

Code-mixing Analysis of Café Advertisements on Instagram

Sri Rahayu¹, Andi Samsul Rijal², Alfiandy Kamal³

^{1,2,3}Universitas Islam Makassar

Corresponding Author

Srirahaayuu249@gmail.com

Abstract: The increasing popularity of Instagram as a promotional platform has influenced language in café advertising, particularly through the combination of Indonesian and English. This phenomenon, known as code-mixing, has become a common strategy for creating attractive promotional messages and building a modern brand image. This study aimed to identify the forms of code-mixing used in café advertising content on Instagram. This study employed a qualitative descriptive research design. The data consisted of promotional captions and promotional texts displayed in Instagram post images collected from the official Instagram accounts of eight cafés in Makassar, published between November 2023 and December 2025. The data were collected through observation and documentation and analyzed based on Muysken's (2000) classification of code-mixing, which consists of insertion, alternation, and congruent lexicalization. The findings revealed 38 instances of code-mixing, comprising 33 instances of insertion and 5 instances of alternation, while no instances of congruent lexicalization were identified. The results indicate that insertion was the dominant type of code-mixing, showing that English words and phrases were more frequently embedded into Indonesian sentence structures than other forms of code-mixing. This study contributes to sociolinguistic research by providing empirical evidence of the forms of code-mixing used in café advertising content on Instagram, particularly in the context of digital promotion in Makassar.

Keywords: *Code-mixing, Cafe advertising, Instagram, Social media.*

INTRODUCTION

Social media has become an essential platform for communication and marketing in the digital era. In a business context, particularly in the culinary industry, social media serves as an important strategy for building brand identity and establishing connections with consumers (Kaplan & Haenlein, 2010). Among various social media platforms, Instagram has developed into one of the most effective marketing tools because it combines visual content with promotional messages. (Rijal et al., 2023) Through Instagram, businesses can introduce products, interact with customers, and strengthen their brand image in a more attractive and engaging manner.

The use of language in Instagram advertising differs from that of conventional advertising. Traditional advertisements generally employ more formal, standardized, and one-way communication, whereas Instagram advertisements tend to use more interactive, creative, and persuasive language to capture audience attention and encourage engagement. Because Instagram allows businesses to communicate directly with consumers through captions, comments, hashtags, and visual content, promotional messages are often designed to be more informal, expressive, and relatable to the target audience. As a result, advertisers frequently adopt various linguistic strategies to make their



content more attractive and memorable. One of the most noticeable linguistic characteristics of digital advertising is the use of code-mixing and specific lexical choices (Rijal et al., 2022). This phenomenon reflects the dynamic nature of language in digital communication, where language users combine elements from different languages to create more appealing promotional messages.

Code-mixing has become a common linguistic phenomenon in social media communication. According to Muysken, (2000) code-mixing refers to the embedding of linguistic units such as words, phrases, or clauses from one language into another language within the same utterance. This phenomenon reflects not only bilingual language practices but also the influence of social and cultural factors on language use in digital communication. The increasing intensity of communication on social media encourages language contact, linguistic adaptation, and modifications in language use (Rijal et al., 2023).

In the culinary business sector, particularly among cafés, code-mixing is frequently employed as a marketing communication strategy. Café advertisements often combine Indonesian and English expressions to project a modern, attractive, and youthful image. Since cafés promote not only food and beverages but also lifestyles and social identities, language plays an essential role in conveying advertising messages and shaping brand identity (Haerina et al., 2022). This strategic use of language can be observed in captions, slogans, and promotional texts published on Instagram, which serve not only to introduce products and services but also to engage consumers and strengthen the relationship between cafés and their audiences. As digital communication continues to develop, the incorporation of English lexical elements has become increasingly common in café advertising because it reflects current communication trends and helps cafés communicate with consumers in a more engaging manner.

