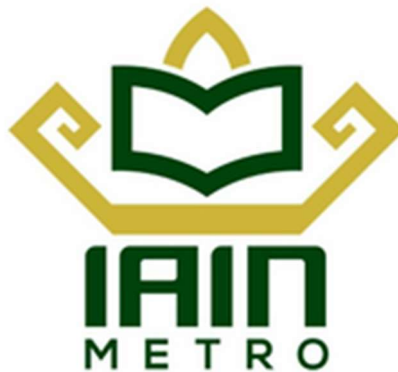


AN UNDERGRADUATE THESIS
AN ANALYSIS CODE MIXING USED BY ONLINE SHOP IN
INSTAGRAM AS SOCIAL MEDIA

By:
Fitria Kusnul Chotimah
Student Number: 1701070099



TARBIYAH AND TEACHERS TRAINING FACULTY
ENGLISH EDUCATION DEPARTMENT

STATE INSTITUTE FOR ISLAMIC STUDIES OF METRO

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AN UNDERGRADUATE THESIS
AN ANALYSIS CODE MIXING USED BY ONLINE SHOP IN
INSTAGRAM AS SOCIAL MEDIA

Presented as a Partial Fulfillment of the Requirements
For the Degree of Sarjana Pendidikan (S.Pd)
In English Education Department

By:

FITRIA KUSNUL CHOTIMAH

Students Number. 1701070099

Tarbiyah and Teacher's Training Faculty

English Education Department

Sponsor: Drs. Kuryani, M.Pd

THE STATE INSTITUTE FOR ISLAMIC STUDIES OF METRO

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INSTITUT AGAMA ISLAM NEGERI METRO
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Jalan Ki. Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111

Telepon (0725) 41507; Faksimili (0725) 47296; Website: www.tarbiyah.metrouniv.ac.id; e-mail: tarbiyah.iain@metrouniv.ac.id

APPROVAL PAGE

Title : AN ANALYSIS CODE MIXING USED BY ONLINE SHOP
(CLOTHES) IN INSTAGRAM AS SOCIAL MEDIA
Name : Fitria Kusnul Chotimah
Student Number : 1701070099
Department : English Education
Faculty : Tarbiyah and Teacher Training

APPROVED BY:

To be examined in Munaqosyah in Tarbiyah Faculty of State Islamic Institute of Metro.

Head of English Education
Departement

Andian O. M.Pd.

NIP. 19871102201503 1 004

Metro, 7 June 2022
Sponsor

Drs. Kurvani, M.Pd

NIP. 19620215 199503 1 001



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Jalan Ki. Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111

Telepon (0725) 41507; Faksimili (0725) 47296; Website: www.tarbiyah.metrouniv.ac.id; e-mail: tarbiyah.iaim@metrouniv.ac.id

NOTIFICATION LETTER

Number :
Appendix :
Matter : **In order to hold the munaqosyah
of Fitria Kusnul Chotimah**

To :
The Honorable of the Head of Faculty of
Tarbiyah and Teacher Training
State Islamic Institute of (IAIN) Metro

Assalamu'alaikum, Wr. Wb

We have given guidance and enough improvement to research thesis script which is written by:

Name : Fitria Kusnul Chotimah
Student Number : 1701070099
Department : English Education
Faculty : Tarbiyah and Teaching Training
Title : AN ANALYSIS CODE MIXING USED BY ONLINE
SHOP (CLOTHES) IN INSTAGRAM AS SOCIAL
MEDIA

It has been agreed so it can be continued to the Tarbiyah Faculty in order to be discussed on the Munaqosyah. Thank you very much.

Wassalamu'alaikum Wr. Wb

Head of English Education
Department

Andianto, M.Pd.

NIP. 19871022015031004

Metro, 7 June 2022
Sponsor

Drs. Kuryani, M.Pd

NIP. 196202151995031001



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INSTITUT AGAMA ISLAM NEGERI METRO
FAKULTAS TARBIYAH DAN ILMU KEGURUAN**

Jalan Ki. Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111
Telepon (0725) 41507; Faksimili (0725) 47296; Website: www.tarbiyah.metrouniv.ac.id; e-mail: tarbiyah.iain@metrouniv.ac.id

NOTA DINAS

Nomor :
Lampiran : -
Perihal : **Mohon Dimunaqsyahkan Skripsi
Fitria Kusnul Chotimah**

Kepada Yth.,
Dekan Fakultas Tarbiyah dan Ilmu Keguruan
Institut Agama Islam Negeri (IAIN)
di-Tempat

Assalamu 'alaikumWr. Wb.

Setelah kami adakan pemeriksaan dan pertimbangan seperlunya maka skripsi yang disusun oleh:

Nama : Fitria Kusnul Chotimah
NPM : 1701070099
Jurusan : Tadris Bahasa Inggris (TBI)
Fakultas : Tarbiyahdan Ilmu Keguruan
Judul Skripsi : AN ANALYSIS CODE MIXING USED BY ONLINE SHOP
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Sudah kami setuju dan dapat dimunaqsyahkan. Demikian harapan kami dan atas penerimaannya kami ucapkan terimakasih.-

Wassalamu 'alaikumWr. Wb.

Mengetahui,
Ketua Jurusan TBI

Andianto, M.Pd.
NIP. 19871102 201503 1 004

Metro, 7 Juni 2022
Pembimbing

Drs. Kurvani, M.Pd
NIP. 19620215 199503 1 001



**KEMENTERIAN AGAMA REPUBLIK INDONESIA
INSTITUT AGAMA ISLAM NEGERI METRO
FAKULTAS TARBIYAH DAN ILMU KEGURUAN**

Jalan Ki. Hajar Dewantara Kampus 15A Iringmulyo Metro Timur Kota Metro Lampung 34111
Telp. (0726) 41507; Faksimili (0725) 47296; Website: www.metrouniv.ac.id E-mail: iainmetro@metrouniv.ac.id

RATIFICATION PAGE

No. B-3345/In.28-1/D/PP-00.9/07/2022

An Undergraduate thesis entitled: AN ANALYSIS CODE MIXING USED BY ONLINE SHOP (CLOTHES) IN INSTAGRAM AS SOCIAL MEDIA. Written by: Fitria Kusnul Chotimah, Student Number 1701070099, English Education Department, had been examined (Munaqosyah) in Tarbiyah and Teacher Training Faculty on Wednesday, June 22nd, 2022 at 09:00 – 10:30 a.m

BOARD OF EXAMINERS:

Chairperson : Drs. Kuryani, M.Pd
Examiner I : Dr. Widhiya Ninsiana, M.Hum
Examiner II : Trisna Dinillah Harya, M.Pd
Secretary : Ning Setiowati, M.Pd



The Dean of Tarbiyah and Teacher Training Faculty



AN ANALYSIS CODE MIXING USED BY ONLINE SHOP IN INSTAGRAM AS SOCIAL MEDIA

ABSTRACT

By: Fitria Kusnul Chotimah

Sociolinguistics is study about the connection among language and society. Every people have different language style when they interact to each other. By many variations which they have, it can be possible for them to mix their language in their utterance. Mixing one language with the other languages, in sociolinguistics field it called by code mixing. The use of code mixing in society it has been common. It happens in the one of the phenomenon and language used in online shop is different from that used by people in daily conversation. There are specific terms to explain the event that happens in online shop.

Many code mixing used in online shop can be found especially in English. In this case, this research analyzed the linguistics form and the meaning of code mixing used in online shop. The type of this research is descriptive qualitative research. The data are code mixing words and phrase include in printed material used in online shop.

The data source of the data is the information that becomes the promotion in online shop. In collecting the data, the researcher looks for the caption in online shop, reads the caption repeatedly, give a sign to the code mixing, and writers down the caption. In analysis the data, the researcher classifies the data, analyzes the linguistics form and meaning.

Keywords: Sociolinguistics, Code Mixing, Qualitative Research

ANALISIS CAMPURAN KODE YANG DIGUNAKAN TOKO ONLINE DI INSTAGRAM SEBAGAI MEDIA SOSIAL

ABSTRAK

Oleh: Fitria Kusnul Chotimah

Sosiolinguistik mempelajari tentang hubungan antara bahasa dan masyarakat. Setiap orang memiliki gaya bahasa yang berbeda ketika mereka berinteraksi satu sama lain. Dengan banyaknya variasi yang mereka miliki, memungkinkan bagi mereka untuk mencampuradukkan bahasa mereka dalam tuturan mereka. Percampuran bahasa yang satu dengan bahasa yang lain, dalam bidang sosiolinguistik disebut campur kode. Penggunaan campur kode di masyarakat sudah menjadi hal yang lumrah. Hal ini terjadi pada salah satu fenomena dan bahasa yang digunakan dalam online shop berbeda dengan yang digunakan masyarakat dalam percakapan sehari-hari. Ada istilah khusus untuk menjelaskan peristiwa yang terjadi di toko online.

Banyak campur kode yang digunakan di toko online dapat ditemukan terutama dalam bahasa Inggris. Dalam hal ini, penelitian ini menganalisis bentuk linguistik dan makna campur kode yang digunakan dalam toko online. Jenis penelitian ini adalah penelitian deskriptif kualitatif. Data berupa campur kode kata dan frase yang terdapat pada bahan cetak yang digunakan pada toko online.

Sumber data dari data tersebut adalah informasi yang menjadi promosi di toko online. Dalam mengumpulkan data, peneliti mencari caption di online shop, membaca caption berulang-ulang, memberi tanda campur kode, dan menuliskan caption. Dalam analisis data, peneliti mengklasifikasikan data, menganalisis bentuk dan makna linguistik.

Kata kunci: sosiolinguistik, Campur Kode, Penelitian Kualitatif

MOTTO

مَنْ سَارَ عَلَى الدَّرْبِ وَصَلَ

“Whoever Walks In His Path, Will Reach His Destination”

DEDICATION PAGE

I dedicate this undergraduate thesis to:

1. My beloved parents, Mr. Sali, and Mrs. Eka Sulestari who always support me in finishing this thesis.
2. My Sponsor Mr. Drs. Kuryani, M.Pd
3. My Beloved all of my family.
4. My best friends, they are Muhammad Yusuf Khoiruddin, Laska Aulia Oktavian, Eka Nurrohmah, Pungky Galuh Adityas, Aurillia Cindera Putri, Sunarti and Wahyu Safitri who always help me in finishing this thesis.
5. My almamater IAIN Metro.

STATEMENT OF RESEARCH ORIGINALITY

The undersigned :

Name : Fitria Kusnul Chotimah

NPM : 1701070099

Department : English Education (TBI)

Faculty : Tarbiyah and Teacher Training

States that this undergraduate thesis is originally the result of the writer's research. In exception of certain parts which are excerpted from the bibliography mentioned.

Metro, 06 Juni 2022

The writer



FITRIA KUSNUL CHOTIMAH
St. Number 1701070099

LEMBAR PERNYATAAN KEASLIAN

Yang bertanda tangan di bawah ini :

Nama : FITRIA KUSNUL CHOTIMAH

NPM : 1701070099

Jurusan : Tadris Bahasa Inggris (TBI)

Fakultas : Tarbiyah dan Ilmu Keguruan

Menyatakan bahwa skripsi ini secara keseluruhan adalah asli hasil penelitian saya kecuali bagian-bagian tertentu yang dirujuk dari sumbernya dan disebutkan dalam daftar pustaka.

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Penulis

A handwritten signature in black ink is written over a yellow revenue stamp. The stamp features the Garuda Pancasila emblem and the text 'REPUBLIK INDONESIA', '1000', 'METERAI TEMPEL', and the serial number '372CAAJX781126149'.

FITRIA KUSNUL CHOTIMAH
NPM 1701070099

ACKNOWLEDGEMENT

Thanks to Allah SWT who has been giving the researcher mercy and blessing so that the researcher can complete this undergraduate thesis. It is entitled “An Analysis Code Mixing Used By Online Shop In Instagram As Social Media”. Sholawat and salam also deliver to our prophet Muhammad SAW who guided us from the darkness until the lightness.

Furthermore, this research could not be successful without support, guidance advice, help, and encouragement. Regarding to the undergraduate thesis, the researcher offers big thanks for:

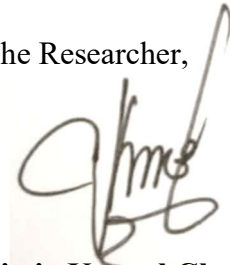
1. Dr. Zuhairi, M.Pd. the dean of Tarbiyah and Teacher Training Faculty of IAIN Metro.
2. Andianto, M.Pd, the head of English Education Department.
3. Drs. Kuryani, M.Pd the sponsor who given the researcher, advice and suggestion for this undergraduate thesis.
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6. All of the owners online shop who give the researcher opportunity to conducted this research.

7. My parents, all of my friends who always give me support, motivation, inspiration, and their prayer in the process of writing and counseling this undergraduate thesis.

As human being, the researcher realizes that this undergraduate thesis still has weakness. The researcher do apologizes for all mistake she has made writing. The researcher hopes this undergraduate thesis can be beneficial for all reader.

Metro, 06 June 2022

The Researcher,

A handwritten signature in black ink, appearing to read 'Fitria Kusnul Chotimah', written over a light-colored rectangular background.

