Strategic Application of Code-Switching Phenomena in Starbucks' Instagram Advertising: An Analysis of Linguistic Persuasion and Audience Engagement

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Abstract: This study delves into the phenomenon of code-switching within Starbucks advertisements on Instagram, utilizing qualitative methods rooted in linguistic theory. Drawing upon Poplack's theory of code-switching, the research investigates the alternating use of languages within the context of Starbucks' promotional materials. The methodological approach involves data collection from the official Starbucks Indonesia Instagram account, focusing on posts from January to May 2024. Employing Spradley's technique, the researchers gathered screenshots and analyzed them using cultural theme analysis to discern patterns and meanings embedded within the code-switching practices. The findings reveal a strategic integration of code-switching types, including intrasentential, intersentential, and tag switching, across captions and images. Intrasentential code- switching is observed within single sentences, enhancing clarity and relatability, while intersentential code-switching strategically alternates between languages to broaden audience appeal. Additionally, tag switching injects vibrancy and familiarity into the message, reinforcing brand identity. Overall, Starbucks' adept utilization of code-switching contributes to effective communication and audience engagement, fostering inclusivity and cultural resonance in its marketing endeavors.

Keywords: code-switching, Starbucks, advertisement, Instagram

Abstrak: Studi ini menyelidiki fenomena alih kode dalam iklan Starbucks di Instagram, dengan menggunakan metode kualitatif yang berakar pada teori linguistik. Mengacu pada teori alih kode Poplack, penelitian ini menyelidiki penggunaan bahasa secara bergantian dalam konteks materi promosi Starbucks. Pendekatan metodologis melibatkan pengumpulan data dari akun Instagram resmi Starbucks Indonesia, dengan fokus pada unggahan dari Januari hingga Mei 2024. Dengan menggunakan teknik Spradley, para peneliti mengumpulkan tangkapan layar dan menganalisisnya menggunakan analisis tema budaya untuk melihat pola dan makna yang tertanam dalam praktik alih kode. Temuan tersebut mengungkap integrasi strategis jenis-jenis alih kode, termasuk intrakalimat, interkalimat, dan tag, di seluruh teks dan gambar. Alih kode intrakalimat diamati dalam kalimat tunggal, meningkatkan kejelasan dan keterkaitan, sementara alih kode interkalimat secara strategis berganti-ganti antara bahasa untuk memperluas daya tarik audiens. Selain itu, alih tag menyuntikkan semangat dan keakraban ke dalam pesan, memperkuat identitas merek. Secara keseluruhan, pemanfaatan alih kode yang cermat oleh Starbucks berkontribusi pada komunikasi yang efektif dan keterlibatan audiens, mendorong inklusivitas dan resonansi budaya dalam upaya pemasarannya.

Kata kunci: alih kode, Starbucks, iklan, Instagram

1.   INTRODUCTION

Code-switching is one strategy of bilingual communication. Advertisers are additionally adopting code-switching since they are constantly searching for innovative and catchy slogans. Although switching between the codes is now widespread in advertising for monolingual communities, it is not

always applied in the same ways as it is for bilinguals.

Code-switching is a common communication technique in bilingual communities because members are able to speak two languages fairly well. As a result, they select a code that best conveys their goals. The protocols that bilinguals choose to use transcend the confines of a single language Coulmas (2005: 107). Since code-switching has been extensively researched, there are many different definitions of it. Language alternation is the definition of Code Switching given by most linguists. The concept of Code Switching by Poplack(1979:7) and the alternation of two languages within a single discourse, sentence, or constituent corresponds with the views of several authors (Callahan 2004: 5, Winford 2003: 14).

Code-switching has a big role to influence the audience in receiving the message conveyed in the advertisement, several multinational brands use this code switching strategy, one of which is Starbucks, with the culture of Indonesian people enjoying coffee, Starbucks has become one of the prestigious coffee shops. International fast food chains use code-switching in their advertisements to grab the attention of customers and make them buy their products. One example of a post on the official Instagram of Starbucks Indonesia features the use of code-switching :

Head to Starbucks and enjoy Tasty Tuesday!

Get 50% off anyt all beverage when you purchase your favorite food

Mau makin semangat? Kamu bisa dapetin beli1gratis1minuman dengan pembayaran QRIS BCA hari ini!

Take advantage of this amazing deals & swipe for more

Besides making it easier for local customers to understand, code-switching is used to clarify information about discounts and promotions, ensuring that the message is more effectively communicated to customers.

