

**TRANSLANGUAGING IN TIKTOK CAPTIONS: A SOCIOLINGUISTICS
STUDY ON LANGUAGE USE IN SOCIAL MEDIA**

UNDERGRADUATE THESIS

BY

**WILHELMINA SENGE
NIM 2021510158**



**ENGLISH LITERATURE
FACULTY OF LAW AND SOCIAL HUMANITIES
UNIVERSITY OF FLORES**

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Presented to Flores University in Partial Fulfillment of the Requirements for the
Degree of *Sarjana Sastra*

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**WILHELMINA SENGE
NIM 2021510158**

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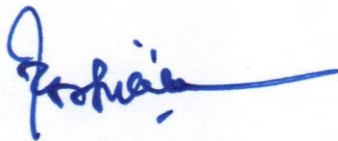
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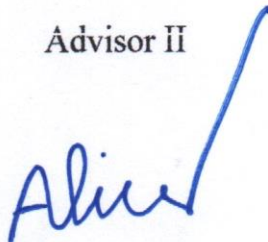
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Advisor I



Marianus Roni, Ph.D.
NUPTK: 8841753654130090

Advisor II



Gratiana Sama, S.Pd., M.Hum.
NUPTK: 0256757658230123

ABSTRAK

Senge, Wilhelmina 2026. Translanguaging dalam Caption TikTok: Studi Sociolinguistik tentang Penggunaan Bahasa di Media Sosial. Skripsi. Program Studi Sastra Inggris. Fakultas Hukum dan Sosial Humaniora. Universitas Fores. Pembimbing: Marianus Roni, Ph.D. & Gratiana Sama, S.Pd.,M.Hum.

Penelitian ini bertujuan untuk menganalisis bentuk dan fungsi translanguaging dalam caption TikTok serta mengkaji bagaimana praktik tersebut merefleksikan identitas sosial kreator di ruang digital dengan landasan teoretis yang jelas. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan data berupa caption dari akun TikTok yang dipilih sebagai objek penelitian berdasarkan intensitas penggunaan dua bahasa. Data dikumpulkan melalui teknik dokumentasi dan dianalisis menggunakan analisis isi dengan pengkodean berdasarkan kategori bentuk dan fungsi translanguaging. Analisis bentuk dan fungsi mengacu pada teori translanguaging yang dikemukakan oleh Ofelia García dan Li Wei (2014), yang memandang translanguaging sebagai praktik diskursif dinamis yang memungkinkan penutur memanfaatkan seluruh repertoar linguistiknya secara terpadu. Berdasarkan teori tersebut, bentuk translanguaging diklasifikasikan ke dalam tingkat frasa, klausa, dan kalimat, sedangkan fungsinya dianalisis dalam kategori Identity, Audience Attraction, Promotion, dan Interaction. Hasil penelitian menunjukkan bahwa translanguaging muncul pada seluruh tingkat kebahasaan, dengan bentuk frasa sebagai yang paling dominan, terutama melalui penyisipan frasa bahasa Inggris ke dalam struktur bahasa Indonesia. Dari segi fungsi, translanguaging paling banyak berperan sebagai Audience Attraction untuk menarik perhatian audiens dan meningkatkan keterlibatan. Sementara itu, analisis identitas sosial didasarkan pada teori yang dikemukakan oleh Mary Bucholtz dan Kira Hall (2005), yang menekankan bahwa identitas dibangun melalui praktik bahasa dalam interaksi sosial. Temuan menunjukkan bahwa penggunaan bahasa Inggris merepresentasikan identitas kreator sebagai individu bilingual yang modern dan terhubung dengan budaya global, sedangkan bahasa Indonesia mempertahankan kedekatan dengan audiens lokal. Dengan demikian, translanguaging dalam caption TikTok berfungsi sebagai strategi komunikasi sekaligus sebagai sarana konstruksi identitas sosial dalam konteks media digital.

Kata kunci: *translanguaging, identitas sosial, TikTok, media sosial, sociolinguistik.*

ABSTRACT

Senge, Wilhelmina. 2026. *Translanguaging in TikTok Caption's: A Sociolinguistics Study on Language use in Social Media*. Ungraduate Thesis. English Literature Study Program. Faculty of Law and Social Humanities. Flores University. Advisors: Marianus Roni, Ph.D. & Gratiana Sama, S.Pd., M.Hum

