

**Code Mixing in Advertisement as Found in Indonesian Teenager  
Magazines**

**A THESIS**

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## ABSTRAK

Skripsi ini bagian dari kajian sosiolinguistik. Bentuk-bentuk dan fungsi-fungsi campur kode pada iklan di majalah khusus remaja (Aneka Yess, Kawanku dan Gadis) dibahas dalam skripsi ini. Kajian ini bertujuan untuk menemukan bentuk-bentuk campur kode yang terdapat didalam iklan di majalah remaja untuk kemudian dianalisis fungsinya.

Data dikumpulkan dengan menggunakan metode non-partisipan observasi. Langkah-langkah pengumpulan data yaitu pencarian iklan yang menggunakan campur kode di majalah khusus remaja tersebut dan kemudian dicatat dan diidentifikasi data tersebut untuk dianalisis.

Data dianalisis dengan menggunakan metode padan intralingual. Analisis data mengacu bentuk dan fungsi campur kode dalam iklan di majalah remaja. Teori yang digunakan dikemukakan oleh Kachru yang menyatakan bahwa campur kode dapat terjadi di setiap level gramatikal yaitu pada level morfem, kata, frasa, klausa dan kalimat.

Dari analisis yang telah dilakukan, telah ditemukan bahwa campur kode dalam iklan di majalah remaja terjadi dalam setiap unit gramatikal. Unit gramatikal yang dimaksud antara lain dalam level morfem, kata, frasa, klausa dan kalimat. Disamping itu, telah dianalisa juga bahwa campur kode didalam iklan mempunyai fungsi sebagai berikut: (1) menunjukkan keunggulan suatu produk dibandingkan dengan produk lain, (2) menjelaskan keuntungan menggunakan produk tersebut, (3) menunjukkan efek dari penggunaan produk tersebut, (4) menjabarkan komposisi yang terdapat didalam produk tersebut dan (5) membuat bahasa iklan itu jadi lebih menarik.

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the study

The tendency of modern people to change and to modify words or utterances in order to simplify or make a new style of language is one of the phenomena in communication nowadays. This tendency is noticed when modern people use many ways of language variations to communicate or express their thought, ideas, and feelings. One example of these variations is code mixing, the use of two languages or more together in communication.

Code mixing is a part of study of sociolinguistics, the branch of linguistics that studies variation of language based on relationships in society. Code mixing usually comes in bilingual and/or multilingual society. According to Bloomfield in Chaer and Agustina (1995), bilingualism is the ability of the speaker to use two languages. The ability to speak in two languages makes code mixing occur when bilingual society mixes word(s), phrase(s) and clause(s) together from one language to another in one sentence.

Code mixing is different from code switching. Gumperz (1982:59) stated that "in code switching, most frequently the alternation takes the form of two subsequent sentences, as when a speaker uses a second language either to reiterate his message or to reply to someone else's statement". He explained situational code switching where distinct varieties are employed in certain setting ( such as home, school, work) that are associated with separated bounded kinds of activities (public speaking, formal

negotiation, special ceremonials, verbal games, etc.) or spoken with different categories of speakers ( friends, family members, strangers, social inferiors, government officials, etc.).

Miskoley in Judit (1999) stated that according to linguistics investigations into the field of code switching, factors that bring about the phenomenon are numerous and extremely have variation. Here, it is only possible to list a few cases when code switching regularly takes place. For instance, the speaker cannot express himself adequately in one language and therefore switches to the other to make good the deficiency. This may trigger the speaker to continue in to another language for a while. Some experiments have proved that code switching of this type tends to happen a great deal when the speaker is upset, tired or otherwise distracted.

As we know, advertisement appears in the printed and the electronic media. One of the printed media is magazine. Nowadays, code mixing commonly can be found in advertisements as well, especially code mixing between Indonesian and English. Continually code mixing in advertisement has certain function. The basic function is used to persuade the consumers to buy the products.

Generally, words in advertisement are taken from daily language use. The advertiser will take and make it more interesting by using two languages together in one advertisement and sometimes some pictures provided in order to support the language of the advertisement. It happens because the society tends to imitate what they read or watch. Thus, advertisement is used to attract the reader or hearer to buy the product through the language of advertisement.

The use of code mixing between Indonesian and English in advertisement by an advertiser in order to promote the product is a problem and phenomenon that is very interesting to be analyzed. One way to know about code mixing is by doing the field study of the use of code mixing in the language of advertisement.

## **1.2 Identification of the problem**

This research focus on the use of code mixing in advertisement applied in those magazine. In this case, the research concern on the following problems:

- 1) What are the forms of code mixing in advertisements found in teenager magazines represented by *Aneka Yess*, *Kawanku* and *Gadis*?
- 2) What are the specific functions of code mixing in advertisements found in those magazines?

## **1.3 Objective of the study**

There are two purpose of this research, firstly to describe the forms of code mixing based on the grammatical units. Secondly, to discuss the specific functions of code mixing in advertisement that is used in the following three Indonesian teenager magazines: *Aneka Yess*, *Kawanku*, and *Gadis*.

## **1.4 Scope of The study**

This is a sociolinguistics study, especially; code-mixing that takes place in advertisement in Indonesian teenager magazines. The data was taken from three popular magazines (*Aneka Yess*, *Kawanku* and *Gadis*) edition January-June 2008.

## CHAPTER 4

### CONCLUSION

Code mixing is the mixing of word(s), phrase(s), or clause from two languages within the same sentence and speech event. From the analysis that has been done, we know that code mixing in advertisement in teenager magazine appears in every grammatical units. It is appropriate with the theory that is propounded by Kachru (1989).

Based on the analysis of the data in the previous chapter, 22 advertisement that use code mixing in the three magazine; *Aneka Yess*, *Kawanku* and *Gadis* have been analyzed. This data are taken from January-June 2008. They are 15 data from *Aneka Yess*, 4 data from *Kawanku* and 3 data from *Gadis*.

There are two things analyzed in this topic, form and function of code mixing in advertisement in teenager magazine. Concerning the occurrence of code-mixing in advertisement analyzed, the writer concludes that form of code-mixing in advertisement can be found in levels: morpheme (bound and free morpheme), word (it can be noun, verb, and adjective), phrase, clause, and sentence.

After analyzing the form, the writer discovers some findings about the function of code mixing in advertisement in magazine. They are five functions of code mixing in advertisement in magazine that the writer found in this research. They are; (1)showing the superiority of the product than others, (2)explaining the advantage of the product, (3)showing the effect of using the product, (4)describing

the composition in the product and (5)making the language of advertisement more interest.

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