Fitria Kusnul Chotimah
St. Number: 1701070099

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B. Research Data

1. Qolsa_Metro
2. Kaylashop.id
3. Srishop
4. The Result of Interview

C. List of Documentation

CHAPTER I

INTRODUCTION

A. Background of Study

Language is a tool of communication that must be owned by individual who have social relationship with other individual. Language has very important role to convey information from one person to another person. By using language we can express our idea and we can communicate with other people in society.

Then, language is used in society can be used as group identity. Each group has distinctive language to communicate. This can be proven by various type of language variations in the world.

Futhermore, language and society have relationship and can not be separated. It is impossible society without language and it is impossible language without a society. Society uses language to communicate with others. Therefore, society and language are explained in sociolinguistics.

Next, sociolinguistics is combination between socio and linguistics. Socio related to the society and linguistics related to the language. In sociolinguistics studies, language is not only understand as a sign system but it's also seen as a social system, communication system and as part of particular society's culture. Therefore, in sociolinguistics approach, it will always be considered how to use it in the society.

Then, the use of language is influenced by various social factors in social life. The social factors are based on age, education level, gender, social status, and so on. Moreover, the form of language is influenced by situational factors. There are who speaks, what language, to whom, when, where and what problems. Based on the social and situational factors that influence the use of language. There arises a variety of language or language variation.

Moreover, language variation arises because of speakers need for a tool of communication that are appropriate to the situation in society. The variety of language indicates that the use of language is very diverse.

Then, language variation is the subject of sociolinguistic studies. It is a form of language that varies based on the context of usage and it is a form of language usage by different speaker because of certain factor. The occurrence of language variation is not only caused by speaker who are different but it is because social interaction activity that they do very diverse. Differences in language use in each social environment is usually marked by code mixing. Code mixing is one of sociolinguistics studies and it is one of language variations.

Next, code mixing is a variety of language that used for particular purpose or in a particular communicative situation by a group of people or a particular community in accordance with the profession. The language that used by people in society are diverse from each other.

Therefore, in this study, the researcher focuses on the study of analysis of code mixing as a kind of language variation. The researcher uses online shop on Instagram because currently many people use it to sell their goods through internet. The researcher used three online shops in Metro.

Moreover, based on the pre survey on January 01th, 2022 at the Sri shop. The researcher found code mixing that used by owner of Sri Shop in promoting the merchandise.

Furthermore, the owner of Sri Shop with the name of account Sri Sulastri, beside posting about goods by using code mixing. It is also posting about the conversation between customer and the owner of Sri Shop in Instagram. The owner also uses code mixing in conversation. The researcher also ask to the owner of Sri Shop. Based on the interview, the owner of Sri Shop explained that the customers sometimes do not know about the meaning of the words that used by the owner of Sri Shop.

Then, sociolinguistics is combination between socio and linguistics. Socio related to the society and linguistics related to the language. In sociolinguistics studies, language is not only understand as a sign system but also seen as a social system, communication system and as part of particular society's culture. Therefore, in sociolinguistics approach, it will always be

considered how to use it in the society. Then, the use of language is influenced by various social factors in social life.¹

Next, language variation is the subject of sociolinguistic studies. It is a form of language that varies based on the context of usage and it is a form of language usage by different speaker because of certain factor. The severity of language varieties is caused not only by speakers who are different, but also by the diverse social interaction activity that they engage in. Code mixing is commonly used to distinguish differences in language use in each social environment. Code mixing is one of the sociolinguistics studies, as well as one of the language variations.²

A social media platform is an online medium in which users can easily participate, share, and create content, such as a blog, social networking, wiki, forum, and virtual world. Then there are social media, which are computer-mediated technologies that enable the creation and sharing of information, ideas, career interests, and other forms of expression through social networks. The variety of hold and built-in social media websites currently available presents definitional challenges; however, there are some common traits. Instagram is a popular social media platform.³

¹George Yule, *The Study of Language* (United States of America: Cambridge University Press, 2010). Ronald Wardhaugh, *An Introduction to Sociolinguistics* (United States of America: Blackwell Publishing, 2006).

² Sumarsih, Bahri Syamsul, "Code Switching and Code Mixing in Indonesia: Study in Sociolinguistics", *English Language and Literature Studies*, (Universitas Negeri Medan), Vol. 4, No. 1; 2014

³ Obar, Jonathan A.; Wildman, Steve, "Social media definition and the governance challenge", *An introduction to the special issue*, (Telecommunications policy, 2015).

Instagram is a well-known social media platform. So many individuals use Instagram as a medium to share photographs or short videos in order to immortalize them. On the other hand, to keep the photo or video interesting for the user's followers, the user generally adds a caption to the photo or video. Code mixing is when individuals employ bilingual or multilingual language to pique the attention of their followers. In this graduating paper, the researcher show bilingual English-Indonesian language on the caption or comments.⁴

As an example, the researcher provides an example of a caption that is commonly used by online businesses to represent the reality of language usage between them, after which the reality of language use may be classified as code mixing. The example is as follows:

*Pecinta tunik Bangkok back in stock dg motif super **cute**.
Bahan katun rayon super **comfortable** dong.
So elegant dengan motif super cakep bahan cocok untuk acara formal
kalian jangan sampai kehabisan gesit oerder.
Super **fresh** motifnya.*

From examples above with the bold writing show the example of code mixing, because the word is located between two different language (Indonesian – English) but still in one utterance. Because the speaker is fluent in two languages, Indonesian and English, there is evidence of language mixing. Because they are fluent in both languages, they can simply switch between them. The researcher wishes to investigate code mixing in the Instagram online store.

⁴Yuheng Hu, et. al. *What We Instagram: A First Analysis of Instagram Photo Content and User Types* (Department of Computer Science, Arizona State University),

B. Research Question

Based on the background of the research above, the writers formulate the following research problems:

1. How is the code mixing used on Instagram online shop in Metro?

C. The Objectives, Benefits and Implication of the Study

1. Objectives of the Study

The objectives of the study to analyze about how the code mixing is used on Instagram online shop and to know about the linguistic forms of code mixing used on Instagram online shop and to know about the meaning of code mixing used on Instagram online shop.

2. Benefits of the Study

It is expected to be able to provide benefit not only for researcher but also for the student, other researcher, and the readers.

a. For the Students

The results of this research will show a specific example of code mixing used on Instagram online shop. This can be used as an additional reference for learning about language for students.

b. For the other researcher

The researcher hopes that this research can be used as a reference for those who are eager to analyze the code mixing as a language of variety and they would comprehend function and get information of the code mixing used on Instagram online shop.

- c. For the readers

The researcher hopes that the readers can gain information of code mixing used on Instagram online shop in order to they know about the terms and the meaning of the code mixing used on Instagram online shop.

3. Implication of the Study

The implication of the use of code mixing on Instagram online shop to the teaching of English are:

- a. In this research the researcher presents the form of code mixing used on Instagram online shop. The result of this research can be used by English teacher in teaching vocabulary related to online shops to students so that students understand the meaning of words that students often find on online shop.
- b. The results of this research can also be used in learning English, especially English teachers can introduce code mixing used on online shop to the students so students can use English words in promoting the merchandise on social media.
- c. The results of this research can be used as a reference for English teachers in learning languages, namely about sociolinguistics, especially about code mixing used on online shop.

D. Prior Research

The researcher takes review of related from other researcher as principle or comparative in this research are:

1. The first research was done by Agusta. Based on the research, it can be concluded that many code mixing used in photographer in social media and gives some information about the linguistics form and the meaning of English code mixing used in photographer in social media. For example based on research found several English code mixing used in photographer in social media, namely light (the brightness or lighting in the picture), wardrobe (for the clothes that a person has (costume of model)), and view (something can be seen in the particular situation).⁵
2. The second previous research was done by Rahmawati. Based on the research, it can be concluded that many code mixing used in soccer page of social media Facebook and gives some information about the linguistics form and the meaning of English code mixing used in soccer page of social media Facebook. For example based on research found several code mixing used on soccer page of social media Facebook. There are penalty (advantage given to a player or team when the other side breaks a rule), striker (player who attacks the defend area of opponent and scores the goal) and aggre (total score of each two clubs after play in first and second leg of match).⁶
3. The third previous research was conducted by Nana Yuliana. The purpose of this study is to obtain some information to identify the

⁵ Asri Kartika Agusta, "A Sociolinguistics of code mixing Used in Photographer in Social Media (fotografer.net)", *Publication Article*, (Department Of English Education School Of Teacher Training And Education Muhammadiyah University of Surakarta, 2013).

⁶ Alis Rahmawati, "A Sociolinguistics Analysis of code mixing Used in Soccer Page of Social Media Facebook", *Publication Article*, (Department Of English Education School Of Teacher Training And Education Muhammadiyah University of Surakarta, 2014).

types of code mixing and code switching that are often used by Indonesian celebrities. The study was divided into two groups. Group I includes celebrities with native-speaking parents, while Group II includes celebrities who can speak two or more languages. Code mixing and code switching with different frequencies were analyzed using qualitative and quantitative approaches. It can be concluded that Group II uses code mixing and code switching at a higher frequency and speaks foreign languages more actively.⁷

4. Next, previous research was done by Krisnawati. Based on the research, it can be concluded that many code mixing in Cosmo girl magazine and gives some information about the linguistics form and the meaning of fashion code mixing in Cosmo girl magazine. For example based on research found several code mixing in Cosmo girl magazine. There are dress (piece of woman's clothing made in one piece that covers the body down to the legs), outfit (the clothing that is used for woman), and stylish (design, make or shape style with particular way and has purpose to appear fashionable)

Based on the above research, there are similarities and differences between the previous research and this research. The similarity between the previous research and this research is equally analyzing about code mixing and some of the previous research is researching in social media. Furthermore, The differences between the previous research and this

⁷ Yuliana Nana, "Code-Mixing and Code-Switching Of Indonesian Celebrities: A Comparative Study", (English Literature, Faculty Of Letters, Nasional University), Jakarta Selatan, 2015.

research is the object of research. In the first previous research, the object is code mixing used in photographer in social media (fotografer.net). In the second previous research, the object is code mixing used in soccer page of social media Facebook. Next, the object of the research is code mixing in Cosmo girl magazine and the last, the object of the research is English code mixing in all kpop news articles.

CHAPTER II

THEORITICAL REVIEW

A. The Concept of Code Mixing

1. Definition of Code Mixing

Because Indonesia is no stranger to combining several languages in a communication, the phenomena of mixing two languages in a discussion has grown common place within the population. This is because the Indonesian people are included in the category of society known as bilingualism or multilingualism.

The phenomenon of mixing two languages in a conversation has become common place among the community, especially in Indonesia itself, because Indonesia is no stranger to mixing various languages in a communication. This is triggered because the people in Indonesia are included into the category of society which can be said to be bilingualism or multilingualism.

Many experts have defined an explanation of code mixing. Mujiono and his pals believe that code mixing is a communicative method used in bilingual groups where colonists can communicate in two languages as long as they are conversing.⁸

Moreover, Fithrah stated that code mixing is another phenomenon closely related to code switching. Code mixing occurs

⁸ Mujiono, Rahayu Wilujeng and Muhammad Suharto, "Code Mixing as a Communication Strategy Performed by Outbound Call (OBC)", *International Journal of Social Sciences and Educational Studies*. Vol. 3, No. 3, March 2017, p. 5.

without topic change and can involve multiple levels of language such as phonology, morphology, grammatical structures, or lexical items. Interaction and mixing of languages leads in a variety of languages. The majority of people in society blend their native language with other languages by borrowing or using foreign language elements.⁹

Interaction and mixing of languages leads in a variety of languages. The majority of people in society blend their native language with other languages by borrowing or using foreign language elements.¹⁰

According to the many definitions of code mixing provided by the experts above, code mixing is the capacity of a person to mix languages rather than communicate with each other, but the dialogue remains in the same scenario, only their language has changed. Furthermore, there are numerous variables that impact society when it comes to language mixing, such as educational, social, cultural, economic, and environmental aspects, among others.¹¹

Based on the above definition, the researcher can conclude that code mixing is the mixing of one language in another language by the speaker in a communication.

⁹ Ansar Auliya Fithrah, "Code Switching and Code Mixing in Teaching-Learning Process", *English Education: Jurnal Tadris Bahasa Inggris*, (Universitas Raden Intan Lampung), Vol. 10 No. 1, 2017, p. 6-7.

¹⁰ Bea Patrizia Santos and Kim Minkyu, *The Varieties of Language and It's Manifestations on the Global Society* (Philippines: University of the East).

¹¹ Santika Wulandari, "Indonesian - English Code Mixing in Raditya Dika's *Manusia Setengah Salmon*". *Journal on English as a Foreign Language*, Vol. 6, No. 1, March 2016, p. 72

2. Types of Code Mixing

According to Hoffman that there are three types of code mixing based on syntactical patterns, as follow:

a. Intra-sentential code mixing

The meaning of intra-sentential code mixing is the appearance of a phrase, clause, or a sentence boundary in a conversation both oral and written, for instance Indonesia - English.

*Super manis dengan aplikasi **full** kancing hidup, yuk buruan di order ukhti*

From the example the caption the mixing that they do in their conversation it is called by Intra-sentential code mixing because they mix the languages in a sentence boundary.

b. Intra-lexical code mixing

Intra-lexical code mixing appears in the conversation when the speakers attach a word boundary in their utterance, for example Indonesia - English.

