

CHAPTER II

LITERATURE REVIEW

2.1 Code Mixing

Code-mixing refers to “embedding of various linguistic units such as affixes (bound morphemes), words (unbound morphemes), phrases and clauses in order participants infer what is intended and must reconcile what they hear with what they understand” (Brezjanovic, 2011, p.31). Furthermore, according to Wardhaugh (in Fahrurrozy, 2015, p.21), code mixing is sociolinguistic phenomenon where someone mixes a language with another language of other areas or other countries.

Additionally, Sumarsih et al. (2014, pp.1-2) state,

Code-mixing is incorporation language in accordance with the rules by which to be heard and understood by the users of these languages and this occurs because speakers of other languages speak with a language that is not his native language so that mixing occurs naturally.

In conclusion, code-mixing is a part of sociolinguistic where people use more than one language and mix them in a sentence for interaction function.

2.1.1 Functions of Code Mixing

There are several functions of using code mixing. Marasigan (in Kurnia, 2015, pp.25-29) says that the functions of code mixing are: quotation, specification, repetition, interjections, message qualification, personalization and objectivization, and facility of expression. The explanation is described as follow:

- a. Quotation: a quotation function as the proof that someone says the facts where other people have to believe
- b. Specification: it recognizes not only interacting members of the speech events but also recognizes that their language behaviors may be more than merely a matter of individual preference or facility, but also role relation.
- c. Repetition: it may serve to clarify what is said, emphasize a message, or mark a joke.

- d. Interjections: it expresses strong feelings or emotions. The most common interjections is learned by the students in school because the teacher assesses the performance or behavior of the students during the school.
- e. Message qualification: it is to express the time of concept. It is also explained that another group of mixed languages consist of qualifying structure such as clauses, sentences, and phrases (verb and noun complements).
- f. Personalization and objectivization: the code here seems related to some things, like the level of speaker engagement and the message or an addressee; whether the statement shows the opinion, feeling or knowledge, the specific example or it has the status of generally known fact.
- g. Facility of expression; in this form, people use code mixing as the facility to find the appropriate words while speaking, writing or just the sign of the subjects lack of familiarity with the style that they use.

In conclusion, the functions of code mixing here as media for people in applying the knowledge about language beside their mother tongue that they have. People do code mixing because of many reasons, especially to deliver the message to other people, so code mixing functions as the bridge to connect the speaker with the addressee in order the messages are understood by each other.

2.1.2 Types of Code Mixing

Muysken (2000, p.2) says there are three types of code mixing, namely; insertion, alternation and congruent lexicalization. The description of these types are explained as follows:

a. Insertion

Generally, the word 'insertion' (noun) comes from the word 'insert' (verb), the meaning is put or fit into something; something inserted (Oxford Learner's Pocket Dictionary 1995, p.217). Muysken (2000, pp.3-5) states that the process of code mixing understood as something similarly with borrowing, it means that insertion of a lexical item or phrasal item inserted

into the specific structure of language. In the insertion pattern, the lexical borrowing is limited to one lexical unit. In some languages, insertion mostly consists of adverbial phrases, single noun, and determiner + noun combinations. Insertion results constituent from one language into a structure of another language.

Moreover, Suwito (in Sutrismi, 2014, p.5) states code mixing can be divided into: the insertion of words, the insertion of blending, the insertion of affixation, the insertion of hybrid, the insertion of word reduplication, the insertion of phrase, and the insertion of clause. The research has been done by Sutrismi (2014, p.5) shows the example of insertion of blending in social media (facebook), “*Kenapa kita bisa jadi **mompreneur**?*” (***Mompreneur*** is a blending of two words; mommy and entrepreneur). The research has been conducted by Andre (2018, p.118) shows the example of insertion of affixation in writing business emails, “*Mohon bantuannya untuk **direschedule** kelas saya*” (I need your help to reschedule my class).

