CHAPTER I
INTRODUCTION

1.1 Background

Nowadays, many people use more than one language to communicate with other people. It happens because the people have ability to use more than one language besides their mother tongue. According to Wardhaugh (in Sutrismi, 2014, p.1), "The phenomenon of people having more than one code (language) is called bilingualism or multilingualism." Kurnia (2015, p.15) states that people speak in bilingualism because they are influenced by another language especially English. People use mother tongue in conversation, and sometimes people add English in their speaking or writing to make more interesting and more prestigious.

Furthermore, the bilingual or multilingual people tend to use code mixing and code switching in communication (Wardhaugh in Sutrismi, 2014, p.1). According to Wardhaugh and Fuller (2015, p.96), code mixing occurs when people select a particular code that they choose to speak and they decide to mix codes even within in very short utterances. The writer has found the information in the newspaper about tips trip to Japan from Travel Blogger using code mixing: *"Sebelum ke Jepang bikin Visa dulu. Untuk pengguna **e-passport** bisa mendapatkan **sticker waiver** yang berlaku untuk 3 tahun.... Selalu cek **weather forecast** sebelum berangkat, jadi tidak salah kostum..."(Kompas* published on 24th April 2018, p.19). "Code switching refers to alternation between different varieties used by the bilingual/bidialectal during the conversational interaction" (Brezjanovic, 2002, p.21). The example of code switching is shown in the interview conversation between interviewer and interviewee, ***"I think you are the right person for the interview.** Mudah-mudahan tidak terlalu lama. Bisa kita mulai sekarang?"* (Puspokusumo, 2009, p.6 published on http://doeniadevi.wordpress.com). In conclusion, the term of code mixing emphasizes hybridization, and the term of code switching emphasizes movement from one language to another.

Awang (in Kia et al. 2011, p.5) states that the terms of code switching and code mixing can be found in both spoken and written discourses such as conversations, speeches, meetings, lectures, advertisements and other formal discourses. The following is the example of an advertisement using code mixing: *"Bunga 0% atau **Free** 5x Angsuran. Asuransi **All Risk**..."* (*Kompas* published on 14th January 2016, p.34). The writer assumes that the company uses code mixing because the company wants to make the advertisements of the products or service more interesting. Baumgardner (in Alcnauerová, 2013, pp.15-16) states that when the use of code mixing in the advertisements is overused and the target customers are not familiar with the words, the advertisements might be deemed frustrating and inappropriate, so some target customers might get difficulties in understanding the meaning of the words, and it also creates bad effect like the lack of the desire of the target customers for buying the products or service that are sold itself.

From the description above, the writer is interested in knowing if the target customers understand the contents of the advertisements by analyzing the use of code mixing in the written advertisements as the title of final report. The writer chooses code mixing because the writer assumes that the use of code mixing in the written advertisements is more often used than code switching. In this case, the writer focuses on Indonesian advertisements and code mixing of Indonesian–English.

1.2 Problem Formulation

From the description above, the problems of the study are:

a. What types of code mixing are available in the written advertisements?

b. Do the readers understand English in the written advertisements using Indonesian-English code mixing?

1.3 Purposes

The purpose of this research are:

a. To identify the types of code mixing that are available in the written advertisements.

b. To know if the readers understand English in the written advertisements using Indonesian-English code mixing.

1.4 Benefit

By reading this final report, it is hoped that the readers will get knowledge about code mixing, especially about the types of code mixing that are available in the written advertisements.