

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Code Mixing**

Code mixing is the change of one language to another. Musyken (2000) defines code-mixing is all cases where lexical items and grammatical features from two languages appear in one sentence. Bhatia and Ritchie state code-mixing refers to the mixing of various linguistic units (morphemes, words, modifiers, phrases, clauses and sentences) primarily from two participating grammatical systems within a sentence (Kim, 2006).

Miriam Meyerhoff (2006) states that “code mixing generally refers to alternations between varieties, or codes, within a clause or phrase”. It means the changing used by bilingual speakers, mixing some codes or more than one languages in speaking or writing in a clause, phrase, sentence and so on. Wardaugh also gives statement about code mixing.

“Code mixing usually occurs in bilingual or multilingual community or society and the function (meaning) of the language cannot be clearly separated. This code mixing is used when the conversation used both language together to the extent that they change from one language to the other in the occur of a single utterance” (Wardhaugh, 2006)

From all the definitions above, the writer concludes that code mixing is the use of language or language variety in relaxing situation between the speaker and listener who have intimate relationship.

##### **2.1.1 Functions of Code Mixing**

Code mixing has its own functions. Where each of them are using based on the needs. “The functions of code mixing are quotation, specification,

repetition, interjections, message qualification, personalization and objectification, and facility of expression...” (Kurnia, 2015). The explanation about each of the functions as follows.

1. Quotation

A quotation functions as the proof that someone says the facts where other people have to believe.

2. Addressee Specification

It recognizes not only interacting members of the speech events but also recognizes that their language behavior may be more than merely a matter of individual presence or facility, but also for the relation.

3. Repetition

It may serve to clarify what is said, emphasize a message mark a joke.

4. 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.

5. Message qualification

It is to express the time of concept. It is also explained that another group of mixed language consists of qualifying structure such as clauses, sentences, and phrases (verb and noun) and complements.

6. Personalization and objectification

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.

7. 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 subject lack of familiarity with the style that they use.

Furthermore, Malik said that (Fang, 2011) in discussing the sociolinguistics of code mixing of the language

situation in India explained ten reasons for speakers to code-switch:

1. Lack of facility

When certain concepts in a variety are not available in the other, bilingual speakers switch code to express themselves and at the same time avoid unnecessary misunderstanding and loss of intended meaning.

2. Lack of register

Bilinguals may find difficulties in choosing appropriate words in the target language for specific topics and choose to code switch when they are not equally competent in the two languages.

3. Mood of the speaker

Code mixing takes place when bilinguals are in different moods such as angry, anxious or nervous. Although the intended words are available in both languages, bilinguals may code-switch when the words in the other language seem to take less effort and time to be used at that particular moment.

4. To amplify and emphasize a point

Bilinguals may code mixing on selected parts of a speech to make sure that listeners know what to highlight and focus on in situations such as an argument.

5. Habitual expressions

Code mixing also happens commonly in fixed phrases such as greetings, commands, requests, apologies and discourse markers. This may suggest strength to a speech such as warning or threat.

6. Semantic significance

Used as a verbal strategy, code mixing can convey important and meaningful linguistic and social information.

7. To show identity with a group

Code mixing is used to signify shared values and experiences by people of a same group or culture. Hence, words and phrases are retained in their original languages to represent a sense of belonging and familiarity to the group.

8. To address different audience

Different languages are used to convey messages when they are targeted to different listeners or recipients.

9. Pragmatic reasons

Sometimes, code mixing is dependent on the context of a conversation or other factors such as formality, participants and location where a conversation is taking place. So, code mixing may portray a varying degree of speakers' involvement.

10. To attract attention

When two languages or more are used in the media or advertisements, audiences are often attracted to the language that they are familiar with first.

In conclusion, the function of code mixing here as media for people in applying the knowledge about language beside their mother tongue as they have. People do code mixing as many reasons, especially to deliver the message to other people. So code mixing as the way to deliver the message properly to make both the speaker and the listener understanding each other.

### **2.1.2 Types of Code Mixing (based on Marasigan)**

1. Insertion

The concept of insertion is defined as insertion of material such as lexical items or entire constituents from one language into a structure from the other language. The concept of insertion is defined as insertion of material such as lexical items or entire constituents from one language into a structure from the other language. Musyken (2000) states that the process of code mixing

understood as something similarly with borrowing, it means that insertion of a lexical item or phrase item inserted into the specific structure of language. In the insertion pattern the lexical borrowing is limit to one lexical unit. In some language, insertion mostly consists of adverbial phrases, single noun, and determiner + noun combinations. Insertion results consistent from one language into a structure of another language. For example, "*Nanti jemput saya di **Airport** ya*".

