David Crystal that Netspeak's communication situation is using written language as it is spoken. Norms of interaction and interpretation, namely participants both speakers and speech partners have the same goal in interacting. The speaker gives understanding to the speech partner, and the speech partner gives a positive response to the speaker, so both participants use norms and rules in good communication without any offense. The genre aspect is the use of netizens' language, especially speakers using promotive language in ordinary sentences, while the speech partners use sentences with straightforward questions that are generally carried out in the form of code mixing.

The form of the use of speech codes made by netizens on Instagram social media is the use of relaxed and dominant Indonesian language in the form of Makassar Malay dialect or Makassar Malay language, in addition there is the use of foreign languages (namely English, Japanese and Korean) and the use of foreign languages. regions (namely

Bugis, Makassarese and Javanese). The use of foreign language elements and regional language elements in the communication carried out by netizens is a form of code mixing from Indonesian to other languages. From the existing data, the form of code mixing in the speech is divided into two, namely internal and external code mixing. Internal code mixing is the use of Indonesian and regional languages (ie, Makassar Malay, Bugis, Makassarese and Javanese). The use of internal code-mixing is more dominant in the form of code-mixing from Indonesian to Makassar Malay compared to other forms of internal code-mixing. It is said to mix the code in the Indonesian form with the Makassar Malay language because the use of the relaxed Indonesian language is different from the use of the Makassar Malay language.

Makassar Malay is a form of Malay that is included in the Trade Malay group ("Market Malay"). The language is used as a trading language in the Makassar port environment, South Sulawesi. The number of speakers of this language reached 1,889,000 people in 2000. This language is mostly used by immigrants from outside the city of Makassar, Makassar residents, young people, or Makassar people who are not good at the native Makassar language, so this language becomes the lingua franca. This language is also spoken by the people of South Sulawesi with four dialects, namely the Bone dialect, the Palopo Toraja dialect, the Parepare dialect, and the Makassar dialect. The characteristic of the Makassar Malay language is that it uses the affixes -mi, -pi, -ji, -mo, -ki, -ta', -ji, -jeko, -meko, -ko, and na-. As in the form of the speech above, ayo-mi (meaning let's go), esok hari-pi (tomorrow) and so on. The use of the Makassar Malay language greatly dominates and affects netizen communication on Instagram, especially in interactions related to buying and selling food. It can be seen in the interaction of participants in the comments column on user (speaker) food uploads, whether asking for prices, reservations, delivery systems, menus, promo schedules, using Makassar Malay dialect/language.

Meanwhile, the form of external code-mixing is the use of Indonesian and foreign languages (English, Japanese and Korean). The use of this form of code-mixing is dominated by code-mixing of Indonesian and English. English as a global language is still dominantly used by netizens in casual communication, especially in communication through Instagram. It has been predicted by some experts that the use of English will dominate in online communication [Lee \(2017\)](#). The use of English is carried out by mixing global languages into national and regional languages. On the other hand, what happened to netizens' speech interactions in the city of Makassar via Instagram was done by mixing Indonesian with English as in data 2 above. The use of code-mixing of Indonesian with Japanese and Korean only occurs in the explanation of certain foods originating from the two countries, namely Japan and Korea.

4. CONCLUSIONS

Participants in this case netizens use informal language in communication on Instagram social media. Generally using abbreviations, this is influenced by the communication media, namely social media and communication tools in the form of smartphones. The form of speech code in netizen interaction is carried out in the form of code-mixing, generally, the code-mixing is an internal code-mixing from Indonesian to Makassar Malay. Meanwhile, external code-

mixing generally occurs in the use of Indonesian and English. For the use of external code-mixing from Indonesian to Japanese and Korean only in naming certain types of food which are types of food from the two countries. The use of code-mixing is strongly influenced by the topic, namely the interaction of buying and selling food, participants, namely the heterogeneity of the Makassar people, as well as the instrument aspect or communication aspect, namely social media which of course greatly limits the communication or comments of netizens.

In this communication, the use of language is very varied and is generally a relaxed or informal variety. Language variations on Instagram are non-standard languages. Likewise, the use of code-mixing and informal language can be interpreted as a form of tertiary oral as well as forms of daily communication but is carried out in written form through communication media. Communication through social media Instagram has changed the way individuals communicate and has also changed the use of people's language.

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