Furthermore, the research has been done by Sutrismi (2014, p.6) shows the example of insertion of hybrid, “*...dengar-dengar kalian bagus banget **performnya**...*” (the word ***performnya*** is a hybrid, because the word ***perform*** is English word and the word ***nya*** is Indonesian prefix). Insertion of reduplication used by youngsters in social media, “*...udah dandan **beautiful-beautiful** malah failed.*” Later on, the example of insertion of phrase, “*...**good job** buat gendhing...*” and the example of insertion of clause, “*...aku masih bisa berlari. **Life must go on**, semangat ya.*”.

b. Alternation

Muysken (2000, p.5) says that in the alternation pattern, both languages occur alternately, each with their own structure. It is defined as the switching between structures from separate languages. The boundary of the switches may be a clause, or some peripheral element such as a discourse marker or tag form. Alternation takes place between utterances in a turn or between turns. The following is the example of alternation in

Spanish and English, “*Andale pues **and do come again***” (That’s all right then, and do come again) (Muysken 2000, p.5). Additionally, Andre (2018, p.118) has found the example of alternation in Indonesian and English used in business emails, “***I think**, kita lebih fokus terhadap teknik pengumpulan data dalam penelitian ini.*” (I think, we better focus on the technique of data collection in this research).

c. Congruent lexicalization

Congruent lexicalization is different from insertion or alternation types, it is basically same as dialect or standard variation and style shifting (Moyer 2002, p.623). Muysken (2000, p.8) states that in congruent lexicalization the grammatical structure is shared by languages *A* and *B*, and words from both languages are inserted more or less randomly. Both languages contribute to the grammatical structure of the sentence, which in many instances is shared. An important point of congruent lexicalization is that it is related to language change through processes of structural convergence. The following is the example of people in North Sumatera using code mixing, “*Kamu bisa **call** aku **anytime***” (You can call me anytime) (Sumarsih et.al 2014, p.80).

From the description above, the writer concludes that types of code mixing occurs when bilingual or multilingual people speak or write something using two or more languages. People do insertion might be alternately or randomly in a specific language into other structure languages.

2.1.3 Reasons of Using Code Mixing

There are some reasons why people make and use code-mixing. According to Gumperz (in Yuliana et al. 2015, p.2), there are two reasons people use code mixing in their lives. First, people use code mixing because they want to apply the words or phrases from foreign language in the sentence and another language is used as the base language. Second, people mix the languages because there is no topic and situation that can be changed. Additionally, Hockett (in Sutrismi, 2014, p.8) mentions the motive or reason of using code mixing is classified into two:

“need filling motive and prestige filling motive. Need filling motive is a motive when the speaker cannot find words that have similar meaning in their language. Prestige filling motive is a motive when the speaker want to appear their educational status.”

Furthermore, Hoffman (in Cakrawarti, 2011, pp.15-18) mentions there are ten reasons people using code mixing. They are: to talk about a particular topic, to quote somebody else, to be emphatic about something, to interject, to repeat for clarification, to give intention of clarifying the speech content for interlocutor, to express group identity, to soften or strengthen the request or command, to show real lexical need, and to exclude other people when a comment is intended for only a limited audience. The description of these reasons are explained below:

1. To talk about a particular topic

People sometimes prefer to talk about a particular topic in more than one language because people sometimes feel free and more comfortable to express his/her emotional feelings.

2. To quote somebody else

Sometimes, people mix the languages to quote the familiar or famous words, expression, and proverb from another languages. In Indonesia, people mostly quote English words because English is International language and most of Indonesian people nowadays are good in English.

3. To be emphatic about something (to express solidarity)

When someone who is talking using another language suddenly wants to be emphatic about something, he/she either intentionally or unintentionally will mix the languages from his/her second language to his/her first language.

4. To interject (inserting sentence fillers or sentence connectors)

It reason is used to convey surprise, strong emotion or to gain attention. Interjection has no grammatical value, but it is just a short word like: Hey!, Well!, Look!, etc. Sometimes, people say it in spontaneously.

5. To repeat for clarification

Bilingual or multilingual people clarify the message by repeating their words that they delivered to the listeners in other language which they master. This repetition uses not only for clarification, but also to stress a message.

6. To give intention of clarifying the speech content for interlocutor

It happens when the bilingual or multilingual person talks to another bilingual or multilingual person, so there will be lots of code mixing and code switching occurs. To make their conversation is understood by each other, the message is repeated in other languages in somewhat modified form.

7. To express group identity

Code mixing can also be used to express group identity. The way of communication of academic people in a group are different from the other groups.

8. To soften or strengthen the request or command

People mix or switch Indonesian into English because they want to request something, but it sounds is not direct as Indonesian. However, code mixing is used because people want to make strengthen a command since the speaker can feel more powerful than the listener and they can speak the language that other people can not.

9. To show real lexical need

People mix or switch the languages because the lack of equivalent lexical in the languages. For example, when English-Indonesian bilingual has to say something but the word is lacking in English, people will find other word that is easier to say in Indonesian and vice versa.