*Kabar gembira untuk para ukhti pecinta kemeja kotak cantik banget, bisa langsung klik link yang ada dibio dan jangan lupa **nge-follow** akun Ig kami.*

Based on the example above it can be said the caption do type of code mixing in intra-lexical code mixing because the caption gives the addition of word “nge-follow” where as it should be “follow” . So, it can be concluded that the first speakers and the

second speaker mix the language between English and Indonesian language at the level of word and it is called with intra-lexical code mixing

c. Involving a change of pronunciation

This sort of mixing of code takes place at the phonological level. This indicates that the word they speak is altered in Indonesian phonologic structure when Indonesians speak English. For instance, the word 'hello' is stated to be 'halo' or 'televisi' to be uttered. The Indonesian actress, Cinta Laura, happens to be this phenomena. Cinta Laura still seems to talk in Indonesian since she speaks in Indonesian with the same pronunciation as her pronunciation in English.

Meanwhile, Suwito in his book divides two types of code mixing: inner code mixing and outer code mixing.¹²

1) Inner code mixing

Inner code mixing is mixing the language with their nature language. Usually it happens in Indonesia, because Indonesia has many traditional languages in every region. So, they mix the Indonesian language with their region language by inserting the elements of their own language or elements of varieties and style into their dialect.

¹² Suwito, Pengantar Awal Sociolinguistik Teori dan Problema (Surakarta: Universitas Sebelas Maret, 1983), p. 76

Example:

*Yogi : Len, kamu bogoh sama Bintang nyak?
 (Len, you like Bintang, Don't you?)
 Lena : Enggak lah, Maneh ulah fitnah Saya!
 (No, you don't insult me!)*

Based on the example of the conversation, the speakers mix the Indonesian language with their region language that is Sundanese. The first speaker said to the second speaker that “Len, kamu bogoh sama Bintang nyak?” the first speaker said “bogoh” and “nyak”, these words identify as the region language from West Java and the meaning of these words in Indonesian language: “bogoh” is “suka” and “nyak” is “ya”.

2) Outer code mixing

Outer code mixing is mixing the language that comes from foreign language. It means, the speakers mix their nation language with foreign language. English is common foreign language that many people mix their nation language with English.

Example:

*April : Dan, yesterday Saya baru beli a new bag,
 harganya mahal pasti kamu gak sanggup belinya.
 (Dan, yesterday I just bought a new bag, the prize is
 expensive and you will not be able to buy it)*

*Dandy : Really, terus di mana sekarang your a new bag?
 Gak kamu pakek?
 (Really, then where is your a new bag? Don't you wear
 it?)*

From the example of the conversation that there are two speakers from Indonesia, and they talk about a new bag. The first speaker changed his language when he said “yesterday” and “a new bag”, he mixed his national language with foreign language. Same as the first speaker, the second speaker also mixed the Indonesian language with English language, he said “Really, terus di mana sekarang your a new bag”. So, it can be said that the type of code mixing from that conversation is outer code mixing, because they mix their national language with foreign language.

In analyzing the online shop in Instagram, the researcher looked for the types of code mixing by using Hoffman’s theory. Basically, three of them are same and every theory has difference purpose to identify the word which indicates as code mixing. Many of sociolinguists who define about the types of code mixing, the researcher just propose three experts because it has already represented all the theory that support about the types of code mixing.

B. The Concept of Social Media

1. Definition of Social Media

Manning explains, first of all, that social media is used as the word referring to new types of interactive media. Second, Wicks argues that social media isn't as conventional commercials. Social media is the

technology integration, with social interaction and the sharing of words, images, video and audio.¹³

Moreover, Akram and Kumar urges that sosial media is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connection.¹⁴

Based on the above definition, The investigator concludes that social media is a platform for online socialization that enables human beings to communicate without distance and time being constrained.

2. Characteristic of Social Media

Social media is best understood as a group of new types of online media, which share most or all the following characteristics:

a. Participation

Social media encourages contributions and feedback from everybody who is fascinated.

b. Openness

Openness is one of the features of social media. The social media services are available to input and engagement. It encourages individuals to remark and to provide information.

¹³ Mike Wicks, *An Introduction to Social Media for Small Business* (Victoria: Blue Beetle Books, 2012), p. 6.

¹⁴ Akram and Kumar, "A Study on Positive and Negative Effects of Social Media on Society", *International Journal of Computer Sciences and Engineerin*, (India), Vol. 5, 2017. p. 347.

c. Conversation

For the social media is better seen as a two way conversation. While traditional media is about “broadcast” (content transmitted to an audience).

d. Community

Social media allows communities to make a community and communicate effectively. Communities share common interests, such as animal lovers, photography lovers and the nature lovers.

e. Connectedness

Most kinds of social media evolve on their connectedness, for example making use of links to other sites.¹⁵

Based on explanation above, the researcher can conclude the characteristics of social media. First of all, social media gives feedback for everybody. Second, social media is open to people who want to participate. Social media encourages people to gives opinion about something and sharing information without any barrier. Next, social media is better seen as two ways coversation, in order to conversation can be done well. Then, social media can make people makes community. For example the community of cat lovers, the music lovers, the nature lovers and others. The last, social media has connected between link and site. When we click on the link usually directly connected to a particular site.

¹⁵ Antony, *What is Social Media* (Icrossing, 2008), p. 5.

3. The Common Function of Social Media

There are several the common functions of social media, namely:

- a. Social media allows people to do their relationships in different ways

It's mean that people uses facebook, instagram, whatsapp and other to do relation with other people. They can send a picture to the best friend and they are meeting some of their best friends and even spouses through social media.

- b. Social media allows people to perform work functions

Sometimes the social media is their work, such as blog which can be used as work and sometimes people uses social media to promote events.

- c. Social media allow for people to seek information or share ideas.¹⁶

Sometimes social media is used to seek information, idea and others.

Based on above explanation the reseacher can conclude the functions of social media. First, social media can make people to communicate with different ways. In the application of social media, people can share a picture and others. Second, people can use social media to work and the last, in social media people can get information and can share information.

¹⁶ Jimmi Manning, *Definition and Classes*.

4. Positive Effect of Social Media on Business

The positive effect of social media on business as follow:

- a. It is preferable to learn the requirements of customers by using social media.
- b. Social media helps to promote enterprise worldwide.
- c. Social media generates deals and customer maintenance by means of conventional connections and favorable customer benefits.
- d. Rich client experiences through social media.
- e. You may get vital information about your competition using social media monitoring.
- f. Sharing corporate material more quickly and easily via social media.
- g. Helping new consumers create social networking sites.
- h. It contributes to increasing market in sights and over coming online networking rivals.
- i. It also helps to increase awareness among customers for better understanding of products.¹⁷

Based on above explanation, the researcher can conclude that the positive effect of social media in business are social media helps in promoting about the business, social media help in sharing content about our business, social media help in looking the target of costumers, social media helps in expanding target market and social media helps people reaches the business.

¹⁷ Akram and Kumar, "A Study on"., p. 349-350.

5. Negative Effect of Social Media on Business

The negative effect of social media on business as follow:

- a. Social media in business is not entirely devoid of risk. The fact that a considerable number of fans and supporters may make their feelings known to the specific group might lead to dissatisfaction by the unfavorable comments.
- b. Customer revisions are negative.
- c. The consumption of high time.
- d. More and more content is packed with the web.
- e. It is difficult to correct an error via social media.
- f. An organization may be ruined by a faulty online brand system, and extraordinary losses may arise.
- g. It takes a great deal of time to get involved with social media. As an organization, you should identify a guy with a significant to assist your sites and profiles.¹⁸

Based on above explanation the researcher can conclude that the negative effect of social media on business are the first, when we open business in social media and we get negative review or negative comment, it can be harmful for our business. Second, when we run a business in social media, we need enough time to monitoring the business information in social media and the last, when we get negative comment about our business in social media, this can cause our business

¹⁸ Akram and Kumar, "A Study on., p. 350.

partner disappointed. Furthermore, the researcher adds about the negative effect of social media on business. There are business in social media can make face to face interaction less and make far the closest people, because social media users tend to ignore the closest people.

6. Common form of Social Media

There are several the common form of social media, which are as follow:

a. E-mail

E- mail (short for electronic mail) involves users logging into an account in order to send and receive messages to other users.

b. Texters

Similar to email, a texter is a a two-way channel of communication which enables someone to transmit a message rapidly to another person or group.

c. Blogs

A blog is a website where persons or groups may share their thoughts or ideas over the internet with a large number of people.

d. Social Networking Sites.¹⁹

Social networking websites are web-based services that enable people to accomplish more. In a limited system first establish a public or semi-public profile. Secondly, social networking websites

¹⁹ Jimmi Manning, *Definition and Classes*.

list other connected individuals and last ones list their links and the ones established by others on the system.²⁰

There are popular social media sites, namely:

1) Facebook

Facebook is the most popular social media in the world and it is the largest social media network on the internet.

Facebook arise on February 4, 2004. Facebook is the best medium for connecting people from all over the world with your business. It is predictable that more than 1 million small and medium-sized businesses use the platform to advertise their business.²¹

2) Instagram

Instagram is a new method of communication that allows users to effortlessly communicate their updates through photographs and effects. It is the most popular application to capture and share photographs. In October 2010, it was introduced. Since it was introduced, over 150 million active users have been attracted, with an average of 55 million photographs taken each day by users.²²

²⁰ Danah and Nicole, "Social Network Sites: Definition, History, and Scholarship", *Journal of Computer-Mediated Communication*, (University of California, 2007), p. 211.

²¹ Akram and Kumar, "A Study", p. 348-349.

²² Yuheng Hu, et. al. *What We Instagram: A First Analysis of Instagram Photo Content and User Types* (Department of Computer Science, Arizona State University), p. 1

3) Twitter

Twitter is one of social media sites that an information network consisting of 140 character messages.

4) Youtube

Youtube is the largest and most famous video-based online networking site. It was established on February 14, 2005, by three previous PayPal workers.

5) WhatsApp

WhatsApp Messenger is a smartphone, PC, and tablet application.

In order to transmit photos, texts, documents, audio and video messages to other users installed on their devices, this program needs internet connections. Launched in January 2010, on February 19, 2004, WhatsApp Inc. was bought by Facebook.²³

C. The Concept of Online Shopping

1. Definition

Cheema states that online shopping Consumers are internet shopping behaviour. In an online store or a website used for the buying purposes, online shopping reveals the consumers shopping conduct.²⁴

Moreover, Gupta, et al. It says that electronic business is online or online purchasing, enabling consumers to purchase items or services by

²³ Akram and Kumar, "A Study", p. 348-349.

²⁴ Umair Cheema et al, "The Trend Of Online Shopping In 21st Century: Impact Of Enjoyment In Tam Model ", *Asian Journal of Empirical Research* (Department of Management Sciences , The Islamia University of Bahawalpur, Pakistan), p. 132.

utilizing a web browser straight from an internet vendor. In addition, online shopping is also known to include numerous other names such as e-shop, e-shop, e-shop, electronic shop, internet shop, webshop, web shop, online shop and virtual stores.²⁵

In conclusion, the researcher may deduce from the given definition that online shopping is a purchasing action or process of items or services on the internet.

2. The others name of Online Shop

a. E-Shop

Another name for online purchasing is the E-Shop or E-Shop. E-shopping is e-commerce. E-shopping refers to the B2C e-commerce segment in which consumers are looking for product information or purchasing items from virtual shops. Powerful search engines facilitate the collection of information over the internet regarding items and services. B2C email is (Business-to-Consumer: e-commerce between firms and households).²⁶

b. Internet Shop

Internet shopping is a venue where affordable internet connection and certain food and beverage services are combined.

²⁵ Arjun Gupta, et. al., "Online Shopping: A Shining Future ", *International Journal of Techno-Management Research*, Vol. 1, June 2013, p, 1

²⁶ Sedy Farag, *E-shopping and its interactions with in-store shopping* (Faculty of Geosciences, Utrecht University, 2006), p. 15

These are companies who provide hourly rates for access to computers and the internet.²⁷

c. Web-Shop

Another term is the web shop. one of the other names. The website has a number of pages. Every website has a unique address that takes you straight to the website when input into a web browser. Most websites start with www (which is World Wide Web).²⁸

Shop or shopping is the activity to buy product or goods. Therefore, the researcher can conclude that web shop is the activity to buy product or goods through web or website.

d. Web-Store

Web store is another name of online shopping. When we want to buy product or service in social media. Shoppers can visit web stores from comfort of their homes and stores like sitting in front of a computer.²⁹

e. Online Store

Online shop is a mixture of a typical brick and mortar store, store and consumer magazine. We can explore in an online store and locate things like we would in a conventional store; there are a broader choice of products, sizes, and product colours, as in a store;

²⁷ Jasper Vincent, *Internet Shop Users: Computer Practices and Its Relationship to E-Learning Readiness* (De La Salle University, 2018), p. 2

²⁸ FailteIreland, *Intoduction To the Web* (National Tourism Development Authority, 2018), p.4

²⁹ Sunitha and Edwin, *Online Shopping – An Overview*, (India), p.1.

and most online shops provide reviews of products from individuals who have previously bought and tested the product.³⁰

f. Virtual Store

Virtual store is one of another's name of online shopping. We can buy some products in virtual store.