This study analyzed the forms and functions of translanguaging in TikTok captions and to examine how this practice reflects creators' social identities in digital spaces within a clear theoretical framework. The study employs a descriptive qualitative approach, using caption data from selected TikTok accounts chosen based on the intensity of their bilingual language use. The data were collected through documentation techniques and analyzed using content analysis with coding based on categories of translanguaging forms and functions. The analysis of forms and functions was grounded in the translanguaging theory proposed by Ofelia García and Li Wei (2014), which conceptualizes translanguaging as a dynamic discursive practice that enables speakers to draw upon their full linguistic repertoire in an integrated manner. Based on this framework, translanguaging forms are classified into phrases, clauses, and sentences, while their functions are examined through the categories of Identity, Audience Attraction, Promotion, and Interaction. The findings reveal that translanguaging occurs at all linguistic levels, with phrases being the most dominant form, particularly through the insertion of English phrases into Indonesian sentence structures. In terms of function, translanguaging most frequently serves as Audience Attraction, aiming to capture viewers' attention and enhance engagement. Furthermore, the analysis of social identity is informed by the theory developed by Mary Bucholtz and Kira Hall (2005), which emphasizes that identity is constructed through linguistic practices in social interaction. The findings indicate that the use of English represents the creators' identities as modern bilingual individuals connected to global culture, while the use of Indonesian maintains closeness and solidarity with local audiences. Therefore, translanguaging in TikTok captions functions not only as a communication strategy but also as a means of constructing social identity in digital media contexts.

Keywords: *translanguaging, social identity, TikTok, social media, sociolinguistics.*

STATEMENT OF ORIGINALITY OF UNDERGRADUATE THESIS

The undersigned,

Name : Wilhelmina Senge
NIM : 2021510158
Study Program : English Literature
Faculty : Law and Social Humanities

declares that the present Undergraduate Thesis describes original research undertaken for the English Literature Study Program, Faculty of Law and Social Humanities, Flores University of Ende. Any theories and research techniques not my own have been acknowledged in the text. Theoretical contributions and findings in the thesis are my own original work and have not been submitted for any degree in this or any other university. If later it can be revealed that this Undergraduate Thesis contains partly or wholly plagiarized pieces of other's intellectual work of any kind, I will readily accept the sanction established by the university on the matter.

Signature :



Full Name : Wilhelmina Senge
Dates : January 2026

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This is to certify that the Undergraduate Thesis of Wilhelmina Senge has been approved by the Board of Examiners as the Requirement for the Degree of *Sarjana Sastra*

Ende, January 2026

The Board of Examiners

Dr. Fety Surfaifel, S.S., M.A.
(Chair/Examiner)

Fety
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(Secretary/Examiner)

Yulius
..... 20/01/2026

Yuliana Maria D'Karmel Kara, S.Pd., M.Pd.
(Examiner)

Yuliana
..... 20/01/2026

Gratiana Sama, S.Pd., M.Hum.
(Advisor II/ Examiner)

Gratiana
..... 20/01/2026

Marianus Roni, Ph.D.
(Advisor I/ Examiner)

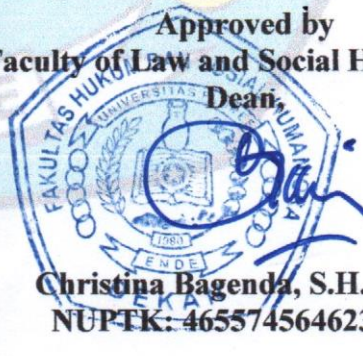
Marianus
..... 20/01/2026

Acknowledged by
English Literature Study Program
Chair,

Approved by
Faculty of Law and Social Humanities
Dean,



Yuliana M. D'Karmel Kara, S.Pd., M.Pd.
NUPTK: 2048754655230130



Christina Bagenda, S.H., M.H.
NUPTK: 4655745646230132

MOTTO

**“YOUR BACKPACK IS NOT A STORAGE PLACE,
AND THE WORLD IS NOT A SOUVENIR SHOP”**

~Gabaccia Moreno

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First and foremost, I would like to express my sincere gratitude to God Almighty for His blessings and guidance, which have enabled me to complete this thesis entitled "*Translanguaging in TikTok Captions: A Sociolinguistic Study on Language Use in Social Media.*" This thesis is prepared as an initial step toward conducting the final research project, which is a requirement for obtaining a bachelor's degree in the English Literature Study Program, Faculty of Law and Social Humanities, Flores University. In the process of preparing this thesis, I realize that its completion would not have been possible without the support, guidance, and assistance of various parties. Therefore, the author expresses sincere gratitude to Mr. Marianus Roni, Ph.D., and the second advisor, Mrs. Gratiana Sama, S.Pd., M.Hum., for their valuable guidance, advice, and encouragement throughout the preparation of this thesis. I would also like to express deepest appreciation to the Dean of the Faculty, the Head of the Study Program, as well as all lecturers and administrative staff of the Faculty of Law and Social Humanities for their support and assistance during the academic process and the completion of this thesis.

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Ende, February 2026

The writer

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