10. To exclude other people when a comment is intended for only a limited audience. Sometimes people want to communicate only to certain people or community they belong to. It is used to avoid the other community or interference objected to their communication by people, they may try to exclude those people by using the language that no body knows.

To conclude, there are many classifications of reasons why society use code mixing. Bilingual or multilingual people use code mixing because they want to apply the knowledge about languages during their school and familiar or famous words they often hear from foreign people, so they quote the familiar words to speak. Moreover, some people mix the languages because they just want to show their ability in using other languages beside their mother tongue. In addition, some people mix the codes to clarify something because there is no the words in similar meaning or lack of equivalent lexical and there is no topic or situation can be changed – talk about particular topic. Furthermore, people might also mix the codes because they want to be emphatic to something, to stress the message and to exclude people of the community by speaking using the language that they do not know the meaning of it.

2.2 Advertisement

An advertisement is a notice in a newspaper, on television, and other media of something for sale (Oxford Learner's Pocket Dictionary 1995, p.7). Frolova (2014, p.6) says, "advertisement is the information distributed in any way, in any form or by any means, addressed to an uncertain number of people and aimed at attracting attention to the subject of advertising, the establishment or maintenance of interest in it and its promotion on the market."

All the activities to promote ideas, products or service non-personally that paid by a particular sponsor is called as an advertisement (Durianto and Liana in Lukitaningsih, 2013, p.4). According to Vilanilam and Varghese (2004, p.4), an advertisement is a method of communicating and informing to people by the words, pictures, music and action in a medium about the product or service which company or individual sells. In conclusion, advertisements are the media or information sources that appear in the newspaper, radio, television, and other media and they are used by the company or individual to inform people and to persuade them in order to be interested in buying the products or service that are offered in the advertisements.

2.2.1 Functions of the Advertisement

Jefkins (1996, p.15) says that an advertisement is an information medium that is made to fulfill the marketing function, to gain the attention of the society, and to persuade the target customers, so the society take action based on the wishes of the advertisers. Advertisements should make or affect the target customers in choosing and deciding to buy the products or service that is advertised by the company or individual.

Munandar (in Khotimah, 2010, p.29) states that the advertisements have two functions: informative function and persuasive function. In informative function, the advertisements deliver the information about the products, characteristics, features, benefits and the location of the market toward costumers. This function makes costumers aware of products or service offered through the advertisements. Informative function of the advertisement increases the request and the value of the brand. While in persuasive functions, the effective advertisements try to persuade the customers to buy the products that are advertised or change the customers' attitude toward the products or companies.

The writer concludes that the advertisements function as the media to communicate, to inform about the products or service especially about the advantages for buying them, to persuade the customers, and to change the attitude of the society especially target customers to buy the products or service that are advertised.

2.2.2 Kinds of Advertisements

According to Jefkins (1996, p.39-47), the advertisement can be divided into seven kinds. They are consumer advertisement, business to business advertisement, trade advertisement, retail advertisement, financial advertisement, cooperative advertisement, and recruitment advertisement. The description of these kinds of advertisements will be explained below:

a. Consumer advertisements

Consumer advertisements is used to promote goods or products that is sold repeatedly, such as food, baverage, and cleaner tools. Besides, it also advertised about goods or products that usually more expensive

than goods that sold repeatedly, for example house, kitchen tools, television, handphone, and others. Moreover, consumer advertisements promote about services in the form of security and prosperity like insurance, bank, workshop, and health care, and other kinds of service in the form of pleasure such as hotel, restaurant, travel agent, etc. In addition, consumer advertisements should categorize people or target customers based on the purchasing power; this grouping is used to decide the media which is appropriate or effective to be reached by the group of people.

b. Business to business advertisements

This kind of advertisement is used to promote goods which should be processed or become elements of production include raw materials, component, spare parts, machine facilities, and service like insurance, office stationary, and others. The advertiser and the target of the advertisement is the company. The media that they use are trade and engineer journal, catalogue, exhibition, seminar and technical demonstration.

c. Trade advertisements

The products advertised are products for resale. The purpose of this advertisement is to encourage the company owners to make the products as the supply for the company (especially to create distribution networking to support consumer advertisement campaign) in getting the profit. This advertisements addressed for big distributor, traders, agents, and exporter or importer.