The virtual shop is one of the most powerful computer technologies designed to create virtual surroundings that people can experience and respond to realistic goods.³¹

3. Advantages and Disadvantages of Online Shopping

a. Advantages of Online Shopping

There are the advantages of online shopping. The advantages of online shopping as follow:

1) Comparison Shopping

Someone can more quickly and simply compare pricing, models and choices. In addition, several different retail stores need to avoid running around. There are also many reviews and other information online for you to pick from models and brands. On the other hand, the internet data provided directly compares brands and models side-by-side. This facilitates the selection of the correct model.

³⁰ Community Workshop Series, *Online Shopping*, 2015, p. 7.

³¹ Kunalai, et.al., "Using a Virtual Store As a Research Tool to Investigate Consumer In-store Behavior", *Journal of Visualized Experiments*, p. 13.

2) Better Prices

The fascination of online shopping is cheaper deals and better pricing, because items arrive to you by the manufacturer or seller directly without the involvement of intermediaries. Many online stores usually provide discount coupons and discounts that further lower prices.

3) Convenience

Comfort is one of the advantages of internet buying. It may be found on your computer or smartphone every day. Someone can order items from another country or from around the world. Shoppers are no longer restricted to local merchants items, models and alternatives.

4) Send Gifts

One of the advantages of internet buying is that it makes it easier for family and friends to send their presents to anybody else. So no purpose to give gifts like birthday, marriage, day of Valence, day of mother, etc. There is no cause.

5) Availability of Express Shipping

One of the advantages of online shopping is that this may be of enormous benefit for large products, particularly if insurance and fees are included in delivery. For many buyers, delivery is so crucial to travel to department shops to see what they want to buy and what prices are available. They then check

the pricing online from different retailers and order the products online. They can thus be delivered free of charge.

6) Variety

For a wonderful product, you can select. Someone may obtain certain brands and items from many merchants in one location to learn the newest world trends without money being spent on flights.

7) Compulsive Shopping

For a wonderful product, you can select. Someone may obtain certain brands and items from many merchants in one location to learn the newest world trends without money being spent on flights.

8) Discreet Purchases

Sometimes a person wanting to buy something privately means he doesn't want others to know what he is actually buying. The online shop allows one to buy without shame because there are few people watching.

9) Avoid the crowd

Someone wants to escape the crowds, especially during festivals and special events when doing shopping. So by buying online, you don't have to spend some time out of your hectic schedule.³²

³² Arjun Gupta, et. al., "Online Shopping., p.5-7.

Based on above explanation, the researcher can conclude that the advantages of online shopping are the first, we can compare models, prices more quickly and easily. Second, when we buy product through internet, we can get better prices. Third, in online shopping, we can get convenience. We can order product from another country everyday. Then, with online shopping, we can send gift to our friend easier and the last, with online shopping we can avoid crowd. We don't need to jostle in the market to get the items we want.

b. Disadvantages of Online Shopping

There are the disadvantages of online shopping. The advantages of online shopping as follow:

1) No Physically Examination

Online purchases do not provide the chance to touch and feel the items that cannot be examined physically.

2) No Negotiation

Online shopping does not imply losing the opportunity to negotiate and trade with local retail staff on the price, guarantee and payment conditions that can provide any rival to exceed the price.

3) High Delivery Cost

Online purchasing might cost a significant amount of delivery and unknown supplements such delivery insurance and warranties can be expected to surpass what is listed at the site.

4) Fraudulent sites

When purchasing online, you should be mindful of the fake sites. In particular with unknown providers or because of the unreliable, dangerous, and fraudulent websites, the risk to buy online is greater.

5) Return Policies

Returns or damaged items can be difficult and costly since the buyer pays shipping fees and significant delays in fixing the problems. It can be difficult to locate data on the policies and fine details in guarantee documents provided by other terms and conditions online and may be ambiguous.

6) Spam and Identity Theft Risks

Online purchasing means revealing your personal information online, so that your information may be robbed and used incorrectly. The bigger the danger of somebody stealing this information online, such as credit card data, name and address.³³

³³*Ibid*, p, 7-8.

Based on above explanation the researcher can conclude that the disadvantages of online shopping are the first, when we order product in online shopping, we can not haggle about the price. Second, usually when we order product through online shopping, we add the shipping fee depend on distance. Next, we need to be careful because there are many fake online shopping in internet and the last when we buy product in the internet, we send our personal data to owner of online shopping. This can result in theft of your information and then used in appropriately.

CHAPTER III

RESEARH METHODOLOGY

A. The Type and Characteristics of Research

Schreiber and Asner argue that research is a systemic process through the collection, evaluation, and reporting of facts to enable us to understand the phenomenon in question accurately.³⁴

The type of this research is a qualitative research. Fraenkel and Wallen holds that This form of study emphasizes holistic description more specifically, which is to describe everything in depth in some activity or scenario than to compare (as in experimental research) or to describe people's attitudes or behaviour (as in survey research).³⁵

Moreover, Anderson and Arsenault urges that “Qualitative research is a form of inquiry that explores phenomena in their natural setting and uses multiple methods to interpret, understand, explain and bring meaning to them”.³⁶

Based on the researchers explanation above that qualitative research is a type of research that prioritizes descriptions or explanations rather than numbers in a study. This research emphasizes in social phenomena.

³⁴ James Schreiber and Kimberly Asner, *Educational Research* (United states of America: Joy O’Colleghan, 2011), p. 2.

³⁵ Jack R. Fraenkel and Normal E. Wallen, *How to Design and Evaluate Research in Education* (New York: Mc Graw-Hill, 2009), p. 422.

³⁶Gary Anderson and Nancy Arsenault, *Fundamental of Educational Research*, (USA, Falmer Press, 2005), p.126

Going to this statement, the researcher applied the qualitative research to analyze and to describe about code mixing used on Instagram online shop.

B. Data Resource

The source of data of this research is online shop on Instagram. The online shop on Instagram become the source of data based on the reason that it is many of people uses social media for example Instagram to sell its product. The variety of language in online shop on Instagram is used as the data of this research.

This is a list of online shop in Instagram that are used as data sources in this study:

1. Kaylashop.id
2. Qolsa_Metro
3. Srishop

Data is the most important in the research, because without any data the research cannot be conducted. According to Emzir in Djamal, data involve anything which is written and found by Researchers in a study, the data are including interview transcript, note of observation's result, diary and document. In this research, the data was obtained from online shop in Instagram. The Researcher looked for the types of code mixing that caption in online shop. There are several online shops that researchers analyzed to find types of code mixing.

However, researchers focus on three online shop, namely Kaylasop.id, Qolsa_Metro and Srishop because the online shop has good

sales quality and the code mixing it uses takes up a lot of customers to buy their goods. The researcher used Via WhatsApp and descriptive text as the data. The Researcher employed a Via WhatsApp and descriptive text as the data because after finding the data, the Researcher explained it.

In taking data, the researcher needs sources to get the available data. The data source is the research object from which it is possible to get the data. In performing research, data sources are crucial. The data source is therefore the substance in which the investigator receives the necessary information. In qualitative research, there are two sources that can be used to obtain data. That is:

- 1) Primary source Sugiyono stated that primary source is Source are source that can immediately provide important information. In other words, the main source is important data about research difficulties. The researcher uses the interview results and questionnaires for the primary source. The outcome of the interview may be utilized as the strongest source for information in qualitative research.³⁷
- 2) Secondary source Secondary source is Further source for data receipt. According to the argument, 'Secondary data source is a pre-existing source acquired for a purpose other than study' In other words, the secondary source is used to acquire data in research for diverse purposes. The secondary source utilized here is the

³⁷ Sugiyono. Metode Penelitian Kuantitatif Kualitatif dan R&D, (Bandung : ALFABETA, 2008), p.225

promotional screenshooting and the online shop title. Screenshot to determine the mixture of code that exists in the promotion and the caption.³⁸

C. Data Collection Technique

To gain the data the researcher used some instruments. Hence, the researcher submitted instruments in collecting the data are follows:

1. Observation

Creswell highlights that observation is when the researcher takes field notes on the behavior or activities of individuals at the research site.

The researcher chose activity observation. In activity observations, the resercher observed about the code mixing used in online shop during the activity in social media. Therefore, in conducting this research, the reseracher observed at the online shop account

2. Interview

Creswell maintains that in qualitative interviews, Face-to-face interviews, telephone interviews or focus group interviewings are conducted by the Researcher, with six to eight interviewees in every group. These interviews contain unstructured questions, which are typically available to the public and are meant to generate comments and view points from the participants.³⁹

³⁸ Given, Lisa M. (editor). The Sage encyclopedia of qualitative research Methods, (Thousand Oaks: Sage, 2008), p.805

³⁹*Ibid*, p.239-240.

Interview is a method of data collection by question and answer between the questioner and the answerer. The interview was conducted with the participant. The participant is owner of online shop.

Based on the above statement, the researcher collected the data by interview with the owner of online shop. The researcher asked about the identity and the background of online shop.

3. Documentation

Documentation is used as evidence in the research. It can be shown that the researcher chose the profile of online shop account, the result of interview, the result of screenshot about code mixing in online shop account. As research information, help researchers to prove the data.

Based on the above statement, the research collected the data about matter that related to the code mixing used on Instagram online shop.

D. Data Analysis Technique

Data analysis is an important step in any research. So, analysis and interpretation of data during the project in each qualitative research. Data analysis is the important step of every research. So, to help guide future data gathering by insights obtained in the initial analysis.

According to Miles and Huberman, analysis can be defined as consisting of three streams of activities, namely data reduction, data presentation, and conclusion drawing or verification. In this study, Miles and

Huberman's theory were used by researchers to analyze the data, so there are three steps that must be done, they are:

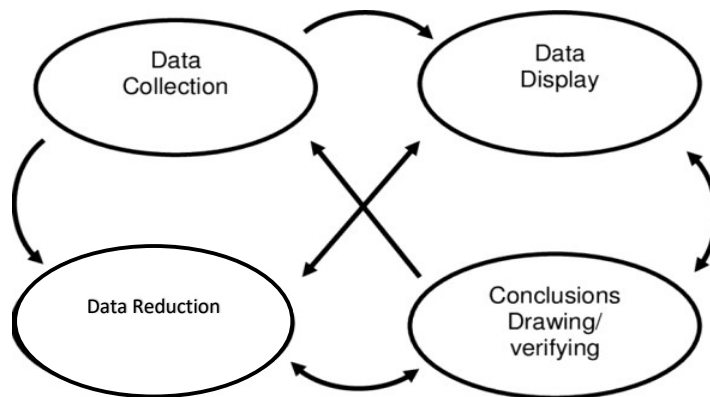


Figure 1. Analysis Components of Miles and Huberman Model

1. Data Reduction

Data reduction become the first steps to do in analyzing the data in this research. According to Miles, data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data in written up field note or transcript.⁴⁰ In this research the data is in the caption of promotion. In this step the researcher firstly analyzing the data by reading the caption of promotion, re-write the caption and checking the data by reading the transcription to see the context. Next, the researcher selecting the sentences which contains the code mixing to be analyzed. After that, the researcher categorizes the data based on type of code mixing. The researcher also takes some notes related to the code

⁴⁰ *Ibid.* 10

mixing and also makes summaries to make easy in analyzing the data and continuing the next steps.

2. Data Display

The second steps data display. According to Miles, generally a display is an organized, compressed assembly of information that permits conclusion drawing and action.⁴¹ In this step, the researcher shows or displays the data which is contains the code mixing, not only as generally but specifically and clearly. The researcher shows which sentences contains code mixing, what categories of code mixing in those sentence, why is it categorized as its category of code mixing.

3. Conclusion Drawing

After completing data reduction and data display, the last step to analyze the data in this study is drawing conclusions. In this step the researcher concludes the research results based on the research problem and the code-mixing theory used.

Here, the researcher gave example of the analysis of code mixing used in online shop. The researcher classified the data which can be categories as the code mixing, analyzing the data by identifying the types of code mixing form of the words and phrases, and analyzing the context of situation data.

That is for example:

<p><i>So elegant</i> dengan motif super cakep Bahan katun rayon super <i>comfort</i> dong</p>

⁴¹ *Ibid.* 11.

BAB IV

RESEARCH RESULT AND DISCUSSION

A. Description of Research Setting

1. Qolsa_Metro

Qolsa_Metro is one of the online stores in Metro. The owner of Qolsa is Vika Amalia. He opened a Qolsa in 2014. Initially, he opened a shop at the Metro market. then he opened a bigger shop at 15A Metro east. Qolsa can serve through the store and also online. the owner wants to get more income by utilizing social media today. He thought that rather than the time he spent useless, he was better served through online. Sales results can increase income and can add employees.

Furthermore, another reason is because they want to add customers and serve customers who cannot come to the store.

Qolsa sells various kinds of goods, namely clothing, bags, shoes, and accessories. The owners procure goods from suppliers in several cities. Qolsa is currently at the pinnacle of its success. Qolsa has a very large store and has a branch in the Metro. Qolsa has many customers and has many employees, currently Qolsa employees reach 54 people.