The increasing use of code-mixing on social media is closely related to the development of digital platforms that encourage creativity and identity expression, especially among younger generations (Tarihoran et al., 2022). Research has shown that code-mixing on platforms such as Instagram is commonly employed to emphasize messages, express identity, and reach broader audiences (Zebua et al., 2025). Furthermore, in digital marketing contexts, code-mixing has been found to enhance promotional appeal and strengthen brand communication (Sholihatin, et al., 2023). The use of code-mixing in Instagram captions is also influenced by personal expression and communication strategies designed to attract audience attention (Wijaya, 2022). In endorsement practices, code-mixing is also frequently used as a communication strategy in promotional content (Anggarini et al., 2022).

Several previous studies have examined code-mixing in social media content. Hardini (2019) investigated code-mixing in fast-food advertisements on Instagram and found that various forms of code-mixing were used to create more attractive promotional messages. Similarly, (Wijaya, 2022) reported that insertion was the dominant form of code-mixing in Instagram captions and was used to build a modern and trendy image. Furthermore, (Sapna & Astuti, 2025) found that insertion was the most dominant type of code-mixing in culinary advertising content on Instagram. Another study conducted by (Risliyanti et al. 2012) also analyzed code-mixing in Instagram captions and demonstrated the relevance of Muysken's classification in identifying forms of code-mixing in digital communication. These studies indicate that code-mixing has become a significant feature of language use on social media.

Despite the increasing number of studies on code-mixing in social media, research examining the forms of code-mixing in café advertising content on Instagram remains limited, particularly within the context of cafés in Makassar. Existing studies have primarily focused on influencer-generated content, fast-food advertising, or promotional posts from general culinary businesses. As a result, limited attention has been given to how code-mixing is employed in Instagram-based café advertisements. Investigating this phenomenon is important because language choice plays a crucial role in shaping promotional messages, attracting potential customers, and establishing a distinctive brand identity in the digital marketplace. Therefore, this study aims to identify and classify the forms of code-mixing found in café advertising content on Instagram by addressing the following research question: What forms of code-mixing are found in café advertising content on Instagram?

By focusing specifically on café advertisements, this study provides a clearer understanding of how Indonesian and English are combined in promotional communication and offers empirical evidence of bilingual language practices in social media marketing. The findings are expected to enrich sociolinguistic research, particularly in the areas of language use, digital marketing communication, and social media advertising.

LITERATURE REVIEW

Code-Mixing

Code-mixing is a linguistic phenomenon in which speakers or writers combine elements from two or more languages within a single utterance or discourse. According to Muysken (2000), code-mixing can be classified into three forms: insertion, alternation, and congruent lexicalization. Insertion refers to the embedding of words or phrases from one language into the grammatical structure of another language. Alternation occurs when speakers or

writers switch between different language structures within a discourse, whereas congruent lexicalization refers to the use of lexical elements from different languages within a shared grammatical structure. These classifications provide the analytical framework for identifying the forms of code-mixing in the present study.

Code-mixing is commonly found in multilingual communities where speakers use more than one language in everyday communication. Wardhaugh & Fuller (2015), argue that language choice is influenced by social context and communicative purposes, leading speakers and writers to combine linguistic elements from different languages. In digital communication, this phenomenon has become increasingly common, particularly on social media platforms such as Instagram.

Previous studies have shown that code-mixing is frequently used in Instagram promotional content. Rosmiaty et al. (2020) found that Indonesian and English are commonly combined in advertising language on social media. Similarly, Anggarini et al. (2022) reported that insertion is one of the most common forms of code-mixing used in Instagram promotional content.

Instagram Café Advertising

Instagram is one of the most widely used social media platforms for communication and business promotion. According to Kaplan & Haenlein (2010), social media enables users to create and exchange user-generated content. Through features such as photos, videos, stories, reels, and captions, Instagram allows businesses to promote products and interact with potential consumers.

In the café industry, Instagram has become an important promotional platform for introducing menu items, announcing promotional offers, and strengthening brand identity. Aulia & Hadita (2024) explain that Instagram helps businesses increase their visibility through creative promotional content. Likewise, Sulistyawan (2022) states that Instagram is an effective promotional medium because it combines visual and textual elements within a single platform.

