CHAPTER I
INTRODUCTION

This chapter provides an introduction to the study which covers the background and the overview of the study, consisting of the research questions, aim and significance of the study, data collection and analysis, as well as clarification of key terms. The chapter also ends with an outline of the organization of the paper.

1.1. Background

In the era of globalization, it is common for people to live in a multilingual society. The internet, as one of the most powerful global forces, appears to have further contributed to such proliferation of multilingual communities. Social media are among the most prominent products of the internet, and these online spaces are especially popular among the youth. Social media are websites for people to communicate and socialize with other people who may be of different cultural backgrounds and in which they may use different languages to convey their messages (Delfanti & Arvidsson, 2019). Since users of social media are wide-ranging and may belong to different cultural and linguistic groups, it is quite common to see the use of several languages within these online spaces. The practice of using different languages by bilinguals or multilinguals *as an integrated system of communication* is also known as 'translanguaging' (García, 2009; Wei, 2018). A prominent theorist in the field of translanguaging, Ofelia García (2009), defines the term as "the act performed by bilinguals of accessing different linguistic features or various modes…in order to maximize communicative potential" (p. 140).

There are several studies regarding the practice of translanguaging on social media have been conducted. Schreiber (2015) examined the translanguaging practices of a Serbian multilingual university student on Facebook; he projected his identity as a hiphop artist and built membership in local and global communities. The study discovered that the practice of using multiple resources summoned by the participant shaped his identity as a hiphop artist by appropiating hip-hop codes such as slang words and by embedding links to music videos in his own personal

writing in order to establish himself as a distinctly Serbian member of the global hip-hop community. Ng and Lee (2019) also tried to find the the factors which influence a group of Malaysian university graduate's translanguaging practices and identity construction on digital media spaces. The factors that influence their translanguage practices are (1) business setting and formality of workplace environment (2) the familiarity with the audience (3) the attitudes of the language users and (4) the purpose of the messages being conveyed. Meanwhile, the factors that influence their identity construction are (1) organizational norms and (2) expressing emotions and adopting stances.

In light of translanguaging practices on social media, this study aims to inquire into the translanguaging practices of a female multilingual Indonesian university student on Twitter, the social media platfrom on which she has been actively engaged. While many previous studies focused on how translanguaging practices helped to express someone's identity, exploring the factors influencing the practices, this study specifically aims to identify linguistic features used by one multilingual Indonesian participant in regard to her translanguaging practices on social media and categorising them into words, phrases and clauses and sentences. This study also provides detailed-information regarding the factors affecting her translanguaging practice.

1.2. Research Questions

The research questions have been formulated as follows:

1. What linguistic features can be found in regard to the participant's translanguaging practices on her social media?
2. What are the underlying factors that influence her use of different languages?

1.3. Aim and Significance of The Study

The aim of this study is to find out how translanguaging is practiced on social media and the factor underlying such practices. To do so, the different languages she uses on her social media will be scrutinized, identifying the different linguistic features evident in her online posts and noting whether particular linguistic features

correspond to particular topics and purposes. This research is expected to provide a deeper insight into the influence of globalization at the individual level.

1.4. Clarification of key terms

- **Translanguaging**

  Translanguaging is the process of meaning- and making- sense which included linguistic features resources in human beings' mind as an integrated system of communication (García, 2009; Wei, 2018).

- **Social media**

  Social media are websites for people to communicate and socialize with other people (Delfanti & Arvidsson, 2019)

1.5. Organization of the paper

This paper is divided into five parts of chapters as follows:

1. **Introduction**

   This chapter introduces the study by providing the background of the study, the research question, the aim and significance of the study, clarification terms and the organization of the paper.

2. **Theoretical Review**

   This chapter reviews the theories and literature that are used for the study to discover the relation of translanguaging practice on digital space. The chapter shows the conceptualization of translanguaging, the development of translanguaging through years, the differences of similar notion between translanguaging and code-switching as well as factors affecting translanguaging. This chapter also explains translanguaging practices on social media and the previous related studies that have been conducted.

3. **Research Methodology**

   This chapter presents the approach and design adopted in this study to collect and analyze the data in order to answer the research questions. It describes the concept of qualitative research and case study, followed by the research questions, data source, data collection, and ends with the data analysis.

4. **Findings and Discussion**

This chapter presents the findings and discussion of the study based on inquiring the data. It answers the research questions: How is translanguaging used on her social media posts? What are the underlying factors that influence the use of different languages? And what kind of person does the participant project on her social media?

5. **Conclusion**

This chapter is the final part of this paper. It concludes what have been drawn from the findings and suggests for the future research in the same area as this study.