Insertion is defined as the process of inserting elements such as lexical items or entire constituents from one language into a structure from the other languages. It occurs in many communities with a different background and also new migrant communities.

## 2. Alternation

According to Muysken (Musyken, 2000), the process of alternation is particularly frequent in stable bilingual communities with a tradition of language separation, but occurs in many other communities as well. It is a frequent and structurally intrusive type of code-mixing. Approaches departing from alternation view the constraint on mixing in terms of the capability or equivalence of the language involved at the switch point. In the alternation pattern, both language occur alternately, each with their own structure. It is defined as the switching between structures from separate language. The boundary of switches may be a clause, or some peripheral element such as a discourse marker or tag form alternation takes places between utterances in a turn or between turns. For example, "*Dia itu kurang teliti sama tugas kuliah, jadi hasilnya **messy** gak jelas. Kita susah mau baca.*". The bold word in this sentence is a type of alternation.

Alternation is defined as the process in which speakers switch one language into another language in a piece of utterance. This type appears in one clause but still relatively separated. Alternation can be found in two form; flagging and doubling. On flagging, Musyken (2000) states that this feature

shows that there will be other language uttered by the speakers by giving a flagging marker uttered by the speaker while doubling means the repetition of the same meaning in another language. It is done because the speakers feel need explaining again about what they mean but using a different language

### 3. Congruent lexicalization

According to Muysken (Musyken, 2000) congruent lexicalization may be d bilingual speakers of closely related languages with roughly equal prestige and no tradition of overt language separation. In the other meaning a process when the two languages share grammatical structure which can be replaced lexically with elements from either language.

Congruent lexicalization is different form insertion and alteration types. It is basically same as dialect or standard variation and style shifting. For the example: *“nice to meet you. I’m Jim. Boleh saya duduk di sini”*. This type is most often present in mixing between dialects and languages, which are close to each other in structure.

Furthermore , Hoffman (Ekalaya, 2015) states that there are some types of code mixing,

#### 1. Intra-sentential code mixing

This kind of code mixing occurs within a phrase, a clause or a sentence boundary.

#### 2. Intra-lexical code mixing

This kind of code mixing which occurs within a word boundary

#### 3. Involving a change of pronunciation

This kind of code mixing occurs at the phonological level, as when Indonesian people say an English word, but modify it to Indonesian phonological structure. For instance, the word ‘strawberry’ is said to be ‘stroberi’ by Indonesian people.

### 2.1.3 Reasons of Using Code Mixing

When someone mix the language, there might be motivation behind. Grosjean in Kim (2006) suggests some reasons for code mixing. For example, some bilinguals mix two languages when they cannot find proper words or expressions or when there is no appropriate translation for the language being used. Also, their interlocutors, situations, messages, attitudes, and emotions generate code-mixing. Furthermore, code-mixing can also be used for many other reasons, such as quoting what someone has said (and thereby emphasizing one's group identity), specifying the addressee (switching to the usual language of a particular person in a group will show that one is addressing that person), qualifying that has been said, or talking about past events. On the basis of a number of factors such as with whom (participants: their backgrounds and relationships), about what (topic, content), and when and where a speech act occurs, bilinguals make their language choice (Bhatia & Ritchie in (Kim, 2006)).

#### 1. Participant Roles and Relationship

Bhatia and Ritchie (Kim, 2006) remark that participant roles and relationships play a very critical role in bilinguals' unconscious agreement and disagreement on language choice. That is, whether bilinguals code-mix or not depends on whom they talk to. The relationship between the speaker and the interlocutors will affect the speaker's code mix. Such as a Palembangnese will code mix their utterance between Palembangnese and Indonesian when they talk to their friends, but when Palembangnese talk to their family, they talk with one language which appropriate with their culture.

#### 2. Situational Factors

In Uenhee Kim's journal (Kim, 2006), Bhatia and Ritchie state that some languages are viewed as more suited to particular participant/social groups, settings or topics than others. They also postulate that social variables such as class, religion, gender, and age can influence the occurrence of code mixing. Most of social traditional role, there is a clearly constraint such as the usual phenomena

that men who work outside will has a different code mixing with woman who only do domestic activity. Pedhaza and Hoffman in Kim (2006) also postulate that using code mixing is reputed as adolescent attitude. When people (bilingual speaker) are adult, they will kept their own language and use it separately.

### 3. Message-Intrinsic Factors

Bhatia and Ritche in Kim (2006) give some reasons and motivations are also highly related to messages alone. Quotations, reiteration, topic-comment/relative clauses, hedging, interjections and idioms and deep-rooted cultural wisdom are some factors which cause the occurrence of code-mixing. For example, direct quotation or reported speech triggers language mixing/switching among bilinguals cross-linguistically.

