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LANGUAGE STRATEGIES

IN CULINARY PROMOTIONAL MIX IN SOCIAL MEDIA

ESTRATEGIAS DE LENGUAJE EN MEZCLA PROMOCIONAL CULINARIA EN REDES SOCIALES

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RESUMEN

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

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

RESUMEN

Los medios de Instagram que cuentan con instalaciones de imágenes son bien utilizados por las empresas para mostrar y promover delicias culinarias. Estas imágenes apetitosas van acompañadas de notas persuasivas o subtítulos. En relación con este fenómeno, esta investigación tiene como objetivo describir la forma de estrategias de cambio de código y mezcla de código que se encuentran en la cuenta culinaria llamada @solokenyang en Instagram. La fuente de datos se recopiló de la cuenta de Instagram @solokenyang en febrero de 2020. Los datos se analizaron utilizando un método cualitativo descriptivo con técnica de escrutinio. La conclusión que se obtuvo de ese relato fue el uso de estrategias de conmutación y mezcla de códigos que involucran tres lenguajes; (a) indonesio, (b) vernáculo (idioma javanés) y (c) inglés. Los de los tres idiomas, el uso de indonesio y javanés son los que más influyen. La tendencia a utilizar estrategias de cambio y mezcla de códigos está influenciada por algunos factores: (a) el origen del hablante de la cuenta @solokenyang, (b) el interlocutor deseado (seguidor de la cuenta @solokenyang), (c) la situación rodeada, (d) los propósitos interactivos e impresionantes, y (e) la creación de una característica única de la cuenta @solokenyang para otras cuentas disponibles en Instagram.

Palabras clave: Cambio de código, mezcla de código, promoción culinaria, estrategias lingüísticas, redes sociales.

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INTRODUCTION

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

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

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

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

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

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

MATERIALS AND METHODS

The main aim of the study is to investigate language strategies in culinary promotional mix in social media. To meet that aim, a descriptive qualitative method with scrutinized technique were utilized to elaborate the subject. The data source was collected from Instagram account @solokenyang in February 2020.

RESULTS AND DISCUSSION

The form of code-switching and code-mixing found in the caption of @solokenyang account as follows.

Data 1

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

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

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

Data 2

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

Data 2 shows that the speech utilized in @solokenyang account is code-switching and code-mixing. There are numbers of code-switching; the sentence *"MANTAP GASKEUN!"* is called code-switching because the previous sentence used English language; "Buy one get one all varian" then changed into Indonesian language *"mantap".* Code-switching also found in sentence *"Sing digawe joss pokoe"* because @solokenyang account used Indonesian language previously *"Salah satu kedai kopi seng bahan digunakan proper banget lur!"* then switched into Javanese language *"sing digawe jos pokoke".*

Furthermore, code swithing is also found in sentence *Bukan kaleng-kaleng!* It is because @solokenyang account used Javanese language *"sing digawe jos pokoe"* then switched into Indonesian *"bukan kaleng-kaleng"*. In sentence *"Uenak tenan kopine"* is also code-switching because Indonesian is also used previously *"sedotan pertama bewwh kacaw!".* The speech used in @solokenyang account is not only consists of code swithing but also code-mixing "*WAINI ADA PROMO BUY ONE GET ONE ALL VARIAN"*which is a code-mixing between Indonesian *(ada, promo, dan varian)* and English (buy one get one all varian).

Moreover, the sentence "*Wis dino senin kudu semangat cah*, *mending ngopi dingo solusi terbaik nek ngantuk"* is a code-mixing between Javanese language *(wis dino, kudu, mending ngopi dingo, nek ngantuk)* and Indonesian *(senin, semangat, solusi terbaik).* In addition, the sentence "*Poko kenek promo-promo ngene ki langsung ngarep dewe"* there is a code-mixing between Javanese language *(pokoke nek, ngeneki, ngarep dewe)* and Indonesian *(promo-promo dan langsung).* Additionally, the sentence "*MPUN AYO DINO IKI MUMPUNG PROMO BUY ONE GET ONE ALL VARIAN yook digas kemawon*… *POKOE SALAM KERE TAPI TETEP HORE-HORE"* is also found

code-mixing between Javanese language *(mpun, dino iki mumpung, mawon, pokoe, kere, tetep)*, Indonesian *(promo, varian salam dan tapi)* and English (buy one get one all).