The language used in Instagram café advertisements is generally persuasive and informative, aiming to attract consumers and encourage purchasing decisions. Promotional captions frequently combine Indonesian and English, reflecting multilingual language practices in digital marketing communication. Therefore, Instagram café advertising content provides an appropriate source of linguistic data for identifying and classifying the forms of code-mixing based on Muysken (2000) framework.

METHOD

Research Design

This study employed a qualitative descriptive research design to identify and describe the forms of code-mixing found in café advertising content on Instagram. According to Rijal et al. (2022), qualitative descriptive research aims to identify, classify, and describe linguistic phenomena based on naturally occurring language data. This approach was considered appropriate because the study focused on analysing code-mixing in Instagram café advertisements without manipulating the data.

Data Collection

The data were collected through direct observation of promotional posts published on the official Instagram accounts of eight selected cafés in Makassar between November 2023 and December 2025. The data consisted of promotional captions and promotional texts appearing in uploaded images. The selected posts met three criteria: (1) they were published on official public Instagram accounts, (2) they contained promotional content, and (3) they included both Indonesian and English, with at least one English word or phrase. Relevant posts were identified, documented through screenshots, and organized systematically for further analysis. Observation enables researchers to collect naturally occurring data directly from the research setting, making it an appropriate technique for qualitative studies (Tracy, 2010).

Data Analysis

The collected data were analyzed using (Muysken, 2000) classification of code-mixing. First, the promotional captions and promotional texts were examined to identify instances of code-mixing. The identified data were then classified into three forms of code-mixing: insertion, alternation, and congruent lexicalization. Finally, the data were described and interpreted to answer the research question regarding the forms of code-mixing found in café advertising content on Instagram.

RESULTS & DISCUSSION

Results

The analysis of 38 café advertising posts on Instagram identified two types of code-mixing, namely insertion and alternation, while no instances of congruent lexicalization were found. The data were collected from the official Instagram accounts of eight cafés in Makassar: @uncommon_cafe, @habitusid, @kedaibujangmks, @nuizcoffeemakassar, @nurimo.id, @kaoricoffe.id, @terimakasihkopi.id, and @palacearoume. Of the 38 data, 32 were obtained from Instagram captions, whereas the remaining 6 were obtained from promotional texts embedded in the uploaded images. These promotional texts were included because they

formed an integral part of the advertising content and contained instances of code-mixing relevant to the objective of this study.

Table 1. *Distribution of Code-Mixing Types in Makassar Café Instagram Advertisements.*

Code Mixing Type	Amount of data	Persentase
Insertion	33	86,84%
Alternation	5	13,16%
Congruent Lexicalization	0	0%
Total	38	100%

As shown in table 1, insertion was the most dominant type of code-mixing, occurring in 33 data (86.84%), followed by alternation with 5 data (13.16%). No instances of congruent lexicalization were identified in the analysed data.

Insertion

Insertion is a type of code mixing that occurs when English elements in the form of words or phrases are inserted into the sentence structure of the Indonesian language. Based on the results of the study, 33 data were found that were included in the type of insertion. The data comes from Instagram captions and promotional text contained in the uploaded images.

Data Insertion on Instagram Captions

Ex 1: @uncommon_cafe (10 September 2025)

"Strawberry Shortcake Best Seller banget untuk pecinta strawberry jangan sampai kehabisan." (Data 1) "Our Strawberry Shortcake is a real best seller! Strawberry lovers, don't miss out before it's sold out.

The data above is a type of insertion because there is the insertion of the English phrases *"Best Seller"* into the Indonesian sentence. Both phrases serve as product names and markers of product popularity. The use of English in this promotion aims to attract the attention of consumers and give a modern impression to the products offered.

Ex 2: @uncommon_cafe (24 September 2025)

"Aesthetic alert! Uncommon hadir dengan vibes baru dengan dekorasi bunga yang bikin foto kamu Pinterest worthy!" (Data 3) "Aesthetic alert! Uncommon is here with a new vibe and beautiful floral decorations that will make your photos Pinterest-worthy!"