Research that examines the impact of code switching in customer interaction in Starbucks discussed by Be, Sabri, et al. (2022). This study shed light on the impact of code-switching in customer interaction within service encounters in Starbucks. Research by Ahn et al. (2017) show that Korean-English (KE) code-switching and transliterated Korean-English (TL-KE) code-switching were significantly higher in attitude toward the slogan and product evaluation than English-Korean (EK) code-switching. However, Utami et al. (2019) found the factors that led to the staff code-switch is because the staff found that the English term is easier to remember or better to be understood than in Indonesian terms. While Zhou et al. (2007) found that the change in code-switching can either involve vocabulary or entire sentences, which varies based on the level of language learning. Code-switching in advertising involves the use of more than one language in an advertisement to attract the attention of bilingual or multilingual by Bhatia and Ritchie (2004) shows that code-switching can increase the appeal of advertising by making it more relatable and authentic to diverse target audiences.

Poplack (1980), as cited in Romaine (1989), identifies three types of code switching: tag switching, inter-sentential switching, and intra-sentential switching. Tag switching involves inserting a tag from one language into a sentence that is otherwise in another language, such as "you know," "I mean," or "right?" These tags can be placed in various parts of a sentence without disrupting its syntax. This form of code switching is straight forward and requires minimal proficiency in both languages, as it poses little risk of violating grammatical rules.

Inter-sentential switching occurs at the boundary of clauses or sentences, with each clause or sentence being in a different language. This type of switching can also happen between speaker turns. Compared to tag switching, inter-sentential switching demands a higher level of fluency in both languages since large segments of the utterance must adhere to the grammatical rules of both languages since large segments of the utterances must adhere to the grammatical rules of the both languages. Intra-sentential switching involves switching languages within the same clause or sentence,

mixing elements of both languages. This type of switching seems to follow specific principles regarding the interaction of syntax and morphology from both languages and is typically used by highly fluent bilinguals.

Research by Luna and Peracchio (2005) shows that code-switching in advertising can enhance the appeal of ads and influence consumer attitudes towards brands. This research found that ads using code-switching tend to be more effective in capturing attention and creating emotional engagement compared to monolingual ads. The study also indicates that code-switching can enhance perceptions of brand modernity and authenticity.

Study conducted by Appiah (2006) demonstrates that the use of code-switching in advertising can increase feelings of connection and acceptance among bilingual audiences. This research reveals that ads using the target audience's language are more successful in building strong and positive relationships with the audience. Previous research has not explored the code-switching strategies that significantly influence advertising on the Starbucks Instagram account. This study aims to fill that gap by addressing the following research question: What code-switching techniques are used on the official Instagram account of Starbucks Indonesia?

2.   RESEARCH METHODS

In this study, the researchers employed a qualitative method to analyze the data. The data for this research was obtained from posts on the official Starbucks Indonesia Instagram account, specifically focusing on captions and images. Advertisements posted from January to June 2024 were selected for analysis. The data was examined using Poplack's 1980 theory of code-switching, which explores the alternating use of two or more languages within a conversation or text. The main concepts and applications of Poplack's theory in the context of this data are discussed in detail below.

We utilized Spradley's technique for data collection, using domains to code the screenshot data from Starbucks' official Instagram account. During the taxonomy phase, we connected the types of code-switching with the obtained screenshot data. In the componential table, we identified the data collected, and through cultural theme analysis, we derived meanings from the identified data categorized into types of code-switching. This approach allowed us to systematically categorize and interpret the linguistic elements present in the Instagram posts, providing insights into how Starbucks Indonesia employs code-switching to engage with its audience. By applying Poplack's theory, we were able to identify patterns and functions of code-switching in the advertisements, shedding light on the strategic use of language in marketing to appeal to a bilingual or multilingual audience. The cultural theme analysis further enriched our understanding by revealing the underlying cultural and social contexts that influence the use of code- switching in these promotional materials.

3.   FINDINGS AND DISCUSSION

The analysis of code-switching types in the captions and images of advertisements on the Starbucks Indonesia Instagram account involves examining how and why different languages are used within the same post. By applying Poplack's 1980 theory of code- switching, we can categorize the instances of language alternation and understand their functions in marketing communication.

In this section are the results of the study, from the data the researcher found three types of code-switching used in the caption of Starbucks advertisement.

1). Intra-sentential Switching

This type occurs within a single sentence or clause. For example, a caption might start in Indonesian and switch to English mid-sentence.
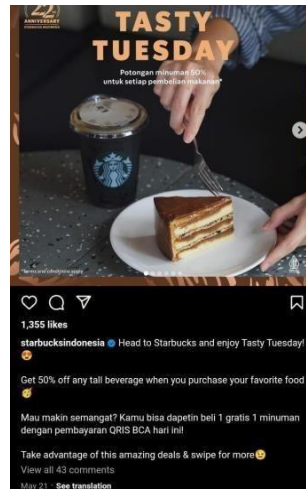

Figure 1. Post on May21

1. Data.

Head to Starbucks and enjoy Tasty Tuesday! Get 50 % off any tall beverage ewhen you purchase your favorite food. Mau makin Semangat? Kamu bisa dapetin beli 1 gratis 1 minuman dengan pembayaran QRIS BCA hari ini!