Data 3

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

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

The speech in @solokenyang account does not only consist of code-switching but also code-mixing. The first code-mixing is found in sentence "*Waiki bar lelah kerjo cocok tenan nongkrong neng kopisyop langgananku"*it is the code-mixing between Javanese language *(waiki bar, kerjo,*

tenan, neng langgananku) and Indonesian *(lelah, cocok).* Next, in sentence *"Soale panggone syahdu"* is the code-mixing between Javanese language *(soale panggone)* and Indonesian *(syahdu).* After that, in sentence "*Nah wes nyelehne bokong langsung pesen menu Chobana alias coklat banana'* is the code-mixing between Javanese language *(nah wes nyelehne bokong, pesen)* Indonesian *(langsung, menu, alias coklat),* and English (banana). After that, the sentence*"karoteh poci dan ralali plus trambule nasi crazy rice"*is the code-mixing between Javanese language *(karo, ralali)* Indonesian *(teh poci, dan, nasi)* and English (crazy rice).

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

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

Data 4

"MEH PANAS MEH UDAN ORA PEDULI! *TETEP NGOMBE TEARS MADAGASCAR!* Harga murah bukan berarti murahan lur...*Hapi enda susune nganggo susu segar fresh lho gulone nganggo gulo aren asli pokoe perpaduan fresh milk plus brown sugar e TIADA DUANYA TJOIII*! *Nek wis masalah rasa percoyo waelah pokoe auto menggok bosku nek ketemu stand bob baiki... SOALE PERPADUAN KESYEGARANE HQQ DALAM SATU GELAS! Seko looks e ketok sueger tenan lur brown sugar e ncen ora kalengkaleng juosss...*Nah masalah bobba tak tergantikan...

NUOMERO UNO KENYIL KENYIL! *Wes pokoe nek lewat daerah Gonilan UMS enek rame rame koyo antri pasar sembako wes jelas iki bakulane teruji mantoeelll!"* (5 February 2020).

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

Code-mixing is also found in sentence "*Hapi enda susune nganggo susu segar fresh lho gulo nenganggo gulo aren asli pokoe perpaduan fresh milk plus brown sugar e TIADA DUANYA TJOIII*!" it is Javanese language *(hapi enda susune nganggo, lho gulon enganggo gulo aren, pokoe)*, Indonesian *(susu segar, asli, perpaduan, plus, tiada dua)* and English language (fresh milk, brown sugar). Next, the sentence "*Nek wis masalah rasa percoyo waelah pokoe auto menggok bosku nek ketemu stand bobba iki". I*s a code-mixing between Javanese language *(nekwis, percoyo waelah pokoe, menggok nek ketemu, iki)* Indonesian *(masalah rasa, bobba)* and english (stand). Next, in sentence "*SOALE PERPADUAN KESYEGARANE HQQ DALAM SATU GELAS!* Is a code-mixing between Javanese language *(soale, kesyegarane)* and Indonesian *(perpaduan, dalam satu gelas)*.

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

Data 5

"WAINI YANG PALING DICARI KALAU KE SOLO! Termasuk makanan khas Solo! LOCAL PRIDE SOLO! *Selain sego liwete sing best of the best,* Cabuk rambak e yo ra kalah uenaak... Pas banget hawane...cucok meyong... ngemil cambuk rambak... *Masalah rasa jelas bias dibilang uenak kupat e kuandel plus gurih ditambah bumbune seng*

kuentel guriiihhhh... Rego murah, wareg, gek uenaaak... *Bumbune ra pelit plus rasanyane ndanggggg!* KACAWW! Langsung aja gas pol jangan kasih kendor!" (13 February 2020)

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

Furthermore, code-mixing is found in sentence "*Bumbune ra pelit plus rasanya nendanggggg"* is a code-mixing between Javanese language *(bumbune ra)* and indonesian *(pelit plus rasanya nendanggg).*

Data 6

"REFERENSI PERKAMBINGAN DUANIAWI... TENGKLENG 10K XIMPLAH-XIMPAH !!Warga UNS dan sekitarnya mana niihh? Referensi makan tengkleng tapi harga anak kos? Ada. Mau otak? Ada. Mau iso yang ada digambar? Ada. Adaaa semua luurr! *¡Yang jualan namanya Mbok Wulan...walopun neng pingger dalan bewh rasane tependul...Bakulane seko awan tekan sore lur tp ketoke saiki sejam metu wis entek...JOS GANDOS...Oponeh saiki wis nyediake sego juga! Wajib banget dibeli! Beeehhh! KACAU RASANYA OTENTIK SOLO BANGET !!Pas banget aku lewat yo dadine akutu ku...regone mung 10k wis entuk akeh...oponeh 20k opo mungkin enek seng meh tuku 50k entuk banget lhoo pokoe sing penting madhang! Monggo sing pengen ataupun lewat isoh ditukuki masalah rasa dan harga menurut ku sangat-sangat recommended luur!"* (15 February 2020).