In building an online store business, the owner has difficulties. The difficulty is that sometimes many people do not believe in what he is selling. In a day he usually earns Rp. 500,000 – Rp. 1000,000. it depends on the level of interest of the buyer.

2. Kaylashop Id

Kaylashop.id is an online shop on Jln. Dr. Sutomo 28 Purwosari, Metro Utara. The owner of kaylashop.id is Dea Septyawati. She opened an online shop because she wanted to get income. She opened an online shop in 2018. First she sold cardigan from olshop in Metro. Then, she offered her merchandise with friends in her class and almost all of them bought cardigan. She only took profit Rp. 2.000. Next, she continued to upload other good and a lot of people bought her merchandise. After that, she looked for distributor from Tanah Abang. Finally, she got an order 30 pieces cardigan and 20 pieces sweater for high school group.

Kaylashopid sells variety of goods. The goods are clothes, veil, accessories, and furniture. Moreover, she also sells foods but she is more dominant in selling clothes and accessories. All the items, she get from Tanah Abang and Metro.

In running the online shop business she was helped her mother. Her mother as admin of good. In opening an online shop, the owner of Kaylashop.id has difficulties. First, the picture of goods is unclear. Secondly, the lack of consumer understanding of the item that she upload. Within a day she could got income Rp.100.000 – Rp. 120.000 but she only got Rp. 80. 000 during the pandemic.

3. Srishop

Srishop is one of the online shops in Metro and Sekampung, Lampung Timur. The owner of Srishop is Yulianis Pitaloka. She opened

an online shop in 2017. Initially, she opened an online shop because the owner wants to get income during she is studying. She thought that rather than the time she spent useless, she better open an online shop. The result of selling can add income and it can add tuition fee.

Next, the another reason is because she wanted to add friendship relations. Moreover, the most important factor is from her research. She made a mini research with the title "An Investigation of College Personal Income Students in IAIN Metro".

Srishop sells various goods namely clothes, home appliances, accessories. The owner gets the goods from supplier in several cities.

In building an online shop business, the owner has difficulty. The difficulty is sometimes a lot of people don't believe what she sells. Within a day she usually gets income Rp. 30.000 – Rp. 50.000. it is depending on the level of interest of the buyer.

B. Findings

1. Qolsa_Metro

Table 1
The Data of Code Mixing Used in Qolsa_Metro
(January – march, 2022)

No.	Code Mixing in Qolsa Metro
1.	Yang Suka Dress Mana Nih, Ready Stock di store Full Color yang bikin hari mu jadi berwarna
2.	Simple, casual, dan elegant cocok untuk acara formal

3.	Bajunya cocok banget kalau diMix and Match memang keren banget buat weekend
4.	Matching banget disetelin dengan sandal for daily activity
5.	Kece banget buat Daily Outfit mu
6.	Cute banget model kemejanya, apalagi model kerahnya
7.	Bisa langsung diorder ya ukhti
8.	Mat wolfis yang comfort untuk outfit kamu
9.	Inspirasi ootd weekend buat kamu nih
10.	Ready tunik kombi yg lagi happening
11.	Midi dress dengan motif polkadot yang super cantik available color grey and black
12.	Nerra Tunik ini sudah Include Dengan Vest Ya Ukhti.
13.	New Collection ukhti, buruan merapat ke store yah

Based on the card of data, the researcher found some code mixing in Qolsa_metro. The code mixing are new collection, include, vest, ready stock, store, full color, simple, casual, elegant, mix and match, matching, for daily activity, available color grey and black, happening, outfit, comfort, order, daily outfit, and cute, fresh, special, and stylish.

Based on the linguistics form, the researcher differentiated two kinds of data, they are words and phrases. The data of word is classified based on the content and the formation of word. Based on the content of word, the data contains noun (vest, store, outfit, matching, weekend, comfort), verb (include, mix, match, order), and adjective (simple, casual, elegant, special, fresh, happening, cute, stylish), The data of phrases contains (new collection, ready stock, full color, for daily activity, available color grey and black, daily outfit).

The number of code mixing in each linguistics form is explained in the table below:

Table 2
Linguistics Form of Words in Qolsa_Metro
(January – march, 20 22)

No.	Linguistics Form	Code Mixing	Σ Data	%
1.	Word			
	a. Noun	Vest	6	9,23 %
		Store	1	1,54%
		Weekend	3	4,61%
		Matching	2	3,08%
		Comfort	3	4,61%
		Outfit	2	3,08%

	b. Verb	Include	2	3,08%
		Mix	10	15,4%
		Match	10	15,4%
		Order	9	13,9%
	c. Adjective	Simple	3	4,61%
		Casual	1	1,54%
		Elegant	6	9,23%
		Special	2	3,08%
		Fresh	1	1,54%
		Happening	1	1,54%
		Cute	2	3,08%
	Stylish	1	1,54%	
	Σ All the Data			65

Table 3
Linguistics Form of Phrases in Qolsa_Metro
(January – march, 20 22)

No.	Linguistics form	Code Mixing	Σ Data	%
1.	Phrases	New Collection	2	15,3 %
		Ready Stock	5	38,4 %
		Full Color	3	23,1%

		For Daily activity	1	7,69%
		Available Color grey and black	1	7,69%
		Daily Outfit	1	7,69%
	Σ All the Data		13	100%

Based on the above table, the researcher found vest (9,23%), store (1,54%), weekend (4,61%), outfit (3,08), matching (3,08%), and include (3,08%), mix (15,4%), match (15,4%), comfort (4,61%), simple (4,61%), and casual (1,54%), elegant (9,23%), special (3,08%), fresh (1,54%), happening (1,54%), cute (139%), stylish (1,54%), and new collection (15,3%), ready stock (38,4%), full color (23,1%), for daily (7,69%), available color (7,69%), and daily outfit (7,69%).

Based on the explanation above, the researcher differentiated two kinds of data, they are words and phrases that is explain on the table below:

Table 4
The Result of Linguistics Form of Words
in Qolsa_Metro

No	Linguistics Form	Σ Data	%
1.	Word		
	a. Noun	6	33,34%
	b. Verb	4	22,23%
	c. Adjective	8	44,45%
	Σ All the Data	18	100%

Table 5
The Result of Linguistics Form of Phrases
in Qolsa_Metro

No.	Linguistics form	Σ Data	%
1.	Phrases	6	100%
	Σ All the Data	6	100%

Based on the table, the researcher found the high frequency data of linguistics form are adjective. There are 6 data of noun (33,34%), 4 data of verb (22,23%), 8 data of adjective (44,45%), and 6 data of phrases (100%). Adjective is more frequently appear in Qolsa_Metro. For example simple, casual, elegant, special, fresh, happening, cute, stylish.

2. Kaylashop.id

Table 6
The Data of Code Mixing used in Kaylashop.id
(January – march, 2022)

No.	Code Mixing in Kaylashop.id
1.	Celana paling comfy 65.000
2.	Lengan pendek all size dengan bahan yg super lebut
3.	Produk celana kulot polkadot wanita size fit to XL
4.	Daster New dengan ba han rayon yang super comfortable dong
5.	Bahan dijamin adem & stretch
6.	Sangat nyaman di pakai daily
7.	Produk 100% real pictures. Handmade ya. Sebelum sold out nih guys
8.	Bahan super adem, flowy dan mudah diatur cocok digunakan untuk formal maupun non formal, buruan datang ke store yah
9.	New collection , bahan super bagus ya guys. Yuk diorder
10.	Rok span rajut ukuran 7/8 high quality and fashionable
11.	Outfit nya gemes banget buat hang out bareng temen-temen ini
12.	Bahannya super nyaman dan cocok banget for daily activity

Based on the card of data, the researcher found some code mixing in Kaylashop.id. The code mixing are comfy, all size, size fit to, flowy, new collection, high quality, fashionable, stretch, real pictures, daily, new, comfortable, handmade, and sold out, hang out, store, order, for daily activity and outfit.

Based on the linguistics form, the researcher differentiated two kinds of data, they are words and phrases. The data of word is classified based on the content and the formation of word. Based on the content of word, the data contains noun (outfit, store), verb (stretch, order, hang out) adjective (comfy, fashionable, new, comfortable, flowy, all size, sold out, handmade, daily). The data of phrases contains (new collection, high quality, for daily activity, and real pictures).

The number of code mixing in each linguistics form is explained in the table below:

Table 7
Linguistics Form of Words in Kaylashop.id
(January – March, 2022)

No.	Linguistics Form	Code Mixing	Σ Data	%
1.	Word			
	a. Noun	Outfit	3	4,48%

		Store	13	15,11%
	b. Verb	Order	9	10,46%
		Stretch	11	12,79%
		Hang out	2	2,32%
	c. Adjective	Comfy	4	4,65%
		Flowy	5	5,81%
		Fashionable	17	19,76%
		New	2	2,32%
		Comfortable	5	5,81%
		All size	5	5,81%
		Sold out	3	3,48%
		Size fit to	4	4,65%
		Handmade	1	1,16%
		Daily	2	2,32%
	Σ All the Data		86	100%

Table 8
Linguistics Form of Phrases in Kaylashop.id
(January – March, 2022)

No.	Linguistics Form	Code Mixing	Σ Data	%
1.	Phrases	New collection	2	13,34%
		Real pictures	6	40%
		For daily activity	5	33,34%
		High quality	2	13,34
	Σ All the Data		15	100%

Based on the above table, the researcher found stretch (12,79%), comfy (4,65%), flowy (5,81%), fashionable (19,76%), new (2,32%), comfortable (5,81%), and handmade (1,16%), all size (5,81), outfit (4,48%), size fit to (4,65%), daily (2,32%), order (10,46%) new collection (13,34%), high quality (13,34%), and for daily activity (33,34%).

Based on the explanation above, the researcher differentiated two kinds of data, they are words and phrases that is explain on the table:

Table 9
The Result of Linguistics Form of Words
in Kaylashop.id

No.	Linguistics Form	Σ Data	%
1.	Word		
	a. Noun	2	13,34%
	b. Verb	3	20%
	c. Adjective	10	66,66%
	Σ All the Data	15	100%

Table 10
The Result of Linguistics Form of Phrases
in Kaylashop.id

No.	Linguistics Form	Σ Data	%
1.	Phrases	4	100%
	Σ All the Data	4	100%

Based on the table, the researcher found the high frequency data of linguistics form are in adjective. There are 2 data of noun (13,34%), 3 data of verb (20%) 10 data of adjective (66,66%), and 4 data phrases (100%). Adjective is more frequently appear in kaylashop. For example comfy, flowy, fashionable, new and comfortable, daily, all size, size fit to, and sold out.

3. Srishop

Table 11
The Data of Code Mixing Used in Srishop
(January – march, 2022)

No.	Code Mixing in Srishop
1.	Memang tidak ribet deh kalo hang out pakai kemeja dan celana pants begini
2.	Nah ini dia warna cantik! Cocok untuk kamu yang suka romantic and sweet look
3.	Model tunik nya simple banget dan dipakai weekend mu
4.	Sedikit koleksi tas cocok untuk fashion sehari-hari
5.	Celana kulot bahan knit, cocok banget buat daily outfit activity mu
6.	Koleksi terbaru dari srishop guys, jangan sampai kehabisan ya karena limited edition
7.	Barang Ready ditoko ya guys,, yuk buruan di order
8.	Design nya elegant dan mudah dipadukan dengan warna apapun
9.	Bahan super adem cocok banget buat daily nih
10.	Foto real pictures, high quality and fashionable tentunya
11.	Belum lengkap kalo belum di mix and match pakai tas fashion koleksi terbaru dari srishop

Based on the card of data, the researcher found some code mixing in Srishop. The code mixing are romantic, sweet look, hang out, weekend mix, and match, fashion, real pictures, high quality, fashionable, daily, design, elegant, ready, order, limited edition, simple, every day, daily, fashion.

Based on the linguistics form, the researcher differentiated two kinds of data, they are words and phrases. The data of word is classified based on the content and the formation of word. Based on the content of word, the data contains noun (design, fashion, weekend), adjective (elegant, simple, romantic, sweet look, ready, and fashionable, daily), verb (mix, match, order, hang out), and phrase (limited edition, every day, real pictures, and high quality).

The number of code mixing in each linguistics form is explained in the table below:

Table 12
Linguistics Form of Words in Srishop
(January – March, 2022)

No.	Linguistics Form	Code Mixing	Σ Data	%
1.	Word			
	a. Noun	Design	4	3,96%
		Fashion	8	7,92%

		Weekend	5	4,95%
	b. Verb	Mix	9	8,91%
		Match	4	3,96%
		Order	14	13,86%
		Hang out	5	4,95%
	c. Adjective	Elegant	9	8,91%
		Simple	11	10,89%
		Romantic	5	4,95%
		Sweet look	3	2,97%
		Ready	15	14,85%
		Fashionable	2	1,98%
		Daily	7	6,93%
	Σ All the Data		101	100%

Table 13
Linguistics Form of Phrases in Srishop
(January – March, 2022)

No.	Linguistics Form	Code Mixing	Σ Data	%
1.	Phrases	Limited edition	4	16,66%
		Daily outfit activity	6	20,83%
		Real pictures	11	45,83%

	High quality	3	12,5%
	Σ All the Data	24	100%

Based on the above table, the researcher found design (3,96%), fashion (7,92%), weekend (4,95%), hang out (4,95%), elegant (8,91%), simple (10,89%), romantic (4,95%), sweet look (2,97%), ready (14,85%), fashionable (1,98%), daily (6,93%), mix (8,91%), match (3,96%), order (13,86%), and limited edition (16,66%), real pictures (45,83%), daily outfit activity (20,83%) and high quality (12,5%).