This data is classified as insertion because the English phrase "Aesthetic alert," the word "vibes," and the phrase "Pinterest worthy" are inserted into an Indonesian promotional sentence. The Indonesian grammatical structure remains unchanged.

Ex 3: @uncommon_cafe (August 28, 2025)

"Moodgirly vibes detected! Mochaccino yang cozy Banana Pudding Matcha yang jadi favorit pecinta Matcha (best seller nih girls!) Bener-bener minuman yang nggak cuma enak, tapi juga

aesthetic buat nemenin harimu."(Data 4) "Moodgirly vibes detected! A cozy mochaccino and Banana Pudding Matcha—a favorite among matcha lovers (it's a bestseller, girls!). These drinks aren't just delicious—they're also aesthetically pleasing and perfect for brightening up your day."

This data is classified as insertion because the English words and phrases "cozy," "best seller," "girls," and "aesthetic" are inserted into an Indonesian promotional sentence. These English elements are embedded without changing the Indonesian grammatical structure.

Ex 4: @kedaibujangmks (May 11, 2024)

"FYI sejawat bisa request tayangan sepakbola dini hari jika tidak masuk jadwal event kami. Cek jadwal event nobar dan info reservasinya via story. Yes, Kedai Bujang lebih sering berbagi info di situ." (Data 10) "Just so you know, friends—you can request early-morning soccer broadcasts if they're not on our event schedule. Check the group-viewing schedule and reservation info via our Stories. Yes, Kedai Bujang posts updates there more often."

This data includes insertion because there is the insertion of English words and phrases such as "FYI", "request", "event", and "story" into Indonesian sentences. These English words are inserted into Indonesian sentences while maintaining the Indonesian grammatical structure.

Ex 5: @kedaibujangmks (16 November 2025)

"Manisnya butterscotch, sentuhan gurih, dan creamy yang lembut. Dua rasa baru yang siap jadi comfort drink kamu: Sea Salt, Cream Cheese. Cobain dua-duanya biar nggak penasaran." (Data 11) "The sweetness of butterscotch, a hint of savory, and a smooth, creamy texture. Two new flavors ready to become your go-to comfort drinks: Sea Salt and Cream Cheese. Try them both so you won't be left wondering."

This data includes insertion because there is an insertion of English words and phrases such as "*creamy*," and "*comfort drink*". These elements are used to explain the taste and character of the product being promoted.

Ex 6: @kedaibujangmks (August 16, 2024)

"Ayo meriahkan hari kemerdekaan tahun ini dengan promo Bujang Merdeka. Nikmati Cold White Bujang yang Smooth ditemani snack yang renyah bikin kamu makin merdeka." (Data 13) "Let's celebrate this year's Independence Day with the Bujang Merdeka promotion. Enjoy a smooth Cold White Bujang paired with crunchy snacks to make you feel even more free."

This data includes insertion because there is the insertion of the words "*Smooth*" and "*Snack*" into Indonesian sentences. Both elements are used to describe the character of the product in a more attractive way.

Ex 7: @kedaibujangmks (18 August 2024)

"Sunday goals: *jangan ganggu, lagi ngopi.* (Data 14) "Sunday goals: Don't bother me—I'm having coffee."

This data is classified as insertion because the English phrase "*Sunday goals*" is inserted into an Indonesian sentence. The phrase functions as an introductory expression, while the grammatical structure of the sentence remains Indonesian. Therefore, this data belongs to the insertion type of code-mixing.

Ex 8: @nuizcoffeemakassar (23 October 2025)

"*NEWMENUALERT: Matcha Ceremonial. Rasakan pengalaman matcha yang sesungguhnya. Kami menggunakan premium quality ceremonial matcha yang dipadukan dengan creamy oat milk. Hasilnya? Rasa yang smooth, pekat, dan super menyegarkan. Ini bukan sekadar minuman, ini adalah ritual untuk mendapatkan Delight Every Moment terbaikmu. Siap upgrade mood kamu dengan matcha terbaik di Makassar? Yuk, coba sekarang!*"(Data 18)
"NEW MENU ALERT: Ceremonial Matcha. Experience the true essence of matcha. We use premium-quality ceremonial matcha blended with creamy oat milk. The result? A smooth, rich, and incredibly refreshing flavor. This isn't just a drink—it's a ritual to help you find your best "Delight Every Moment." Ready to lift your spirits with the best matcha in Makassar? Come on, try it now!"