d. Retail advertisements

The purposes of this advertisement are to make the company popular around the society, to sell the exclusive products for the certain stores, and to sell the stock products of the store or to promote the products that are seasonal. This kind of advertisement is unique, because the characteristics are in the middle of trade advertisement and consumer advertisement.

e. Financial advertisements

Generally, financial advertisements are advertisements intended for bank, saving services, insurance and investment. The financial report of company and investment records are used as the complement of advertisement addressed to consumers or clients. Financial advertisement can be addressed to public like advertisement by housing association or national savings institutions, and also appears only in financial and business newspaper.

f. Cooperative advertisements

Cooperative advertisements are divided into two types: vertically cooperative advertisements and horizontally cooperative advertisements. Vertically cooperative advertisements are supporting advertisements that given by the company to the retailers of the products of the company. In this type, advertisement costs are shared by the retailers and the manufacturers. The example of vertically cooperative advertisements is a retail outlet of Walmart advertising products of their manufacturers. Horizontally cooperative advertisements refer to retail advertisements about joint promotion, for example logo usage, co-financing, artwork supplies, and all costs borne by suppliers.

g. Recruitment advertisement

This advertisement is used as a medium to recruit employee candidates, for example police member, armed forces, private company, and other companies. The advertisement is addressed to job seekers and sometimes this advertisement comes from the company which is given the authority to look for the employees.

From the description above, the writer concludes that kinds of the advertisements can be divided based on the target customers of the advertisements, the advertiser, the purposes of the advertisements, and how the advertisements can make both advertiser and the target customers to get the advantages of the advertisements.

2.3 Language Functions in the Advertisements

Language is important in the advertisements, especially for company or individual that wants to communicate and to persuade other people to get attention of something. Vaicenoniene (2004, p.2) emphasizes that the most important element of advertisement is its textual part. The text is seen as a linguistic sign describing some states, actions and feelings, thus affecting the addressee to respond in one way. Moreover, the text dominates in nearly all media of advertisements like television, radio, magazine, etc.

Additionally, Vasiloaia (n.d, pp.2-3) mentions four functions of language in the advertisements: attention value, readability, memorability and selling power. The explanation will be described below:

a. Attention value

The language in the advertisements is used to attract customers. It can be achieved by breaking conventions of language use such as using wrong spelling, neologism, puns, rhymes, semantic deviations and putting the language in inappropriate context.

b. Readability

Some people are usually more interested in the advertisements using familiar and simple vocabularies. People search for quick and simple information, so the language in the advertisements should be readable.

c. Memorability

The message of the advertisements need to be remembered and to make the customers familiar. To make the languages in the advertisements be remembered, the repetition of the words is helpful such as alliteration (repeating the initial sound), metrical rhythm (repeating the same rhythmic pattern), rhyme (repeating the same ending sounds), grammatical parallelism (repeating the same grammatical structure) as well as semantic and syntactic repetition (i.e. using the same syntactic structure or words from the same word field) and lexical repetition.

d. Selling power

The language in the advertisements should be made in positive words to give positive opinion of the customers, and negative forms are usually avoided. Particular adjectives with positive meanings play the main role in the advertisement language, such as *new, good/better/best, sure, delicious, free, fresh, nice, etc.*

Moreover, Kannan and Sarika (2013, p.3) states that language has a powerful influence for people's behaviour. The language of advertisements is normally very positive and emphasizes why one product stands out in comparison with another. Kannan and Sarika (2013, p.5-6) mentions that there are 12 types of languages used in the advertisements: hyperbole – exaggeration, neologisms, long noun phrases, short sentences, ambiguity, weasel words, euphemisms, avoidance of negatives, simple and colloquial (daily) language, familiar language, humour, and glamorisation. The explanation of them is described in the following:

a. Hyperbole – exaggeration

It usually uses adjectives and adverbs in the advertisements, such as the words *new, clean, white, real, fresh, right, natural, big, great, slim, soft, wholesome, improved, and others.*

b. Neologisms

It may have novelty impact, e.g *Beanz Meanz, Heinz, Cookability, Schoweppervescence, Tangoed, Wonderfuel and others.*

c. Long noun phrases

It often uses pre and post modifiers for descriptions.

d. Short sentences

Short sentence is used to give impact on the readers. It is a clear sentences at the beginning of a text. It often uses bold or large type for the headline or slogan to capture the attention of the readers.

e. Ambiguity

It may make a phrase memorable and readable. Ambiguity may be syntactic (the grammatical structure) or semantic (the example is puns).