Based on the explanation above, the researcher differentiated two kinds of data, they are words and phrases that is explain on the table:

Table 14
The Result of Linguistics Form of Words
in Srishop

No.	Linguistics Form	Σ Data	%
1.	Word		
	a. Noun	3	21,42%
	b. Verb	4	28,57%
	c. Adjective	7	50%
	Σ All the Data	14	100%

Table 15
The Result of Linguistics Form of Phrases
in Srishop

No	Linguistic Form	Σ Data	%
1.	Phrases	4	100%
	Σ All the Data	4	100%

Based on the table, the researcher found the high frequency data of linguistics form are in adjective. There are 3 data of noun (21,42%), 4 data of verb (28,57%) 7 data of adjective (50%), and 4 data of phrase (100%). Adjective is more frequently appear in srishop. For example elegant, simple, romantic, sweet look, ready, daily and fashionable.

C. Discussion

Based on the findings the researcher found some code mixing in three online shop. The code mixing are vest, store, confident, matching, stretch, design, fashion, hangout, simple, casual, elegant, special, fresh, happening, cute, stylish, comfy, flowy, fashionable, new, comfortable, romantic, sweet look, ready, include, mix, match, comfort, order, daily, handmade, all size, restock, new collection, ready stock, full color, for daily, available color, daily outfit, size fit to, high quality, soul out, limited edition, every day, and real pictures. The researcher explained the meaning of code mixing on the table below:

Table 16
The Meaning of Code mixing Used in
Instagram Online Shop

No.	Code Mixing	The meaning of Code Mixing
1.	Vest	A garment worn on the upper part of the body for a particular purpose or activity.
2.	Store	A large shop that sells many different types of goods
3.	Confident	Feeling sure about your own ability to do things and be successful
4.	Matching	(of clothing, material, object, etc) having the same color, pattern, style and therefore looking attractive together
5.	Stretch	To make use of all somebody's skill, intelligent
6.	Design	A drawing or plan from which something may be made
7.	Fashion	A popular way of behaving, doing an activity
8.	Hang out	A place where somebody lives or likes to go often
9.	Simple	Basic or plain without anything extra or unnecessary
10.	Casual	Informal clothes shoes
11.	Elegant	Pleasingly graceful and stylish in

		appearance or manner.
12.	Special	More important than others
13.	Fresh	New or different in a way that adds to or replaces something
14.	Happening	Where there is a lot of exciting activity, fashionable
15.	Cute	Pretty and attractive
16.	Stylish	Fashionable, elegant and attractive
17.	Comfy	(informal) comfortable
18.	Flowy	To be available easily and in large amounts
19.	Fashionable	Following a style that is popular at a particular
20.	New	Something that is new
21.	Comfortable	Confident or not worried or afraid
22.	Romantic	Connected or concerned with love
23.	Sweet look	Containing or tasting as if it contains, a lot of sugar
24.	Ready	The availability of goods for sale by the supplier or the reseller.
25.	Include	To make somebody part of somebody
26.	Mix	To prepare something by combining two

		or more different substances
27.	Match	The thing that looks exactly the same or very similar to something else
28.	Comfort	The state of being physically relaxed and free from pain
29.	Order	Ordering an item.
30.	Daily	Every day
31.	Handmade	Made by a person using their hands rather than by machines
32.	All size	Allsize is not a statement if all sizes are present, but it means the average size of the overall body size of Indonesian and the average size between size M and L.
33.	Restock	The availability of goods that have been sold out and will be produced again from the supplier.
34.	New collection	The present a group of object, often of the same sort, that have been collected
35.	Ready stock	Goods is available and ready for sale.
36.	Full color	Printed using colors rather than just black and white
37.	For daily	Used to introduce the reason for something every day
38.	Available color	The color that you can get, buy or find

39.	Daily outfit activity	A set of clothes that you wear together every day
40.	Size fit to	The large amount or extent of something to be of the right size
41.	High quality	To say that the quality of the good is very high.
42.	Sold out	It has no more of goods left to sell.
43.	Limited edition	To say that the number of goods is only limited and if it has been sold, the product will not be produced again.
44.	Everyday	Used or happening every day or regularly; ordinary
45.	Real pictures	Real pict is a real photo of the product being sold. (the short form of “real picture”).

Based on the linguistics form, the researcher differentiated two kinds of data, they are words and phrases. The data of word is classified based on the content and the formation of word. Based on the content of word, the data contains noun (vest, store, confident, matching, design, fashion, and weekend), adjective (simple, casual, elegant, special, fresh, happening, cute, stylish, comfy, flowy, fashionable, new, comfortable, romantic, sweet look, and ready, daily, all size, size fit to, sold out), verb (include, mix, match, comfort, and order, stretch, hang out), and phrases

(new collection, full color, ready stock, for daily activity, available color, daily outfit, high quality, limited edition, and real pictures. The number of code mixing in each linguistics form is explained in the table:

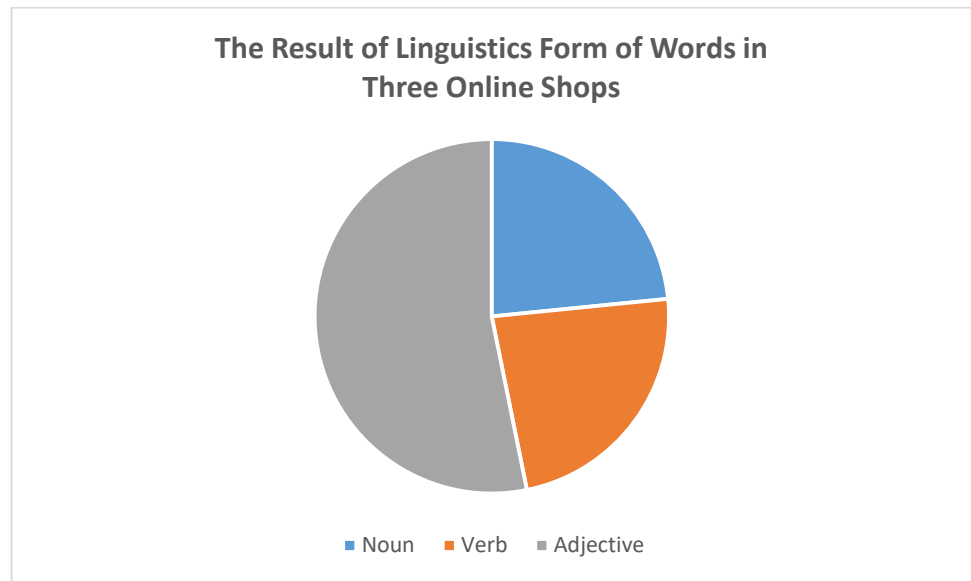
Table 17
The Result of Linguistics Form of Words in
Three Online Shops

No.	Linguistics Form	Σ Data	%
1.	Word		
	a. Noun	11	23,92%
	b. Verb	11	23,92%
	c. Adjective	25	54,34%
	Σ All Data	46	100%

Table 18
The Result of Linguistics Form of Phrases in
Three Online Shops

No.	Linguistics Form	Σ Data	%
1.	Phrases	14	100%
	Σ All Data	14	100%

Based on the table above, the researcher found 11 data of noun, 11 data of verb, 25 data of adjective, and 14 data of phrases. Based on the explanation it, the researcher made a chart about the result of linguistics form of code mixing used in three online shops:



**Figure 2. *The Result of Linguistics Form of Words
Three Online Shop***

Based on the table above, the researcher found linguistic form of words are noun (23,92%), verb (23,92), adjective (54,34%), Adjective is more frequently appear in three online shops and linguistic form of phrases (100%).

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter the writer discusses about conclusion and suggestion of this study entitled “An Analysis Code Mixing Used By Online Shop (Clothes) In Instagram As Social Media”. The conclusion is concluded from the finding and discussion that had been analyzed by the researcher. This chapter also showed the suggestion related to the study.

A. Conclusion

Based on the results of the data analysis, the researcher concluded the code mixing that is used in three online shops. The code mixing are vest, store, confident, matching, stretch, design, fashion, hangout, simple, casual, elegant, special, fresh, happening, cute, stylish, comfy, flowy, fashionable, new, comfortable, romantic, sweet look, ready, include, mix, match, comfort, order, daily, handmade, all size, restock, new collection, ready stock, full color, for daily, available color, daily outfit, size fit to, high quality, soul out, limited edition, every day, and real pict.

The researcher concluded the the number of linguistics form in three online shops. There are noun (8), adjective (16), verb (5), adverb (2), compound (2), and noun phrase (12). Based on it, the researcher concluded that noun (17,78%), adjective (35,56%), verb (11,12%), adverb (4,45%), compound (4,45%), and noun phrase (26,67%). Adjective is more frequently appear in three online shops.

Moreover, The researcher concluded that the online shop that uses the most linguistics forms of code mixing in the online shop is Qolsa_metro that is 23 forms of linguistics of code mixing while the online shop that uses the least linguistic forms of code mixing is Kaylashop.id that is 14 forms of linguistics of code mixing.

B. Suggestion

Based on the result of the research, the researcher gave some suggestions to the side that related as the considered as follows:

1. For the students

The researcher suggests that the students should learn about registers because it can help the students to enrich their vocabularies.

2. For the other researchers

The researcher suggests that other researchers to evolve a similar research with different register fields

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APPENDICES

Research Instrument

1. Documentation Point at Online Shop

No.	Documentation Points	Availability
1.	Screenshot the account name of instagram online shop.	√
2.	Screenshot about the conversation between the owner and buyer.	√
3.	Screenshot about the example of the form of code mixing that used on instagram online shop	√
4.	The result of interview.	√

Note.

(√) Tick for each positive availability

2. Interview Blueprint

No.	Indicator	Sub Indikator	Number of Item	Sum of Item
1.	Identity	<ul style="list-style-type: none"> - Owner - Place - Goods - Employe - Structure business 	1,2, 3, 4, 5	5
2.	Background of Online Shop	<ul style="list-style-type: none"> - History of Online Shop - Motivation to open online shop - The reason in building online shop - Obstacle in building online Shop 	6, 7, 8, 9, 10	5

3. Interview Sheet

Interview Sheet **(Owner of Online Shop)**

1. Who is the owner of online shop?
2. Where is the address of online shop?
3. What are the goods that sold in online shop?
4. Why do you open an online shop business?
5. What are the difficulties in building your online shop business?
6. Tell us the brief history of your online shop?

4. Observation Sheet

Observation Sheet

The researcher will choose activity observation. In activity observations, the researcher will observe about the code mixing used in online shop during the activity in social media.

Table 1

Linguistics Form of Code Mixing Used on Instagram Online Shop

No.	Linguistics Form	Code Mixing	Σ Data	%
1.	Word			
	a. Noun			
	b. Verb			
	c. Adjective			
	d. Adverb			
	e. -			
	f. -			
2.	Phrase			
	a. Noun phrase			

	b. -			
	c. -			
	Σ All the Data			

The formula to figure out the percentage of each linguistics form is as follows:

$$P = \frac{\Sigma \text{ Data}}{\Sigma \text{ All the Data}} \times 100 \%$$



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Jalan Ki. Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111
Telepon (0725) 41507; Faksimili (0725) 47296; Website: www.tarbiyah.metrouniv.ac.id; e-mail: tarbiyah.iain@metrouniv.ac.id

Nomor : B-1532/ln.28.1/J/TL.00/06/2020
Lampiran : -
Perihal : **IZIN PRA-SURVEY**

Kepada Yth.,
OWNER ONLINE SHOP (SRI SHOP)
di-
Tempat

Assalamu'alaikum Wr. Wb.

Dalam rangka penyelesaian Tugas Akhir/Skripsi, mohon kiranya Saudara berkenan memberikan izin kepada mahasiswa kami:

Nama : FITRIA KUSNUL CHOTIMAH
NPM : 1701070099
Semester : 6 (Enam)
Fakultas : Tarbiyah dan Ilmu Keguruan
Jurusan : Pendidikan Bahasa Inggris
Judul : AN ANALYSIS CODE MIXING USED BY ONLINE SHOP
(CLOTHES) IN INSTAGRAM AS SOCIAL MEDIA

untuk melakukan *pra-survey* di ONLINE SHOP (SRI SHOP)

Kami mengharapkan fasilitas dan bantuan Bapak/Ibu untuk terselenggaranya *pra-survey* tersebut, atas fasilitas dan bantuan serta kerjasamanya kami ucapkan terima kasih.

Wassalamu'alaikum Wr. Wb.