This data includes insertion because there is the insertion of several English phrases such as "premium quality", "creamy", "smooth", "upgrade mood", and "Delight Every Moment". These elements are used to reinforce the premium image of the promoted product.

Ex 9: @kaoricoffe.id (23 January, 2024)

"*Tag teman kantormu yang mau kamu ajak meeting di sini. Meeting and private room. Special buat kamu yang mau meeting atau lagi nggak mau ada yang ganggu.*"(Data 28) "Tag your coworkers you want to invite to a meeting here. Meeting and private rooms. Perfect for those of you who want to have a meeting or just don't want to be disturbed."

This data includes insertion because there is the insertion of the word "*meeting*" and the phrase "*private room*" into the structure of the Indonesian language. The term is used to describe the facilities available in a café.

Ex 10: @kaoricoffe.id (21 October 2024)

"*Tetap Produktif dari mana saja dengan Kopi Kaori Favorit kalian. Nikmati Promo Menarik dengan Diskon Up to 40% dengan order melalui GoFood & GrabFood.*" (Data 31) "Stay productive from anywhere with your favorite Kaori Coffee. Enjoy great deals with discounts of up to 40% when you order through GoFood & GrabFood."

This data includes insertion because there is the insertion of the phrase "*Up to 40%*" and the word "*order*" into Indonesian sentences. The English element is used to convey

promotional information in a short and effective manner.

B. Data Insertion in Promotional Image Text

Ex 11: @terimakasihkopi.id (15 October 2025)

"KISAH RASA. Caramel Sea Salt. Kelezatan caramel manis yang berpadu dengan espresso pekat, susu kental manis yang creamy, dan UHT milk yang lembut." (Data 33) "A STORY OF FLAVOR. Caramel Sea Salt. The sweetness of caramel blends with rich espresso, creamy sweetened condensed milk, and smooth UHT milk."

This data is included in insertion because there is an insertion of English terms such as "creamy". The term is used to describe the composition of the product and build a premium product image.

Ex 12: @palacearoume (14 March 2025)

"GRATIS ROTI KUKUS KAYA. SETIAP PEMBELIAN ALL VARIANT MINUMAN UNTUK DINE IN & BUKA PUASA." (Data 36) "FREE KAYA STEAMED BREAD WITH EVERY PURCHASE OF ANY DRINK VARIETY FOR DINE-IN AND IFTAAR."

This data is included in insertion because there is the insertion of the English phrases "ALL VARIANT" and "DINE IN" into Indonesian sentences. The use of the term aims to convey promotional information in a concise and interesting manner.

Alternation

Alternation is a type of code mixing that occurs when there is a language switch from Indonesian to English or vice versa in the form of different clauses or sentences. Based on the results of the study, 7 data were found that included the type of alternation.

Ex 13: @uncommon_cafe (12 October 2025)

Uncommon turns a little spooky it Semuanya bertransformasi buat Halloween edisi spesial kalau di tanya suasananya? Seru banget! Dari kostum sampai customer, semuanya ikut ngerasain spooky fun di Uncommon." (Data 2) "Uncommon gets a little spooky. Everything transforms for the special Halloween edition—and if you ask me about the atmosphere? It's so much fun! From the costumes to the customers, everyone gets to experience the spooky fun at Uncommon."

This data is alternating because there is an English clause "Uncommon turns a little spooky" that stands alone before being continued with an Indonesian sentence.

Ex 14: @habitusid (24 April 2024)

"New Menu Alert: Summer PeachAmericano. Perpaduan IcedAmericano Ala Habitus dengan rasa peach yang menyegarkan harimu. A Perfect Combo!" (Data 7) "New Menu Alert: Summer PeachAmericano. A blend of Habitus-style IcedAmericano with a refreshing peach flavor to brighten your day. A Perfect Combo!"

