The Analysis of Indonesian-English Code Mixings Used in the Advertisements of Guntur Radio FM Station Bali

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Abstrak

Iklan di radio banyak didengar orang dalam mempromosikan jasa atau produk. Iklan di radio cenderung mencampur bahasa dari bahasa Indonesia ke bahasa Inggris. Penelitian ini bertujuan untuk menganalisis jenis dan fungsi campur kode yang digunakan dalam iklan komersial dan nonkomersial Stasiun Radio Guntur FM Bali. Penelitian ini merupakan penelitian dengan desain tertanam. Instrumen penelitian yang digunakan adalah smartphone, lembar observasi, catatan lapangan, lembar transkripsi, dan lembar klasifikasi. Hasil penelitian ini menunjukkan bahwa terdapat 8 jenis dan 6 fungsi campur kode dalam iklan komersial. Jenisnya adalah penyisipan kata, penyisipan frasa, melibatkan perubahan pengucapan, huruf abjad, penyisipan klausa, kata yang tepat, kalimat tidak lengkap, dan tipe bentuk pendek. Sedangkan fungsi-fungsinya adalah kutipan, repetisi, fasilitas ekspresi, interjeksi, personalisasi dan objektifikasi, dan kualifikasi pesan. Selain itu, terdapat 3 jenis dan 3 fungsi campur kode dalam iklan nonkomersial, dan jenisnya adalah penyisipan kata, penyisipan klausa, dan kalimat tidak lengkap, sedangkan fungsinya adalah fasilitas ekspresi, kutipan, dan fungsi fatik.

Kata Kunci: Code Mixings, Types, Functions, Advertisements.

Abstract

Advertisements in radio are heard by many people in promote services or products. The advertisements in the radio tend to mix the language from Indonesian to English. This study aimed to analyze the types and the functions of code mixing used in commercial and non-commercial advertisements of Guntur Radio FM Station Bali. This study was embedded research design. The research instruments used were smartphone, observation sheet, field note, transcription sheet, and classification sheet. The result of this study is shown that there were 8 types and 6 functions of code mixings in commercial advertisements. The types were insertion of word, insertion of phrase, involving changes of pronunciation, letter of the alphabet, insertion of clause, proper words, incomplete sentence, and short forms type. While, the functions were quotation, repetition, facility of expression, interjection, personalization and objectification, and qualifying message. In addition, there were 3 types and 3 functions of code mixings in non-commercial advertisements, and the types were insertion of word, insertion of clause, and incomplete sentence, while the functions were facility of expression, quotation, and phatic function.

Keywords: Code Mixings, Types, Functions, Advertisements.

1. INTRODUCTION

Language and human cannot be separated each other. Language is a means of communication which is effective in conveying something. Language is really important because it is needed to communicate and share something to others in order to make others know about one's feelings, thinking, and also intention (Hashim & Yunus, 2018; Oroujlou & Vahedi, 2011; Sun & Dang, 2020). Previous study defines that language is a natural social phenomenon used to assume that the structure of a society has an influence on the language of the society (Mihira et al., 2021; Paul, 2006; Prasetyaningrum et al., 2020). This means that society has an important role in the development of a language. The characteristics of society will be seen from the language because language is born from the society itself. So, in this case, people will make or produce some variations in the language (Menbet, 2018; Ong, 2022). According to previous study language has an important meaning in terms of communication between the members of society (Okal, 2014; Setyaningrum & Purwati,

2020). In other words, language has a contribution to the society in order to create the communication among the members of the society themselves. In society, many people are interested in using more than one language in a communication, so that this causes the use of two languages in people's communication. The use of two languages in the communication of the people is called bilingual (Anderson et al., 2018; Pransiska, 2017; Suprianti & Jayanta, 2020).

Bilingual person is someone who learns a second language or speaks two languages in their childhood at the same time (Alfiriani & Hutabri, 2017; Kuzyk et al., 2020). One of the examples is repetition which is used for clarification. This means that if people cannot express or show an idea in one language, he or she will mix his or her language with another language in order to make the listeners understand about what he or she means. Sociolinguistically, this phenomenon is known as code mixing. Code mixing is related with all cases where in one sentence, grammatical features and lexical items from two languages appear (Rahmat, 2020; Siddiq et al., 2020). In general, code mixing occurs in one sentence, where one element in language A and another element in language B are spoken. It means that code mixing is the use of two or more languages in the same conversation. Previous study points out that code mixing is the term that refers to the use of more than one language for the consistent transfer of linguistic units from one language to another language (Jiang et al., 2014; Mabule, 2015; Wirhayati & Safitry, 2020). This means that, code mixing is related to the mixing parts of another language in one sentence such as a code, word, phrase, or clause without changing the topic of the communication.

