

FINAL REPORT
THE USE OF CODE MIXING IN TOUR PACKAGE BROCHURES AT
MEGA WISATA TOUR AND TRAVEL PALEMBANG



This report is written to fulfill of the requirements for
Diploma III at English Department

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ENGLISH DEPARTMENT
STATE POLYTECHNIC OF SRIWIJAYA

2019

APPROVAL SHEET OF FINAL REPORT
THE USE OF CODE MIXING IN TOUR PACKAGE BROCHURES AT
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Palembang, July 2019

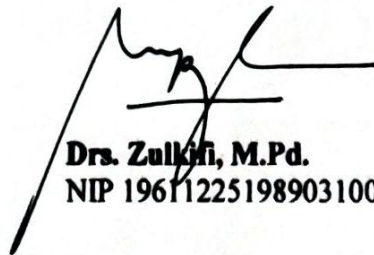
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**The Use of Code Mixing in Tour Package Brochures at Mega Wisata Tour
and Travel Palembang**

FINAL REPORT

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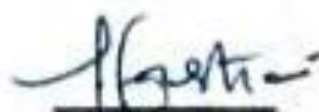
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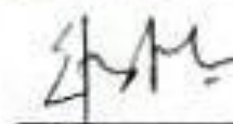
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STATE POLYTECHNIC OF SRIWIJAYA

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PREFACE

First of all, the writers would like to thank to Allah SWT that has given me the blessings, opportunity, and healthy to finish this report. The title of my final report is "The Use of Code Mixing in Tour Package Brochure at Mega Wisata Tour and Travel Palembang". This report is written to fulfill the requirement of Diploma III at English Department State Polytechnic of Sriwijaya. The writer would like to say thank you to the writer's advisor, Mrs. Sri Endah and Mr.Zulkifli because without their guidance, the writer can not prepare and finish this report. The writer would like to thank to the writer's family who always support us to finish this report. The writer realizes that this report is still far from perfect. Therefore, the comments and suggestions are welcome to make this job training report better. The writer hopes that this report can be useful for anyone, especially the students in English Department State Polytechnic of Sriwijaya.

Palembang, July 2019

The writers

ABSTRACT

The Use of Code Mixing in Tour Package Brochures at Mega Wisata Tour and Travel Palembang

(NailulFadhilah, 35 Pages, 3 Tables)

The aim of this report was to find out the types, function, and reasons of using code mixing in tour package brochure at Mega Wisata Tour and Travel Agency. The document consists of ten tour package brochures in 2018. The research methodology used was qualitative research. The data were collected by unstructured interview and document analysis. The result contains of three point. From the brochures, the writer found types of code mixing. There were an insertion, alternation, and congruent lexicalization. The insertion type appeared in two types. They are the insertion of words and insertion of phrase. The type of insertion which commonly used was the insertion type. For the functions of code mixing found they are; to attract attention, to address a different audience, to fill in lack of register, and to synchronize with habitual experience. The most function of code mixing available in tour package brochure was lack of register. There are three reasons of using code mixing in ten tour package brochures. They were; participant roles and relationship, message intrinsic factors, and language attitude dominance, and security factors. The most reason use in code mixing in tour package brochure is message intrinsic factor.

Keywords: Code Mixing, Insertion, Alternation, Congruent Lexicalization.

ABSTRAK

Penggunaan Campur Kode pada Brosur Paket Perjalanan di Mega Wisata Tour and Travel Palembang

(Nailul Fadhilah, 35 Halaman, 3 Tabel)

Tujuan penulisan laporan akhir adalah untuk mengetahui jenis-jenis, fungsi dan alasan-alasan penggunaan campur kode dalam brosur paket perjalanan di Biro Perjalanan Wisata Mega Wisata Tour and Travel. Dokumen yang digunakan terdiri dari sepuluh brosur paket perjalanan pada tahun 2018. Metode penelitian yang digunakan adalah metode penelitian kualitatif. Data dikumpulkan melalui kegiatan wawancara tak terstruktur dan analisis dokumen. Hasil penelitian laporan akhir ini terdiri dari tiga poin. Dari brosur-brosur tersebut, penulis menemukan jenis pencampuran kode. Ada penyisipan, pergantian, dan leksikalisasi kongruen. Jenis penyisipan muncul dalam dua jenis. Mereka adalah penyisipan kata-kata dan penyisipan frasa. Jenis penyisipan yang biasa digunakan adalah jenis penyisipan. Untuk fungsi pencampuran kode ditemukan mereka; untuk menarik perhatian, untuk berbicara kepada audiens yang berbeda, untuk mengisi kekurangan register, dan untuk menyinkronkan dengan pengalaman kebiasaan. Fungsi pencampuran kode yang paling tersedia di brosur paket wisata adalah kurangnya registrasi. Ada tiga alasan menggunakan pencampuran kode dalam sepuluh brosur paket wisata. Mereka; peran dan hubungan partisipan, faktor intrinsik pesan, dan dominasi sikap bahasa, dan faktor keamanan. Alasan yang paling banyak digunakan dalam pencampuran kode dalam brosur paket wisata adalah faktor intrinsik pesan.

Kata Kunci : Campur Kode, Penyisipan, Pergantian, Leksikalisasi Kongruen

MOTTO AND DEDICATION

MOTTO

“Great minds discuss ideas, average minds discuss events, small minds discuss people”

- Eleanor Roosevelt -

“Surely, with difficulty is ease, with difficulty is surely ease”

- QS. Al- Insyirah/94:5-6 -

This report is dedicated for :

- My beloved parents, Abu Tholhah and Siti Muslikhah**
- My beloved brothers and sisters**

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Palembang, July 2019

The Writer

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