This data is alternation because there is an English clause "A Perfect Combo!" which

stands alone after the explanation in Indonesian.

Ex 15: @habitusid (4 June 2025)

"Coconut campur Matcha Cream gimana yah rasanya? So smooth and refreshing, cobain menu yang lagi hits ini hanya di Habitus!" (Data 8) "What does the Coconut and Matcha Cream blend taste like? It's so smooth and refreshing—try this trending item exclusively at Habitus!"

This data is alternating because the clause *"So smooth and refreshing"* appears as a stand-alone unit of English between Indonesian sentences.

Ex 16: @nuizcoffeemakassar (5 Oktober 2025)

"Cold Brew Nuiz adalah jawaban mutlak untuk panasnya Makassar hari ini!... Grab yours now!" (Data 21) "Nuiz Cold Brew is the perfect solution for today's heat in Makassar!... Grab yours now!"

This data includes alternation due to the sentence *"Grab yours now!"* is an English sentence that stands alone after a series of Indonesian sentences.

Ex 17: @nurimo.id (16 Oktober 2024)

"Hi gaess, morning lagi. Sudah mulai hujan nih. Yuk enjoy harimu di Nurimo. See you there..." (Data 26) "Hi, everyone, good morning again. It's starting to rain. Come on, enjoy your day at Nurimo. See you there..."

This data is alternating because there is an English sentence *"See you there..."* which appears as a closing after the Indonesian sentence.

Discussion

Based on Muysken (2000) classification, this study identified two types of code-mixing in café advertising content on Instagram, namely insertion and alternation. Among the three proposed types, insertion was the most dominant, whereas alternation occurred less frequently. No instances of congruent lexicalization were identified in the analyzed data.

Insertion accounted for 33 of the 38 identified instances (86.84%), indicating that it was the predominant form of code-mixing in the promotional content. This type occurs when linguistic elements from one language are embedded into the grammatical structure of another language. The findings show that English words and phrases were frequently incorporated into Indonesian promotional texts while preserving the original Indonesian grammatical structure. In contrast, alternation appeared in only five instances (13.16%), where complete English clauses or sentences occurred alongside Indonesian promotional texts. The absence of congruent lexicalization indicates that the advertisements did not exhibit a shared grammatical structure between Indonesian and English.

The predominance of insertion may be explained by several sociolinguistic and

communicative factors. In café advertising on Instagram, code-mixing is deliberately employed to produce promotional messages that are attractive, persuasive, and relevant to contemporary consumers. Rather than replacing Indonesian entirely with English, advertisers tend to embed English expressions within Indonesian sentences because this strategy allows promotional messages to remain clear while simultaneously projecting a modern and fashionable brand image. Most of the English expressions identified in this study consist of café-related terminology, promotional expressions, greetings, and lifestyle vocabulary, such as best seller, cozy, premium quality, Sunday goals, and upgrade mood. These expressions have become familiar to Instagram users and are closely associated with contemporary lifestyles and digital communication.

The use of code-mixing in the analyzed advertisements can also be explained by several factors. The widespread use of smartphones, digital applications, and social media platforms enables advertisers to combine Indonesian and English naturally within a single communicative event. Furthermore, Instagram provides a multilingual environment that encourages users to utilize linguistic resources from different languages according to their communicative purposes (Androutsopoulos, 2015). The use of English is also associated with prestige, modernity, and professionalism, particularly in culinary marketing. In addition, the increasing popularity of international culinary terminology and global popular culture has encouraged café owners to incorporate English into promotional content. Consequently, code-mixing has become an important promotional strategy for increasing consumer engagement and strengthening brand identity. This finding supports Rosmiaty et al. (2020), who argue that code-mixing in commercial advertising functions as a persuasive communication strategy that enhances the attractiveness and effectiveness of promotional messages.