Indonesia has one national language, namely Indonesian and different kinds of vernacular. Therefore, Indonesian people tend to mix at least from national language to local language. It makes the bilinguals exist in Indonesia. Besides, Indonesian people also use international language (English) under certain conditions. This sociolinguistic phenomenon causes the use of code mixing to exist (Kustati, 2014; Mustikawati, 2016; Siddiq et al., 2020). Since it is known as a way to produce a good communication, nowadays code mixing is usually used in mass communication or media. Media or mass communication has been used frequently, because it can be reached by many people in cities, in villages, and even in isolated places (Novedo & Linuwih, 2018; Sinaga & Hutahaean, 2020; Yuliana et al., 2015). For instance, radio can be heard by the people who live in cities, in villages, and in isolated places. The radio as one of information media or mass communication is not only to give information, but also to entertain the listeners by jokes, talk shows, and songs. The people also get the information through advertisements. In terms of code mixing, many advertisements usually use it to promote services or products. Therefore, the advertisements in the radio tend to mix the language from Indonesian to English.

Code mixing can be influenced by social factors, education, trend, environment, or some important purposes or conditions. English is used as an international language. It means that English has an important and essential role in conversation or communication (Kusuma, 2019; Supina, 2018). Therefore, Indonesian-English code mixings are usually used in advertisements in order to make the material easy to be understood by listeners of radio. It indicates that the use of code mixing will give contribution to the delivery of the messages in the advertisements. This condition has shown that radio has more wide range than other mass media in the language used because there are many forms of code mixing in it. Based on the phenomenon above, this research attempted to investigate the types and the functions of code mixing used in the advertisements of Guntur Radio FM Station Bali. This study is focused on the analysis of the types and the functions of commercial and non-commercial advertisements of Guntur Radio FM Station Bali.

2. METHOD

This study used embedded research design. Embedded research design is permitting researcher in collecting the data both in qualitative and quantitative ways (John W Creswell, 2014). In this study, the formula was used to compute the percentages of the types and the functions of code mixing used in the commercial and non-commercial advertisements of Guntur Radio FM Station Bali. There were five instruments used in gathering the data in this study. First, smartphone, this instrument was used for recording and listening to the code mixings used in the commercial and non-commercial advertisements of Guntur Radio FM Station Bali. Second, Observation Sheet, this instrument was used for selecting the code mixings used in the commercial and non- commercial advertisements of Guntur Radio FM Station Bali. Third, field note, field note was a handy tool to write all of the utterances of the commercial and non-commercial advertisements in Guntur Radio FM Station Bali. Fourth, transcription sheet, transcription sheet was used for transcribing the types and the functions of code mixings used in the commercial and non-commercial advertisements of Guntur Radio FM Station Bali. Fifth, classification sheet, this classification sheet was used to classify the percentages of the types and the functions of code mixings.

In order to obtain an organized data, the seven procedures were used in analyzing the data as follows: First, conducting pre-observation (observing). Second, voice recording, in voice recording, smartphone was used to record the utterances of the commercial and non-commercial advertisements in Guntur Radio FM Station Bali. Third, transcribing,in here, the utterances of the commercial and non-commercial advertisements in Guntur Radio FM Station Bali were transcribed to be analyzed using the theories. Fourth, identifying, the data were identified into appropriate data. Fifth, classifying in this step, the data were classified based on the occurrences of the types and the functions of code mixings. Sixth, the aim of analyzing step was distinguishing the types and the functions of code mixing. Seventh in this step, the inferring of the conclusion was conducted after analyzing the types and the functions of code mixing.

3. RESULT AND DISCUSSION

Result

The research findings present the result of the research questions formulated by the researcher, such as the types and the functions of code mixing used in the commercial and non-commercial advertisements of Guntur Radio FM Station Bali. The types of code mixing found in the commercial and non-commercial advertisements were classified by using the combined of the theories (Suwito, 1983). While the functions of code mixing used were investigated by using the combined of the theories. The four following tables present the results of this study namely the results of each type of code mixing used in commercial advertisements.