Take advantage of this amazing deals & swipe for more.

The advertisement from Starbucks Indonesia effectively utilizes intersentential code-switching, alternating between English and Indonesian to cater to different segments of its audience. By starting with "Head to Starbucks and enjoy Tasty Tuesday! Get 50% off any tall beverage when you purchase your favorite food," the ad employs English to present the promotion and discount details. This choice targets an audience familiar with English, giving the advertisement a global or premium feel. English is often associated with international brands and higher status in many countries, which helps to position Starbucks as a sophisticated, global entity.

The next segment, "Mau makin Semangat? Kamu bisa dapetin beli 1 gratis 1 minuman dengan pembayaran QRIS BCA hari ini!" shifts to Indonesian to directly engage the local audience. The use of conversational Indonesian, especially the phrase "Mau makin Semangat?" which translates to "Want to get more excited?" adds a personal and relatable touch to the promotion. By mentioning the local payment method, QRIS BCA, the ad aligns itself with local practices and conveniences, making it more relevant and practical for the Indonesian market. Finally, the advertisement switches back to English with "Take advantage of this amazing deals & swipe for more." This conclusion reinforces the call to action with a modern and sleek tone, enhancing the overall Appeal of the ad. The use of English here maintains the international brand identity of Starbucks while also suggesting a seamless and interactive customer experience. This strategic use of intersentential code-switching not only

broadens the ad's reach but also ensures that it resonates well with both local and global audiences, effectively balancing international appeal with local relevance.

2). Inter-sentential Code-switching and Tagswitching

The advertisement from Starbucks combines English and Indonesian in a single message, utilizing intersentential code-switching.
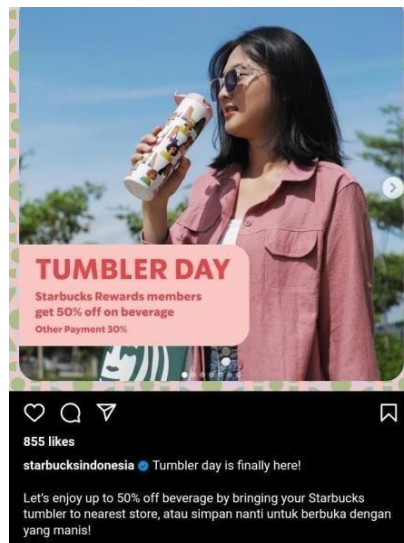

Figure2. Post on March14

2. Data

Tumbler day is finally here!

Let's enjoy up to 50% off beverage by bringing your starbucks tumbler to nearest store, atau simpan nanti untuk berbuka dengan yang manis!

The Starbucks ad utilizes intersentential code-switching to create a compelling and inclusive message by alternating between English and Indonesian. The initial English sentence, "Tumbler day is finally here! Let's enjoy up to 50% off beverage by bringing your Starbucks tumbler to nearest store," sets the tone by appealing to a global or cosmopolitan audience. This choice of language aligns with Starbucks' international brand image, capturing the attention of English- speaking customers, including expatriates, tourists, and locals who associate English with sophistication and modernity. Announcing the event and main offer in English ensures clarity and immediate recognition, leveraging the widespread understanding of English in urban areas and among educated demographics. Switching to Indonesian with "atau simpan nanti untuk berbuka dengan yang manis!" shifts the focus to local customers, embedding the message in a culturally relevant context. The phrase "berbuka dengan yang manis," which refers to the practice of breaking the fast during Ramadan, demonstrates Starbucks' cultural sensitivity and awareness.

By acknowledging this significant aspect of Indonesian Muslim culture, Starbucks builds a personal connection with local customers, showing respect for their traditions. This cultural reference makes the ad feel more relatable and engaging for the Indonesian audience, suggesting that Starbucks is not just a global brand but also an active participant in local