Although the frequency of code-mixing varied across the eight Instagram café accounts analyzed, insertion remained the dominant type in almost all promotional posts. This finding indicates that café advertisers generally prefer embedding English words and phrases into Indonesian sentence structures while maintaining the overall Indonesian grammatical structure. Such a strategy enables promotional messages to remain easily understood by local consumers while simultaneously projecting a modern and internationally oriented brand image. In the context of café promotion in Makassar, English functions not as the primary language of communication but as a complementary linguistic resource that strengthens promotional appeal and distinguishes cafés in an increasingly competitive digital marketplace.

The findings of this study are consistent with those of Anggarini et al. (2022), who

identified insertion as the predominant type of code-mixing in Instagram promotional content. Likewise, Hardini et al. (2019), observed that English expressions were frequently embedded into Indonesian promotional texts because this strategy allows advertisers to incorporate English while preserving the grammatical structure of Indonesian. These findings reinforce the view that insertion has become the dominant form of code-mixing in Instagram advertising, enabling promotional messages to remain both attractive and easily understood by consumers.

Overall, this study demonstrates that code-mixing has become an important linguistic strategy in Instagram café advertising. The predominance of insertion reflects advertisers' preference for integrating English expressions into Indonesian promotional messages to construct a modern brand image, enhance promotional effectiveness, and engage consumers more persuasively. Consequently, this study contributes to the field of sociolinguistics by providing empirical evidence of code-mixing practices in digital advertising, particularly in the promotional content of cafés on Instagram in Makassar.

CONCLUSION

This study concludes that two types of code-mixing, namely insertion and alternation, were identified in café advertising content on Instagram, while no instances of congruent lexicalization were found. Among the 38 identified instances of code-mixing, insertion was the dominant type, accounting for 33 instances (86.84%), whereas alternation occurred in only 5 instances (13.16%). These findings indicate that café advertisers tend to embed English words and phrases into Indonesian sentence structures rather than employ more complex bilingual constructions. This pattern demonstrates that code-mixing has become an integral feature of promotional communication on Instagram, where Indonesian and English are strategically combined to create promotional messages that are attractive, relevant, and tailored to the target audience.

The findings also suggest that the increasing use of Instagram as a promotional platform has influenced language practices in café advertising. The integration of Indonesian and English reflects contemporary communication practices in digital marketing, where bilingual language use is employed to project a modern brand image, enhance promotional effectiveness, and engage consumers more persuasively. Accordingly, this study contributes to sociolinguistic research by providing empirical evidence of code-mixing in Instagram-based café advertising content and by expanding the understanding of language use in digital promotional communication.

Future research is recommended to investigate code-mixing in promotional content

across other social media platforms, such as TikTok, Facebook, or X, to compare language use in different digital marketing contexts. In addition, future studies may examine the functions, motivations, or consumer perceptions of code-mixing by applying different sociolinguistic frameworks or employing mixed-methods approaches. Such studies would provide a more comprehensive understanding of bilingual language use in digital advertising and further enrich research on code-mixing in online promotional communication.