Table 1. The Results of Each Type of Code Mixing in Commercial Advertisements

The Types of Code Mixing in Commercial Advertisements	Number of Utterance	Occurrences Data calculation	In Percentage (%)
The Insertion of Word	68	$\frac{68}{158}$ x 100%	43 %
The Insertion of Phrase	37	$\frac{37}{158}$ x 100%	24%

The Types of Code Mixing in Commercial Advertisements	Number of Utterance	Occurrences Data calculation	In Percentage (%)
The Insertion of Clause	7	$\frac{7}{158}$ x 100%	4%
Letter of the Alphabet	10	$\frac{10}{158}$ x 100%	6%
Short Forms	1	$\frac{1}{158}$ x 100%	1%
Proper Words	7	$\frac{7}{158}$ x 100%	4%
Incomplete Sentence	6	$\frac{6}{158}$ x 100%	3%
Involving Changes of Pronunciation	22	$\frac{22}{158}$ x 100%	14%
Total	**158**		**100%**

In the Table 1, it showed that there were 158 utterances that could be listed as the types of code mixing used in the commercial advertisements of Guntur Radio FM Station Bali. From the combined of the theories of the types of code mixing proposed by Suwito, Ho, and Hoffman, there were only eight types of code mixing used in the commercial advertisements of Guntur Radio FM Station Bali, namely the insertion of es The Insertion of Word 68 x 100% 43% The Insertion of Phrase 37 x 100% 24% The Insertion of Clause 7 x 100% 4% Letter of the Alphabet 10 x 100% 6% Short Forms 1 x 100% 1% Proper Words 7 x 100% 4% Incomplete Sentence 6 x 100% 3% Involving Changes of Pronunciation 22 x 100% 14% Total 158 100% ISSN: 2549-4287 Vol.x, No.y, Month Year word, the insertion of phrase, the insertion of clause, letter of the alphabet, short forms, proper words, incomplete sentence, and involving changes of pronunciation. The data can be described namely: 68 or 43% data of the insertion of word, 37 or 24% data of the insertion of phrase, 7 or 4% data of the insertion of clause, 10 or 6% data of letter of the alphabet, 1 or 1% datum of short forms, 7 or 4% data of proper words, 6 or 3% data of incomplete sentence, 22 or 14% data of involving changes of pronunciation. From the total occurrences presented, it can be said that the most type of code mixing used in the advertisements was the insertion of word type and the least type was the insertion of short forms.

Table 2. The Results of Each Function of Code Mixing in Commercial Advertisements

The function of Code Mixing in Commercial Advertisements	Number of Utterance	Occurrences Data calculation	In Percentage (%)
Quotation	68	$\frac{68}{158}$ x 100%	43 %
Repetition	37	$\frac{37}{158}$ x 100%	24%
Personalization and Objectification	7	$\frac{7}{158}$ x 100%	4%
Facility of Expression	10	$\frac{10}{158}$ x 100%	6%

The function of Code Mixing in Commercial Advertisements	Number of Utterance	Occurrences Data calculation	In Percentage (%)
Interjection	1	$\frac{1}{158}$ x 100%	1%
Qualifying Message	7	$\frac{7}{158}$ x 100%	4%
Total	**158**		**100%**

Based on the Table 2, it could be seen that from eleven functions of code mixing introduced by Marasigan, Hoffman, and Muysken, there were only six functions of code mixing used in the commercial advertisements. Those functions were quotation, repetition, personalization and objectivization, interjection, and qualifying message function. The data can be described namely, 12 or 8% data of quotation, 7 or 4% data of repetition, 4 or 3% data of personalization and objectivization, 127 or 8% data of facility of expression. 5 or 3% data of interjection, 3 or 2% data of qualifying message. From the total number of utterances presented, it can be said that the most function of code mixing used in the commercial advertisements was facility of expression and the least function was qualifying message function.

Table 3. The Results of Each Type of Code Mixing in Non-Commercial Advertisements

The types of Code Mixing in non-Commercial Advertisements	Number of Utterance	Occurrences Data calculation	In Percentage (%)
The Insertion of Word	8	$\frac{8}{10}$ x 100%	80 %
The Insertion of Clause	1	$\frac{1}{10}$ x 100%	10 %
Incomplete Sentence	1	$\frac{1}{10}$ x 100%	10 %
Total	**10**		**100%**

From the Table 3, it showed that from the combined of the theories of the types of code mixing, there were three types of code mixing used in non-commercial advertisements, as follows the insertion of word, the insertion of clause, and incomplete sentence. the results of the analysis can be described as follows, 8 or 80% data of the insertion of word, 1 or 10% datum of the insertion of clause, and 1 or 10% datum of incomplete sentence. From the total number of utterances presented it can be said that the most type of code mixing used in the commercial advertisements was the insertion of word type, whereas the least type was the insertion of clause and incomplete sentence.