f. Weasel words

These are words which suggest a meaning without actually being specific. One type is the open comparative, for example ***Brown's Boots Are Better*** (posing the question "better than what?"). Another type is the bogus superlative ***Brown's Boots are Best*** (posing the question "rated alongside what?"). Look out for the following weasel words: ***helps, like, virtually, enriched, worth, fresh, tested, guaranteed and others.***

g. Euphemisms

The example of euphemisms is ***Clean Round the Bend*** for a toilet cleaner. It should avoid comment on unpleasant things. The classic example is ***B.O*** for ***Body Odour*** (it is euphemism for smelly person).

h. Avoidance of negatives

An advertisement normally emphasises the positive side of a product for whom it seems that all publicity is good.

i. Simple and Colloquial (daily) language

The example of simple and colloquial (daily) language is ***It ain't half good*** to appeal the ordinary people, though it is in fact often complex and deliberately ambiguous.

j. Familiar language

It usually uses for second person pronouns to address the audience and suggest a friendly attitude.

1. Present tense is most commonly used, though nostalgia is summoned by the simple past.
2. Simple vocabulary is most common; with the exception of technical vocabulary to emphasize the scientific aspects of a product (computers medicines and cars but also hair and cleaning products).
3. Repetition of the brand name and the slogan, both of which are usually memorable by virtue of alliteration, for example ***finger of fudge, the best four by four by far.***
4. Rhyme, for example ***mean machine, the cleanest clean it's ever been.***
5. Rhythm, for example ***drinka pinta milka day.***
6. Syntactic parallelism, for example ***stay dry, stay happy.***

7. Association, for example *fresh as a mountain stream*.

k. Humour

It can be visual or non-visual, but the aim is to show the product positively. Verbal *Puns* wonderful and graphic juxtapositions are common.

l. Glamorisation

It is probably the most common technique of all language functions of advertisements. The examples of glamorisation are *Old houses become charming, characterful, olde worlde or unique. Small houses become compact, bijou, snug or manageable. Houses on a busy road become convenient for transport.*

In conclusion, language functions of the advertisement is as one of the strategies to make something sold memorable by the target customers, because language has strong impact to attract the customers for buying something like products or service.

2.4 Previous Study

Code mixing is the phenomenon of the study which has been conducted by some researchers. This study is also represented by students in the final projects such as in the English Department of State Polytechnic of Sriwijaya. The study was done by Sumarsih et.al (2014) who wrote “Code switching and code mixing in Indonesia: study in sociolinguistics”. They have analyzed code mixing that occurs in Medan City, Siantar City and Mandailing Natal Regency by using qualitative research method. Code mixing that occurs from their analysis was just the level of word, phrase, and sentence. The tangible result of their study conducted in North Sumatra, the word level is the highest level that reached 57.3 % of the overall data and followed by the phrase level and sentence level which reached 40.4 % and 17.3 % respectively. Additionally, this study concluded that the reason people used code-switching and code-mixing is due to ignorance of the situation, the words into their native language, it looks cool and appropriate for the up to date time.

Another research has been done by Adnyani et al. (2013), study case in Junior High School number 8 Denpasar. The title is “*Campur kode dalam bahasa Indonesia lisan siswa kelas VII SMP N 8 Denpasar*”; it is a descriptive qualitative method for her research. She says that the use of two languages especially English in students’ communication happens as the impact of globalization that bring the bad effect towards the development of language especially for Indonesian language. Beside globalization, Adnyani says that there are six factors appear when the students of Junior High School number 8 Denpasar were interviewed, they are the prestige factor, the desire of speaker to appreciate or respect other people, the relationship of participant role factor, the desire of speaker in flattering the other people, the desire of speaker in insulting, mocking, and belittling the other people, and the desire of speaker in explaining.

Another research entitled “Analysis of code mixing in commercial advertisement” was done by Fahrurrozy (2015). The research used descriptive analysis method in analyzing the types and functions of coode mixing. He has analyzed the types of code mixing according to Ronald Wardaugh (2010) in 10 commercial products of face wash and bath soap products in Indonesia. He found 9 commercial products using intra-sententially type, and 1 commercial product using inter-sententially type.

The present research is entitled “The use of code mixing in the written advertisements”. The writer would like to know the types of code mixing according to Muysken (2000) appear in the written advertisements and to know whether the readers understand the content of the written advertisement using code mixing.

