

**FINAL REPORT**

**THE USE OF CODE MIXING IN THE WRITTEN ADVERTISEMENTS**



**This report is written to complete the requirement of final report project  
at English Department State Polytechnic of Sriwijaya**

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APPROVAL SHEET

FINAL REPORT

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The writer hopes that this could give benefits and contributions. However, this report is still being perfect. Therefore, some comments and suggestions are always welcomed to make this final report better.

## **PREFACE**

First of all the writer would like to perform the gratitude to Allah SWT for the mercy and the guidance that have been given to the writer to finish this final report. The writer also would like to express the warm gratitude to the Noble Prophet Muhammad SAW, for warming and remembering to be kind. Eventually the report entitled “The Use of Code Mixing in The Written Advertisements” is written to complete the requirement of final project subject at State Polytechnic of Sriwijaya.

The writer admits that there are some mistakes in writing this final report, caused by limitation of experiences, ability and knowledge that the writer has. Therefore, the writer expects the readers can give suggestions and criticism for this final report.

Finally, the writer expects that this final report can give benefits and useful information for readers, especially for the students of English Department at State Polytechnic of Sriwijaya

Palembang, July 2018

The Writer

## *Motto and Dedication*

“Whoever goes out to seek knowledge then he is in the way of Allah”

-HR. Tirmidzi-

“Life should be based on thankful to Allah SWT  
by giving the best something to other people.  
Creating something to increase your potential.  
Let’s try and be happy together”.

-Siti Saodah-

This final report is dedicated to:

- ❖ My lovely parents
- ❖ My beloved family
- ❖ My beloved partner
- ❖ My beloved lecturers
- ❖ My beloved friends
- ❖ My beloved campus (State Polytechnic of Sriwijaya)

## ABSTRACT

### THE USE OF CODE MIXING IN THE WRITTEN ADVERTISEMENTS

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(Siti Saodah, 40 pages, 3 tables, 2018)

The aims of this research were to find out the types of code mixing appear in the written advertisements and to know whether the readers understand the content of the written advertisements using code mixing. The data were collected through 10 advertisements in *Kompas* newspaper published on May 2018 and a written test given to 25 employees of PT. Jasa Raharja (Persero) South Sumatera Branch. It is found that the written advertisements used Indonesian and mixed with English. There were three types of code mixing appeared, insertion (55 %), alternation (25%), and congruent lexicalization (20%). Less than half readers understand well English in the written advertisements, the rest readers have satisfactory comprehension English, and only a few readers do not understand English in the written advertisements using code mixing. If the advertisers used familiar English words in the advertisements, the readers would be easy to understand the meaning of the content on the written advertisements. When the testees knew the meaning of English, it meant that the readers understood the content of the written advertisements using Indonesian-English code mixing.

***Keywords: Code Mixing, Insertion, Alternation Congruent Lexicalization, Advertisements***

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