In the Table 4, it showed that from eleven functions of code mixing introduced by Marasigan, Hoffman, and Muysken, there were only three functions of code mixing used in the non-commercial advertisements. They were quotation, facility of expression, and phatic function. The results can be described namely, 1 or 10% datum of quotation, 8 or 80% data of facility of expression, and 1 or 10% datum of phatic function. From the total number of utterances presented it showed that the most function of code mixing used in the non-

commercial advertisements was facility of expression, meanwhile the least functions were quotation and phatic function.

Table 4. The Results of each Function of Code Mixing in Non-Commercial Advertisements

The Function of Code Mixing in non-Commercial Advertisements	Number of Utterance	Occurrences Data calculation	In Percentage (%)
Quotation	1	$\frac{1}{10}$ x 100%	10 %
Facility of Expression	8	$\frac{8}{10}$ x 100%	80 %
Phatic Function	1	$\frac{1}{10}$ x 100%	10 %
Total	**10**		**100%**

Discussion

Base on the data can be explained namely the insertion of word (43%), the insertion of phrase (24%), involving changes of pronunciation (14%), letter of the alphabet (6%), the insertion of clause (4%), proper words (4%), incomplete sentence (3%), and short forms (1%). Meanwhile, the functions of code mixing used in the commercial advertisements were facility of expression (80%), quotation (8%), repetition (4%), interjection (3%), personalization and objectivization (3%), and qualifying message (2%). It has also already been elaborated previously that there were three types and three functions of code mixing that was used in the non-commercial advertisements as follows. the insertion of word (80%), the insertion of clause (10%), and incomplete sentence (10%). Whereas, the functons of code mixing used in the non-commercial advertisements were facility of expression (80%), quotation (10%), and phatic function (10%).

The use of code mixing can give the effect of emphasis and attention to the listener (Harya, 2018; Waris, 2012). In advertisements, the use of mixed language can make advertisements more interesting and hold listeners' attention. The use of code mixing can also reflect the identity and image of Guntur Radio FM Station Bali. In their advertisements, the use of mixed language can create a modern, energetic, and creative impression. Listeners who are fluent in Indonesian and English can easily understand the mixed language used in advertisements (Fanani & Ma'u, 2018; Sinaga & Hutahaean, 2020; Siregar & Hariani, 2018). However, for listeners who do not understand one of these languages, code mixing can affect their understanding. What's more, the use of code mixing can increase the attractiveness of advertisements for listeners. Mixed language can create a fresher and more engaging impression than ads using only one language (Lee & Drajati, 2019; Okal, 2014).

Effect of code mixing on language and culture can affect language development. In the long term, continued use of mixed languages can change communication patterns and lead to changes in the language used in general (Ong, 2022; Wiraputri et al., 2021). The use of code mixing in advertisements can also reflect the richness of Indonesian culture which has foreign influences. This can strengthen Indonesia's cultural identity which is dynamic and open to global influences. For the students especially for those who are majoring in English Language Education are hoped to keep on doing the analysis about code mixing. Besides, it is used to help people to understand about the meaning of code mixing used in advertisements, since there are still many people who do not have conversance about code mixing that is used by advertisers or speakers of advertisements. Moreover, it can help students to deepen their

knowledge about code mixing. In addition, next researchers are expected to be able to find other types and functions of code mixing that are not discovered in this research, or may be in other advertisements or radios as well by using an existing theory about code mixing.

4. CONCLUSION

Based on the result of finding that has been presented previously, it could be concluded that there were eight types and six functions of code mixing used in the commercial advertisements based on the combined theories. The most type of code mixing used in the advertisements was the insertion of word type and the least type was the insertion of short forms. The most function of code mixing used in the commercial advertisements was facility of expression and the least function was qualifying message function. Moreover the most type of code mixing used in non-commercial advertisements was the insertion of word type, whereas the least type wasthe insertion of clause and incomplete sentence. Then, the most function of code mixing used in the non-commercial advertisements was facility of expression meanwhile the least functions were quotation and phatic function.

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