Metro, 25 Juni 2020
Ketua Jurusan
Tadris Bahasa Inggris



Ahmad Subhan Roza, M.Pd.
NIP 19750610 200801 1 014



SRIISHOPP

Online Shop (Metro-Sekampung)

Ponsel : 085839464628

Nomor :
Lampiran :
Perihal : Pelaksanaan Survey

Yth : Dekan Fakultas Tarbiyah Dan Ilmu Keguruan
Institute Agama Islam Negeri Metro
di

Tempat

Berdasarkan surat izin prasurvey nomor 1 B-1532/in.28.1/J/TL.00/06/2020 Jurusan Bahasa Inggris, tentang izin Pra-Survey di Online Shop kami, maka dengan ini menyatakan bahwa:

Nama : Fitria Kusnul Chotimah
NPM : 1701070099
Semester : 7 (Tujuh)
Jurusan : Tadris Bahasa Inggris

Telah melaksanakan Survey tersebut pada tanggal 28 Oktober 2020

Demikian surat keterangan ini dibuat dengan sebenarnya untuk dapat dipergunakan sebagaimana mestinya.





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INSTITUT AGAMA ISLAM NEGERI METRO
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Jalan Kl. Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111

Telepon (0725) 41507, Faksimili (0725) 47296; Website: www.tarbiyah.metrouniv.ac.id; e-mail: tarbiyah.iain@metrouniv.ac.id

Nomor : B-1761/In.28.1/J/TL.00/05/2022
Lampiran : -
Perihal : **SURAT BIMBINGAN SKRIPSI**

Kepada Yth.,
Kuryani (Pembimbing 1)
(Pembimbing 2)
di-

Tempat
Assalamu'alaikum Wr. Wb.

Dalam rangka penyelesaian Studi, mohon kiranya Bapak/Ibu bersedia untuk membimbing mahasiswa :

Nama : **FITRIA KUSNUL CHOTIMAH**
NPM : 1701070099
Semester : 10 (Sepuluh)
Fakultas : Tarbiyah dan Ilmu Keguruan
Jurusan : Tadris Bahasa Inggris
Judul : **AN ANALYSIS CODE MIXING USED BY ONLINE SHOP
(CLOTHES) IN INSTAGRAM AS SOCIAL MEDIA**

Dengan ketentuan sebagai berikut :

1. Dosen Pembimbing membimbing mahasiswa sejak penyusunan proposal s/d penulisan skripsi dengan ketentuan sebagai berikut :
 - a. Dosen Pembimbing 1 bertugas mengarahkan judul, outline, alat pengumpul data (APD) dan memeriksa BAB I s/d IV setelah diperiksa oleh pembimbing 2;
 - b. Dosen Pembimbing 2 bertugas mengarahkan judul, outline, alat pengumpul data (APD) dan memeriksa BAB I s/d IV sebelum diperiksa oleh pembimbing 1;
2. Waktu menyelesaikan skripsi maksimal 2 (semester) semester sejak ditetapkan pembimbing skripsi dengan Keputusan Dekan Fakultas;
3. Mahasiswa wajib menggunakan pedoman penulisan karya ilmiah edisi revisi yang telah ditetapkan dengan Keputusan Dekan Fakultas;

Demikian surat ini disampaikan, atas kesediaan Bapak/Ibu diucapkan terima kasih.

Wassalamu'alaikum Wr. Wb.

Metro, 10 Mei 2022

Ketua Jurusan,



Andianto M.Pd

NIP 19871102 201503 1 004

Dokumen ini telah ditandatangani secara elektronik. Untuk memastikan keasliannya, silahkan scan QRCode.



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Jalan Ki. Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111

Telepon (0725) 41507, Faksimili (0725) 47296; Website: www.tarbiyah.metrouniv.ac.id; e-mail: tarbiyah.iaim@metrouniv.ac.id

SURAT TUGAS

Nomor: B-1786/In.28/D.1/TL.01/05/2022

Wakil Dekan Akademik dan Kelembagaan Tarbiyah dan Ilmu Keguruan Institut Agama Islam Negeri Metro, menugaskan kepada saudara:

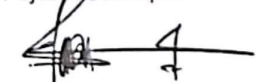
Nama : **FITRIA KUSNUL CHOTIMAH**
NPM : 1701070099
Semester : 10 (Sepuluh)
Jurusan : Tadris Bahasa Inggris

- Untuk :
1. Mengadakan observasi/survey di ONLINE SHOP, guna mengumpulkan data (bahan-bahan) dalam rangka menyelesaikan penulisan Tugas Akhir/Skripsi mahasiswa yang bersangkutan dengan judul "AN ANALYSIS CODE MIXING USED BY ONLINE SHOP (CLOTHES) IN INSTAGRAM AS SOCIAL MEDIA".
 2. Waktu yang diberikan mulai tanggal dikeluarkan Surat Tugas ini sampai dengan selesai.

Kepada Pejabat yang berwenang di daerah/instansi tersebut di atas dan masyarakat setempat mohon bantuannya untuk kelancaran mahasiswa yang bersangkutan, terima kasih.

Dikeluarkan di : Metro
Pada Tanggal : 12 Mei 2022

Mengetahui,
Pejabat Setempat


Uika Amalia

Wakil Dekan Akademik dan
Kelembagaan



Dr. Yudiyanto S.Si., M.Si.
NIP 19760222 200003 1 003



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Telepon (0725) 41507; Faksimili (0725) 47296; Website: www.tarbiyah.metrouniv.ac.id; e-mail: tarbiyah_iain@metrouniv.ac.id

Nomor : B-1785/In.28/D.1/TL.00/05/2022
Lampiran : -
Perihal : IZIN RESEARCH

Kepada Yth.,
OWNER ONLINE SHOP
di-
Tempat

Assalamu'alaikum Wr. Wb.

Sehubungan dengan Surat Tugas Nomor: B-1786/In.28/D.1/TL.01/05/2022,
tanggal 12 Mei 2022 atas nama saudara:

Nama : FITRIA KUSNUL CHOTIMAH
NPM : 1701070099
Semester : 10 (Sepuluh)
Jurusan : Tadris Bahasa Inggris

Maka dengan ini kami sampaikan kepada saudara bahwa Mahasiswa tersebut di atas akan mengadakan research/survey di ONLINE SHOP, dalam rangka menyelesaikan Tugas Akhir/Skripsi mahasiswa yang bersangkutan dengan judul "AN ANALYSIS CODE MIXING USED BY ONLINE SHOP (CLOTHES) IN INSTAGRAM AS SOCIAL MEDIA".

Kami mengharapkan fasilitas dan bantuan Saudara untuk terselenggaranya tugas tersebut, atas fasilitas dan bantuannya kami ucapkan terima kasih.

Wassalamu'alaikum Wr. Wb.

Metro, 12 Mei 2022
Wakil Dekan Akademik dan
Kelembagaan,



Dr. Yudiyanto S.Si., M.Si.
NIP 19760222 200003 1 003



**KEMENTERIAN AGAMA REPUBLIK INDONESIA
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Jl. Ki. Hajar Dewantara 15A Iningmulyo Metro Timur Kota Metro Lampung 34111
Telp. (0725) 41507 Fax. (0725) 47296 Website: www.metrouniv.ac.id, e-mail: iain@metrouniv.ac.id

SURAT KETERANGAN BEBAS PUSTAKA

Yang bertanda tangan dibawah ini. Ketua Jurusan Tadris Bahasa Inggris Fakultas Tarbiyah dan Ilmu Keguruan (FTIK) Institut Agama Islam Negeri (IAIN) Metro menerangkan bahwa:

Nama : Fitria Kusnul Chotimah
NPM : 1701070099
Jurusan : Tadris Bahasa Inggris

Telah menyelesaikan administrasi peminjaman buku pada jurusan/Prodi Tadris Bahasa Inggris.
Demikian surat keterangan ini dibuat untuk digunakan sebagaimana mestinya.

Metro, 14 April.....2022
Ketua Jurusan TBI

Andjantb. M.Pd
NIP: 1987 1102 201503 1 004



**KEMENTERIAN AGAMA REPUBLIK INDONESIA
INSTITUT AGAMA ISLAM NEGERI METRO
UNIT PERPUSTAKAAN**

Jalan Ki Hajar Dewantara Kampus 15 A Iringmulyo Metro Timur Kota Metro Lampung 34111
M E T R O Telp (0725) 41507; Faks (0725) 47296; Website: digilib.metrouniv.ac.id; pustaka.iain@metrouniv.ac.id

**SURAT KETERANGAN BEBAS PUSTAKA
Nomor : P-317/In.28/S/U.1/OT.01/03/2022**

Yang bertandatangan di bawah ini, Kepala Perpustakaan Institut Agama Islam Negeri (IAIN) Metro Lampung menerangkan bahwa :

Nama : Fitria Kusnul Chotimah
NPM : 1701070099
Fakultas / Jurusan : Tarbiyah dan Ilmu Keguruan/ Tadris Bahasa Inggris

Adalah anggota Perpustakaan Institut Agama Islam Negeri (IAIN) Metro Lampung Tahun Akademik 2021 / 2022 dengan nomor anggota 1701070099

Menurut data yang ada pada kami, nama tersebut di atas dinyatakan bebas administrasi Perpustakaan Institut Agama Islam Negeri (IAIN) Metro Lampung.

Demikian Surat Keterangan ini dibuat, agar dapat dipergunakan seperlunya.

Metro, 14 April 2022
Kepala Perpustakaan

Dr. As'ad, S. Ag., S. Hum., M.H.
NIP.19750505 200112 1 002



SRIISHOPP

Online Shop (Metro-Sekampung)

Ponsel : 085839464628

Nomor :
Lampiran :
Perihal : Izin Research

Yth : Dekan Fakultas Tarbiyah Dan Ilmu Keguruan
Institute Agama Islam Negeri Metro
di

Tempat

Berdasarkan surat Izin Research Nomor B-1785/In.28/D.1/TL.00/05/2022
nomor 1 B-1532/in.28.1/J/TL.00/06/2020 Jurusan Bahasa Inggris, tentang izin Pra-
Survey di Online Shop kami, maka dengan ini menyatakan bahwa:

Nama : Fitria Kusnul Chotimah
NPM : 1701070099
Semester : 7 (Tujuh)
Jurusan : Tadris Bahasa Inggris

Telah melaksanakan Reasearch tersebut pada tanggal 2 Mei 2022

Demikian surat keterangan ini dibuat dengan sebenarnya untuk dapat dipergunakan
sebagaimana mestinya.

2 Mei 2022





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(0725) 41057 faks mili (0725) 47296; Website: tarbiyah.iain@metrouniv.ac.id; E-mail:
www.tarbiyah.metrouniv.ac.id

KARTU KONSULTASI BIMBINGAN PROPOSAL MAHASISWA
FAKULTAS TARBIYAH DAN ILMU KEGURUAN
IAIN METRO

Nama: Fitria Kusnul Chotimah
NPM: 1701070099

Jurusan : Tadris Bahasa Inggris (TBI)
Semester : X / 2022

No	Hari/Tanggal	Pembimbing		Materi Yang Dikonsultasikan	Tanda Tangan Mahasiswa
		I	II		
1.	Senin. 22 November 2021.	✓		Bimbingan APD	
2.	Jumat 26, November 2021	✓		ACC APD	
3.	Sabtu. 21. Mei 2022	✓		Bimbingan bab 4-5	
4.	Jumat 27. Mei 2022	✓		ACC Bab 4-5 Lanjut Munagrasah.	

Mengetahui,
Ketua Jurusan TBI

ANDIANTO, M.Pd

NIP.198711022015031004

Dosen Pembimbing I,

Drs. Kuryani, M.Pd

NIP. 196202151995031001

A. Research Data

1. Qolsa_Metro



qolsa_metro Selucu ini koleksi tas di @qolsakampus 🙄

Bisa langsung diorder via online dan offline store 🙄

Lihat semua 3 komentar

hasna5037 cek hrg yg slide 7 min 🙄

| *qolsa_metro* @hasna5037 155k aja ukhti 🙄

1 Januari

qolsa_metro Yg suka iner dress mana nih 🙄

Ready stock di store 🙄 full colour yg bikin hari mu jadi berwarna ❤️

qolsa_metro Segiempat motif ready stock 😍

Matt basic cotton yg mudah dibentuk dan nyaman dipakai utk daily ❤️

Banyak motif dan pilihan warna cantiknya..

Lihat 1 komentar

5 Januari

qolsa_metro New Collection ✨ ✨ ✨

Gemes banget perpaduan motif dan model maxinya 😍

Wajib banget punya maxi terbaru dari Qolsa 😍 😍

qolsa_metro Nerra Tunic ini sdh include dengan vest ya ukhti ..

Bisa di lepas pasang pastinya 😍

Hayuk jngan sampai kehabisan ukhti 😍 😍

Idr 190.000

❤️ ORDER ?

WhatsApp :

Adm 1 : 081279516536

Adm 2 : 081369929185

Adm Sepatu : 081271456924

atau bisa langsung klik link yang ada diBio Instagram @qolsa_metro ✨

📍 Alamat Offline Store :

Jalan Ki Hajar Dewantara 15A IringMulyo Kota Metro, Lampung

4 Januari

qolsa_metro Sekece ini outer linen polos di mix jeans cullote nya 😍

Ready di store dg pilihan warna yg best seller ❤️

Outer linen idr

Celana jeans idr

qolsa_metro Mix and match

Inarainer x Fezza blazer ini memang keren bangeet 😍

Fezza Blazer idr 110.000

Innara Longiner idr 135.000

❤️ ORDER ?