REFERENCES

- Androutsopoulos, J. (2015). Networked multilingualism: Some language practices on Facebook and their implications. *International Journal of Bilingualism*, 19(2), 185–205. <https://doi.org/10.1177/1367006913489198>
- Anggarini, K. ., Putra, I. N. A. ., & Suwastini, N. K. . (2022). an Analysis of Code-Mixing Used By the Indonesian Top Selebgram in Social-Media in Product Endorsement. *Jurnal Pendidikan Bahasa Inggris Indonesia*, 10(1), 54–65. <https://doi.org/10.23887/jpbi.v10i1.886>
- Aulia, A. D. N., & Hadita, H. (2024). Utilization of Instagram Social Media as a Marketing Promotion Media for Coffee Shops in Bekasi (Study on Instagram Account @Janjiancoffee). *Formosa Journal of Applied Sciences*, 3(1), 11–20. <https://doi.org/10.55927/fjas.v3i1.7481>
- Dzakirah Wijaya, D. (2022). Code-Mixing on Instagram Captions Posted by the Fashion Influencer “Amelia Elle.” *Journal of English for Specific Purposes in Indonesia*, 1(1), 12–17.
- Endang Sholihatin, Lailatul Munawaroh, et all. (2023). *Analisis penggunaan bahasa campuran (code-Mixing) pada copywriting dalam konten pemasaran something di media sosial*. 9(13), 237–257.
- Haerina, Dahniar, Halim, N. M., & Tahir. (2022). Slogan as Marketing Strategies Used in Makassar Cafes : This research is conducted to investigate the use of language expressions which were prescribed in the form of slogans which receives less attention in some previous studies . This research employed. *Journal Article*, 2022, 44–54.
- Hardini, T. I., Widyastuti, T., & Awaliah, Y. R. (2019). *Code Mixing in E-commerce on Instagram*. 257(Icollite 2018), 364–367. <https://doi.org/10.2991/icollite-18.2019.80>
- Risliyanti1, Setiana Sri Wahyuni Sitepu2, M. A. T. (2012). *Code-Mixing in Indonesian Selebgram’s Caption in Instagram*. 4, 135–142.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and

- opportunities of Social Media. *Business Horizons*, 53(1), 59–68.
<https://doi.org/10.1016/j.bushor.2009.09.003>
- Muysken, P. (2000). JMR volume 28 issue 8 Cover and Back matter. *Journal of Materials Research*, 28(8), b1–b4. <https://doi.org/10.1557/jmr.2013.81>
- Rijal, A. S., Suhandano, S., & Cholsy, H. (2022). The language use on instagram: Sociolinguistic studies on the speech code of netizens in the city of Makassar in buying and selling food through instagram. *AMCA Journal of Community Development*, 2(2), 34–41. <https://doi.org/10.51773/ajcd.v2i2.143>
- Rijal, A. S., Suhandano, S., & Cholsy, H. (2023). The Use of Makassar Malay Dialect in Food Buying and Selling Interactions on Instagram Social Media. *ELS Journal on Interdisciplinary Studies in Humanities*, 6(1), 1–9.
<https://doi.org/10.34050/elsjish.v6i1.25291>
- Rosmiaty, R., Ratnawaty, R., & Muhri, A. (2020). Investigating Code-Mixing As Persuasive Strategies in Advertising: a Study of Code-Mixing in Indonesian Commercial Context. *ELT Worldwide: Journal of English Language Teaching*, 7(1), 70.
<https://doi.org/10.26858/eltww.v7i1.15108>
- Sapna, H. A., & Astuti, S. P. (2025). Campur Kode pada Iklan di Media Sosial Instagram @mariseruput. *Wicara*, 4(1), 25–32.
- Sulistiyawan. (2022). *Oleh Sidiek Sulistiyawan*.
- Tarihoran, N., Fachriyah, E., Tressyalina, & Sumirat, I. R. (2022). The Impact of Social Media on the Use of Code Mixing by Generation Z. *International Journal of Interactive Mobile Technologies*, 16(7), 54–69. <https://doi.org/10.3991/ijim.v16i07.27659>
- Tracy, S. J. (2010). Qualitative quality: Eight a"big-tent" criteria for excellent qualitative research. *Qualitative Inquiry*, 16(10), 837–851.
<https://doi.org/10.1177/1077800410383121>
- Wardhaugh, R., & Fuller, J. M. (2015). An Introduction to Sociolinguistics. In *Etika Jurnalisme Pada Koran Kuning : Sebuah Studi Mengenai Koran Lampu Hijau* (Vol. 16, Issue 2).
- Wijaya, D. (2022). Code-Mixing on Instagram Paptions Posted by The Fashion Influencer "Amelia Elle." *Journal of English for Specific Purposes in Indonesia*, 1(1), 12–17.
- Zebua, Y., Munthe, L., Manik, S., & Edi Suprayetno. (2025). Code-Mixing of Indonesian and English on Instagram Social Media. *Journal of Applied Linguistics*, 4(2), 292–301.
<https://doi.org/10.52622/joal.v4i2.361>