CHAPTER I

INTRODUCTION

1.1 Background

Language is the way how the people communicate to one another. People can express their messages, ideas, and thoughts to other more effectively and efficiently by using more than one language to communicate with others. When people would like to talk, usually people do not use just one language. They also use another language to make the communication more effective and understandable. Because, people will be faced with different society who has the different language in daily life so they use mixed language. It depends on the situation, environment, and the society which they lived.

Language must be familiar with a code. A code is a symbol of nationalism that is used by people to speak or to communicate in a particular language- a dialect, a register, an accent or style on different occasions for different purposes (Yuliana, Luziana, & Sarwendah, 2015). It is used as a way to make the communication among people understandable.

One of the code is code mixing. Code mixing occurs when people mix both of mother tongue language with English. It is the change of one language to another within the same utterance or in the same oral or written text (Nababan, 1993). In conclusion, code mixing is the change of one language to another within the same utterance or in the same oral or written text.

The term of code switching and code mixing can be found in both spoken and written discourses such as conversations, speeches meetings, lecturers, advertisements, and other formal and informal discourses. Advertisement are communication nonpersonally that is sponsored by organizations and individuals through various media such as electronic media (television, radio, YouTube, etc.) and printed media (newspapers, catalogues, magazines, brochures, etc.). The sample of code mixing in tour and travel brochure is *"Setelah itu mengunjungi*

Sriwijaya Sport Centre Jakabaring dan **shopping** *oleh-oleh khas Palembang. Transfer hotel* **check in, free program.** " (Mega Wisata , 2018). The writer assumes that the travel agent company use code mixing on their brochure because they would like to make the advertisement of product or service more interesting. Sometimes the use of code mixing in advertisement is overused and the customer did not familiar with the words used (Baumgardner, 2008). So, the customer might get difficulties to understand the meaning of code mixing in the advertisement brochure itself.

From the explanation above, the writer interests to know how the use of code mixing in tour package brochure by analyzing the use of code mixing in the tour package brochure as the tittle of this final report. In this case the writer uses the brochure for one year, in 2018 from Mega Wisata as one of travel agents in Palembang. The writer chooses code mixing because it is commonly used in written work such as in tour package than code switching which is commonly used in oral such as in teaching learning process (Irul, 2013). Next, the writer focuses on Indonesian-English code mixing.

1.2 Problem Formulation

a. What are the types of code mixing available in tour package brochures at Mega Wisata Tour and Travel Palembang?
b. What are the function of code mixing available in tour package brochures at Mega Wisata Tour and Travel Palembang?
c. What are the reasons of using code mixing in tour package brochures at Mega Wisata Tour and Travel Palembang?

1.3 Purposes

a. To know the types of code mixing available in tour package brochures at Mega Wisata Tour and Travel Palembang

b. To know the function of code mixing available in tour package brochures at Mega Wisata Tour and Travel Palembang

c. To kmow the reasons of using code mixing in tour package brochures at Mega Wisata Tour and Travel Palembang

d. To improve the writer's knowledge on linguistics

1.4 Benefit

a. For Student at English Department State Polytechnic of Sriwijaya
To give information and knowledge about the use of code mixing in tour and travel brochure at Mega Wisata Tour and Travel Palembang

b. For State Polytechnic of Sriwjaya Palembang
To be alternative references about sociolinguistic subject in term of the use of code mixing in tour and travel brochure.

c. For Travel Agent Company
To give information about the use of code mixing in tour package brochure.