cultural practices. The strategic use of both languages in the ad ensures that it resonates with a diverse audience. The English segment maintains a universal and modern appeal, while the Indonesian segment enhances relatability and cultural relevance. This balanced approach makes the ad inclusive, effectively reaching both international customers who prefer English and local customers who are more comfortable with Indonesian. By embedding the promotion within the local cultural context and ensuring clarity through English, Starbucks maximizes the reach and impact of its message, fostering a sense of inclusivity and cultural respect that strengthens the overall effectiveness of the promotion.
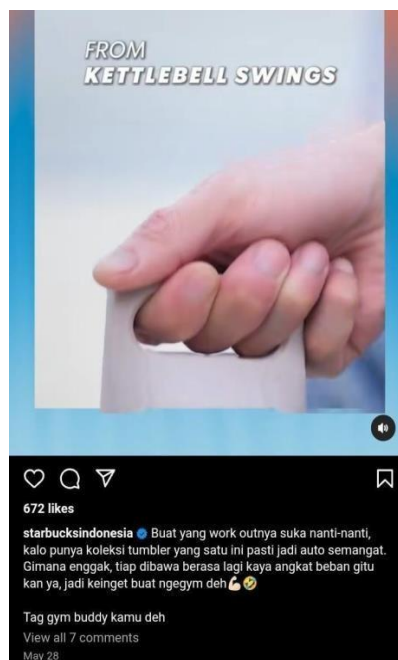
3). Tag Switching

Figure3. Post on May28

3. Data

Buat yang workoutnya suka nanti-nanti, kalo punya koleksi tumbler yang satu ini pasti jadi auto semangat. Gimana enggak, tiap dibawa berasa lagi kaya angkat beban gitu kan ya, jadi keinget buat ngegym deh. Tag gym buddy kamu deh.

The Starbucks advertisement demonstrates effective use of tag switching, a form of code-switching where a single word or a short phrase from one language is inserted into another wise consistent sentence in another language. The sentence "Buat yang work outnya suka nanti-nanti, kalo punya koleksi tumbler yang satu ini pasti jadi auto semangat " also contains instances of tag switching with "work out" and "auto semangat."Workout" is an English term commonly used among fitness enthusiasts in Indonesia, and its use here taps into the global fitness culture. Meanwhile, "auto semangat" combines the Indonesian word "semangat" (enthusiasm) with the English word "auto," creating a catchy phrase that implies instant

motivation. This blend of languages captures the hybrid linguistic reality of many Indonesians, who frequently mix English and Indonesian in daily conversation.

The phrase "Tag gym buddy kamu deh" is a clear example of tag switching. Here, "Tag" is an English word that is seamlessly integrated into an Indonesian sentence. The choice to use "Tag" instead of its Indonesian equivalent adds a modern and familiar touch, especially since the concept of tagging someone is strongly associated with social media platforms, where English terminology is predominant. This incorporation of English terms within an Indonesian context makes the message feel current and relatable to the audience, many of whom are likely bilingual and accustomed to such mixed language usage.

By using English tags within an Indonesian framework, the ad effectively communicates in a way that feels natural and engaging to its target audience. The English words and phrases are not only understood by the audience but also add a layer of trendiness and modernity to the message. This approach enhances the relatability of the ad, making it resonate more deeply with the bilingual audience who are familiar with both languages in their everyday lives. The ad's strategic use of tag switching ensures that it maintains clarity while simultaneously appealing to the cultural and social nuances of its audience. This method of communication underscores the brand's awareness of its consumers' linguistic preferences and social behaviors, ultimately fostering a stronger connection with them.

4.   CONCLUSION

In conclusion, the examination of code-switching in Starbucks ads on Instagram sheds light on the brand's nuanced linguistic strategies, encompassing three distinct types of code-switching: intrasentential, intersentential, and tag switching. Through a qualitative analysis rooted in Poplack's theory and Spradley's methodology, this study unraveled the intricate ways in which Starbucks navigates language diversity to engage its audience effectively.

Intrasentential code-switching was observed within single sentences, where elements from different languages coalesce seamlessly. This fluid integration enhances clarity and relatability, as seen in phrases like "workoutnya suka" (enjoying the workout) that blend Indonesian and English effortlessly, catering to bilingual audiences' linguistic sensibilities. Intersentential code-switching manifests through alternating language use across sentences or clauses, as observed in the transition between English and Indonesian within the same discourse. This strategic alternation serves to broaden the ad's appeal, capturing both local and global audiences' attention while maintaining coherence and cultural relevance. Tag switching, on the other hand, involves the insertion of individual words or phrases from one language into a predominantly different linguistic context. This technique, exemplified by terms like "Tasty Tuesday" and "best offer," injects vibrancy and familiarity into the message, resonating with diverse audiences and reinforcing brand identity.

Overall, Starbucks' adept utilization of these code-switching types underscores its commitment to effective communication in a multicultural landscape. By seamlessly blending languages, the brand not only enhances audience engagement but also fosters inclusivity and cultural resonance. This study underscores the significance of linguistic versatility in contemporary marketing strategies and provides valuable insights into how brands can navigate linguistic diversity to connect with diverse audiences authentically.

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