Data 6 shows that the speech in @solokenyang account contains code-switching and code-mixing. Code-switching in the sentence above *"walopun neng pinggir dalan bewh rasane tependul..."* is previously using Indonesian *"yang jualan namanya Mbok Wulan".* Another code switching can be seen in the next sentence *"Wajib banget dibeli!"* because it is previously using Javanese language *"Oponeh saiki wis nyediake sego juga!"* Furthermore, there is not only code-switching but also

code-mixing used in the data above, the sentence *"ka-limat Pas banget aku lewat yo dadine aku tuku"* is the code-mixing between Indonesian *(pas banget aku lewat, aku)* and Javanese language *(yo dadine, tuku).*

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

Data 7

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

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

Similar to the previous analysis, the speech in @solokenyang account is not only using code-switching but also code-mixing. The sentence "*Koe team campur po team ketan hitam tok?",* is a code-mixing between Javanese language *(koe, po, tok)* English (team) and Indonesian *(campur, ketan hitam).* In addition, in sentence "*Wes kabeh syahdu pol pokoe"* is a code-mixing between Javanese language *(wes kabeh, pol pokoe)* and Indonesian *(syahdu)*. Moreover, in sentence "*akhirnya bahagia ketemu mbah dahri meneh"* is a code-mixing between Indonesian *(akhirnya bahagia)* and Javanese language *(ketemu, meneh).* Next, in sentence "*pokoe THE BEST BURJO IN*

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

Data 8

"INSTAGRAM, PLEASE DO YOUR MAGIC! Alhamdulillah bar ketemu Pak Min lur...Sosok pekerja keras dikala usianya sudah tak muda lagi, *bahkan sudah sepuh tapi Pak Min masih semangat mencari rezeki...* Salut banget sama Pak Min! Sampe lokasi langsung pesen seporsi komplit lur...*skip bakso pesenanku dadi kuahe seger dan gurih lur mantap tenan*...saiki glindingane yojoski… ngango daging sapi tenan lur, *kroso pas cokotan pertama...* endul pokoke... Mpun monggo dilarisi lur, mbok menowo lagi lewat mampiro*, dilarisin dagangannya ben beliau cepet balik omah terus istirahat dan fyi beliau jualannya didorong lhoo gek pas udan…* baksone asli uenaaak luurr!" (19 February 2020).

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

Code-mixing is also found in sentence "*skip bakso pesenanku dadi kuahe seger dan gurih lur mantap tenan*" is a code-mixing between Indonesian *(skip bakso, dan gurih, mantap)* and Javanese language *(pesenanku dadi kuah eseger, tenan).* Then, in sentence "*kroso pas cokotan pertama",* there is a code-mixing between Javanese language *(kroso pas cokotan)* and Indonesian *(pertama).* Next, code-mixing is also found in sentence "*dilarisin dagangannya ben beliau cepet balik omah terus istirahat dan fyi beliau jualannya didorong lhoo gek pas udan"* as it is a code-mixing between Indonesian *(dilarisin dagangannya, beliau balik, terus istirahat dan beliau jualannya didorong*) and Javanese language *(ben cepet, omah, lhoo gek pas udan).*

Data 9

"*BAKSO URAT SEBESAR INI CUMA 12RIBU! WAGELA SEHH! Salah satu bakso ngetop neng Solo ki lur urat mbe tetelane sakum brukt enan...iso dibayang kenyus e koyo pie ndaa...bakso super duper lengkap lur! Jelas enek baksone, tetelane, tahu bakso, karo pangsite... MANTAPS! Seko duduhe pas suapan pertama wuhh rasane emantep tenan bumbune luurr, gurih kaldu...KEMECER! Nah saiki*

ngabsening rasakne baksone... Bakso urate kacaw ka-caw kacaw...pantes wae always rame pembeli... BUKAN BAKSO KALENG-KALENG IKI NDA! Monggo seng ren-cana meh mbakso ¡Rasa dijamin rekomendasi! Jajalen bakso iki dijamin nagih tenan bos!" (23 February 2020)

Data 9 shows that there are code switcing and code-mixing in the speech of @solokenyang account. The code-switching above is "*super duper lengkap lur!".* It is called code-switching because previously this account used Javanese language *"isohd ibayang kenyus e koyo piye ndaa"* then switches into Indonesian. In addition, there is not only code-switching found but also code-mixing, in sentence "*Salah satu bakso ngetop neng Solo ki lur urat mbetetelane sakum bruktenan",* it is found Indonesian *(salah satu bakso ngetop)* and Javanese language *(neng Solo ki lur urat mbetetelane sakum bruk tenan).*

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

Data 10

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

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

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

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

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

CONCLUSIONS

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

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

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

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