WhatsApp :

Adm 1 : 081279516536

Adm 2 : 081369929185

Adm Sepatu : 081271456924

atau bisa langsung klik link yang ada diBio Instagram @qolsa_metro ✨

📍 Alamat Offline Store :

Jalan Ki Hajar Dewantara 15A IringMulyo Kota Metro, Lampung

4 Januari

qolsa_metro Warnanya 🙄

Segiempat waffle by umama scraf

Matt basic cotton ❤️ pinggiran laser cut yg super cute 🥰

Lihat semua 4 komentar

yuniarsusilawati06 Hrgnya berapa sis

| **qolsa_metro** @yuniarsusilawati06 harga 23k ukhti 😍

5 Januari

qolsa_metro Mulse dan flatshoes semanis ini sudah bisa diorder di lantai 2

@qolsa.kampus ✨

ri_rini27 Brp ini hrganya?

| **qolsa_metro** @ri_rini27 165-175k ukhti langsung order 😍

9 Januari

qolsa_metro Bakalan hilaf nih 😊

New collection konektor dan strap mask

Ada Di Lantai 2 Qolsa @qolsakampus

15 Januari

qolsa_metro New Arrival ootd kece pakai blezer chek ✓

Motifnya yg manis, simple dan elegant 🥰

Bisa langsung diorder ke @qolsa_metro ❤️

14 Januari

qolsa_metro Zhella Tunik motif ✨

Matt wolfis yg comfort untuk daily 🥰

Idr 125.000

❤️ ORDER ?

WhatsApp :

Adm 1 : 081279516536

Adm 2 : 081369929185

Adm Sepatu : 081271456924

atau bisa langsung klik link yang ada di Bio Instagram @qolsa_metro ✨

qolsa_metro Lucu ya warnanya 🥰

Matching banget di setelin dgn sandal for daily by @qolsakampus ❤️❤️

11 Januari

qolsa_metro Kemeja yg bikin confident sehari-hari ✓

Nyaman buat gerak ✓

Bahan adem ✓

Idr 95.000

qolsa_metro Shella Tunik 🥰

Semaneis ini 🥹🥹

Matt bahan premium yg pasti bikin look kamu jd stylish 🥰

qolsa_metro Amnia Longdress

Gemes banget sama modelnya 🥰

Morif yg super fresh dongg ❤️

❤️ ORDER ?

WhatsApp :

Adm 1 : 081279516536

Adm 2 : 081369929185

Adm Sepatu : 081271456924

qolsa_metro Grasella Tunik ❤️

Super cute nan elegant cocok untuk daily 🥰

qolsa_metro Ootd Hangout kece pakai outfit dari Qolsa 🥰

Lihat semua 3 komentar

9 Februari

qolsa_metro Grasella Tunik ❤️

Super cute nan elegant cocok untuk daily 🥰

Idr 145.000

2. Kaylashop.id

	18,7RB	1.575	263
	Postingan	Pengikut	Mengikuti

Kaylashop Id
Since 2018 🌟 SEMUA BARANG PO
KEEP NO CANCEL
95% MASIH BISA DIORDER YA ❤️
Acc dan make up @kaylashop_beauty @kaylasshop_ready
ADM
0831-8496-7005

kaylashop.id 65.000 🍁 Bahan Jeans tebal PREMIUM tapi tetap lembut dan comfy banget dipakainya ^^

kaylashop.id atasan pendek polos batwing crop 55.000 Bahan : Spandek Rayon Premium
Ukuran : All Size Rata-Rata Lingkar Dada Awal 100cm UP TO 110cm, Panjang Badan 50cm

10 Januari

kaylashop.id BAHAN ANTI MENERAWANG
STRETCHABLE 25.000
TALI ELASTIC
AVAILABLE IN SIZE
AC KENDAL DAILY JERSEY TANKTOP
BAHAN JERSEY

kaylashop.id 55.000 Ukuran : All Size (leher bis)

Lingkar Dada : 90cm

Panjang : 60cm

Ukuran : Over Size (leher rib)

Lingkar Dada : 95cm

Panjang : 65cm

kaylashop.id Kulot Katun Rami•

Allsize ya kaka

Matt Linen Crinkle

65.000

☀️ Lp -/+ 60-110 cm

☀️ Pj -/+ 95 cm

☀️ L. paha -/+ 60 cm

☀️ Pj pasak -/+ 34 cm

☀️ Pinggang full karet

☀️ Ada variasi tali dan saku kanan kiri

22 Januari

kaylashop.id kulot polkadot nya

85.000

Ukuran all size fit to xl

Bahannya melar ya

bagian belakang ada karet nya

muat bb max 80 kg

Tersedia warna hitam . putih.

kaylashop.id 330 HIGH QUALITY NINDY OVERSIZE LINEN POCKET SHIRT

BAHAN PREMIUM KATUN RAMI IMPORT

65.000

kaylashop.id New collection

Stock gak banyak yaa bestie

Size 27-30

Best price IDR 125.000

28 Januari

kaylashop.id KULOT JISO

➡ Material :

Jeans import Premium Non Strech ASLI TEBAL(13os)BUKAN ABAL ABAL ya kak Kualitas Mall (Bahan Jeans Kualitas Terbaik, sangat nyaman dipakai)

➡ Ukurari: 27 - 34

➡ Warna : Dark Blue, Medium Blue, Light Blue, Snow Acid, & Black Snow Acid

4 Februari

kaylashop.id 75.000 Bahan Leather

Tinggi heels 3cm

Produk 100% Realpict. Handmade ya.. selama belum sold out masih dibikin terus.

💕💕 Size Chart :

37 = 23 - 23.5cm

38 = 23.5 - 24cm

39 = 24 - 24.5cm

40 = 24.5 - 25cm

20 Maret

kaylashop.id 65.000 Rok Span Rajut Ukuran 7/8 (Sampai Se Betis)

Foto Real Pict

High Quality & Fashionable ❤️💕

* Ukuran= All size

* Lingkar Pinggang = 56cm (Pinggang Full karet)

* Panjang = +/- 77cm

* Bahan adem, lembut, tidak nerawang, nyaman di pakai

* Jahitan rapi

* BAHAN : RAJUT BAHAN ELASTIS DAN TERDAPAT KARET DI BAGIAN PINGGANG

SEHINGGA MASUK KE SIZE KECIL MAUPUN BESAR 🙌😘😍

kaylashop.id 75.000 bahan : scarf voal premium (jangan berekpetasi **TEBAL** karena ini scraf Voal) bahan Nol di kelas nya

uk : 110x110

cuttingan laser cut

bahan super adem, flowy, dan mudah diatur cocok digunakan untuk formal maupun non formal

22 Januari

kaylashop.id 55.000

AT PURCICA OVERSIZE RAYON DIAMOND COMFY SHIRT BAHAN KATUN RAYON

LINGKAR DADA : 120CM

PANJANG BAJU : 45CM

30 Maret

kaylashop.id 40.000 GRACIA SIMPLE SLING BAG

MAT : sintetik leather Miniso Kokoh

Size : 17 x 13.5 x 6 Cm (Bisa Untuk HP dan Make Up dll)

Strap/Tali : Sabuk. Tali menyambung dengan Tas Seperti Foto Adjustable (Bisa Diatur panjang pendek Sesuai Lubang)

Style : Sling bag or Shoulder Bag

Motif : Simple Polos Kokoh

24 Maret

kaylashop.id » DASTER 45.000

» LD 100 CM

» PJ -/+ 96-105 CM (DIBAWAH LUTUT)

» BAHAN KATUN

» ADEM DAN LEMBUT

» REMPEL BAWAH + BADAN SERUT + MEMILIKI TALI DTENGAH BISA DITARIK

» LENGAN PENDEK

» MOHON UNTUK PERHATIKAN DENGAN TELITI YA BUNDA

» 98 % REALPICK DADI VARIASI

» MAX BB 45 SAMPAI 60 KG

12 Maret

3. Srishop

	4.920	1.144	639
	Postingan	Pengikut	Mengikuti

sri shop nimmur
Pakaian (Merek)
Menjual pakaian, sandal, sepatu & tas untuk semua umur dgn harga termurah
Buka: 08:00 - 22:00
Open Reseller WA: 081339174587... selengkapnya

srishop35 Realpict, high quality, and fashionable banget.

Kurang apa coba?

Yuk buruan di order

srishop35 New kulot

Bahan super adem dan nyaman ya guys.. Cocok buat daily atau everyday mu

Order!

Adm : 09725759293

srishop35 Ready barang baru nya..

Belum lengkap kalo belum di mix and match pakai tas fashion koleksi dari srishop

Buruan diorder guyss..

Order!!

Adm: 085766829582

Klik link di bio nya srishop

srishop35 Design nya elegant dan mudah dipadukan dengan warna apapun.
Bisa juga di mix and match dngan tunik nya ya

Diorder

Adm : 085766829599

srishop35 Barang baru guys. 🌟🌟

Koleksi baru dari srishop guys barang super lembut dan nyaman dipakai jangan sampai kehabisan ya

Yuk diorder dri skrang. 😍

Bisa juga chat keadmin atau

Klik link dibio ya

srishop35 Yea ready barang baru ya guys. 😍😍

Nah ini dia kemeja dengan warna cantik!

Cocok buat kamu yang suka tampil romantic and sweet look

Buruan diorder

Order!

Adm : 085672957900

Bisa juga klik link di bio ya

4. The Result of Interview

a. Qolsa_Metro

1) Who is the owner of online shop?

Answer: The owner of Qolsa_Metro is Vika Ameliana.

2) Where is the address of online shop?

Answer: The address of Qolsa_Metro is on Jln. Ki Hajar Dewantara, Iring Mulyo, Metro Timur, Kota Metro

3) What are the goods that sold in online shop?

Answer: The goods are clothes, bag, shoes, wallet, viel, and accessories.

4) Why do you open an online shop business?

Answer: I opened an online shop because I wanted to take advantage of social media and earn more.

5) What are the difficulties in building your online shop business?

Answer: In opening an online store, I have difficulty. the first because many customers doubt the quality. The second is the consumer's lack of understanding of the items I upload.

6) Tell us the brief history of your online shop?

Answer: I opened an online shop in 2014. Initially, he opened a shop at the metro market. then I opened at 15A metro east. I got a lot of customers and a lot of people like my product.

b. Kaylashop.id

1) Who is the owner of online shop?

Answer: The owner of kylashop.id is Deah Septiyani

2) Where is the address of online shop?

Answer: The address of Kaylashop.id is on Jln. Dr. Sutomo 28
Purwosari, Mtero Utara

3) What are the goods that sold in online shop?

Answer : The goods are clothes, viel, and accessories.
Moreover, I also sells foods but I am more dominant in selling
clothes and accessories.

4) Why do you open an online shop business?

Answer: I opened an online shop because I wanted to get
income.

5) What are the difficulties in building your online shop business?

Answer: In opening an online shop, I have difficulties. First,
the picture of goods is unclear. Second is the lack of consumer
understanding of the item that I upload.

6) Tell us the brief history of your online shop?

Answer: I opened online shop in 2018. First I sold cardigan
from online shop in Metro. Then, I offered my merchandise
with friend in my class and almost all of them bought
cardigant. I only took profit Rp. 2000. Next, I continued to
upload othe goods and a lot of people bought my merchandise.

After that, I looked for distributor from Tanah Abang. Finally, I got an order 30 pieces cardigan and 20 pieces sweater for high school group.

c. Srishop

1) Who is the owner of online shop?

Answer: The owner of Srishop is Yulianis Pitaloka

2) Where is the address of online shop?

Answer: The address of srishop is in Metro and Batanghari, Lampung Timur.

3) What are the goods that sold in online shop?

Answer: The goods are clothes, home Appliances, and accessories.

4) Why do you open an online shop business?

Answer: I opened an online shop because I wanted to get income during I am studying.

5) What are the difficulties in building your online shop business?

Answer: In building an online shop business, I have difficulty. The difficulty is sometimes a lot of people don't believe what I sell.

6) Tell us the brief history of your online shop?

Answer: I opened online shop in 2017. The brief history because I wanted to add friendship relation. Then, I opened an

online shop because I wanted to get income. I thought that rather than the time I spent useless, I better open an online shop. Moreover, the most important factor is from my research. I made a mini research with the title “An Investigation of College Personal Income Student In IAIN Metro”

LIST OF DOCUMENTATIONS



Interview to the owner of Qolsa_Metro



The owner of Qolsa_Metro signed the letter



Interview to the owner Kaylashop.id



The owner of Kaylashop.id signed the letter



Interview to the owner Srishop



The owner of Srishop signed the letter

CURRICULUM VITAE



The name of researcher is Fitria Kusnul Chotimah she was born in Summersari, February 24, 1998. She is the second Daughter of happy couple namely Sali and Eka Sulestari.

The researcher graduate from Elementary School at State Elementary School 01 Mandah, registered at 2004 and passed 2010. She graduated from Junior High School Mts Darul A'mal Metro on 2010-2013. From Junior High School she continued her study at MA Roudhotus-Shiddiqi Seragen, Gaya Baru, Central Lampung and graduate in 2016.

After graduation of MA Roudhotus-shiddiqi Central Lampung, the researcher continued her study at Metro City. In 2017 she was registered as a student of S1 English Education Department State Institute For Islamic (IAIN) Metro. Then, the researcher takes study as an S1 Student of English Education Department State Institute for Islamic (IAIN) Metro.