### 4. Language attitudes, dominance, and Security

The attitudes can influence the existence of code mixing in daily life. The frequency of code-mixing from bilinguals depends on whether a society considers code-mixing positively or negatively.

Dominance also influence the use of code mixing. Genesee, Nicoladis and Paradis (Kim, 2006) said that the bilingual children will code mix between the first language with the second language, but they will incline use more the first language than the second language. It is caused by they do not dominate the linguistic structure of the second language.

Also, bilinguals' security has to do with code-mixing. Many people secure their selves by using code mixing to avoid the disunion of people's relationship. They usually code mix their language when they are angry and tired in order to make the listener do not understand what they mean. That is, when the speaker do not feel secure, they tend to mix languages more.

Based on Hoffman's Theory (Ekalaya, 2015), he divided reasons of using code mixing into several types, they are :



a. Talking about a particular topic

People sometimes want to discuss a particular topic in one language rather than in another. Some times, a speaker feels free and comfortable to express his/her enthusiastic emotions in a language that isn't his/her regular language. The case can be found in Singapore, in which the English language is utilized to talk about exchange or a business matter, Mandarin for global "Chinese" language, Malay as the language of the locale, and Tamil as the language of one of the significant ethnic gatherings in the Republic.

b. Quoting somebody else

A speaker changes code to quote a famous expression, proverb, or saying of some well-known figures. The switch includes only the words that the speaker is guaranteeing the quoted person said. The switch like a set of quotation marks. In Bahasa Indonesia, those notable figures are for the most part from some English- speaking countries. Then, because many of the Indonesian people nowadays are good in English, those famous expressions or sayings can be quoted intact in their original language

c. Being emphatic about something (express solidarity)

Of course, when somebody who is talking using a language that is not his local language suddenly wants to be emphatic about something, he either intentionally or unintentionally, will change from his second language to his first language. Or, on the other hand, he switches from his second language to his first language because he feels more convenient to be emphatic in his second language rather than in his first language.

d. Interjection (inserting sentence fillers or sentence connectors)

the interjection is words or expressions, which are inserted into a sentence to convey surprise, strong emotion, or to gain attention. The addition is a short shout like Darn!, Hey!, Well!, Look!, etc. They have no grammatical value, but the speaker uses them quite often, usually more in speaking than in writing. Language switching and language mixing among bilingual or

multilingual people can sometimes mark an interjection or sentence connector.

e. Repetition used for clarification

When a bilingual or multilingual person wants to clarify his speech so that it will be understood better by the listener, he can sometimes use both of the languages (codes) that he masters to say the same message. Frequently, a message in one code is repeated in the other code literally. Repetition is not only served to clarify what is said but also to amplify or emphasize a message. For example, Father calling his small son while walking through a train compartment, "*Hati- hati di jalan ya*, take care!" .

f. The intention of clarifying the speech content for the interlocutor

When a bilingual or multilingual person talks to another bilingual/multilingual, there will be lots of code switching and code mixing occurs. It means to make the content of his speech runs smoothly and can be understood by the listener. A message in one code is repeated in the other code in a somewhat modified form..

g. Expressing group identity

Code switching and code mixing can also be used to express group identity. The way of communication of academic people in their disciplinary groupings, are obviously different from the other groups. In other words, the way of communication of one community is different from the people who are out of the community

## **2.2 Brochure**

### **2.2.1 Definition of Brochure**

Yoeti (1992) states that the brochure is a sheet, printed with relatively good paper, lay out attractively arranged with all the potential to be promoted. So, the brochure is a sheet or small booklet with lay out attractively that containing information about all the potential to be promoted.

### **2.2.2 The Purposes of Brochures**

Medhora (2017) mentions that the purposes of brochure are follow:

1. To follow up after an initial sales contact
2. To give more detailed information than a flyer
3. Brochure are used in direct mail campaign as the follow-up to a postcard that was mailed out to generate interest

Brochure as one of promotion media is created especially to be kept and referred to again and again. It is expected that only people who are interested in learning more about a product will pick up a brochure.

### **2.2.3 The Language Style of Brochures**

According to Medhora (2017) there are some rules of language style in brochures such as :

1. Short and informative
2. Interesting tittle
3. Mention the benefit of the product
4. Put call to action
5. Put yourself in your customer shoes.

## **2.3 Tour Package Brochure**

### **2.3.1 Definition of Tour Package Brochure**

According to Rao (2011) “Tour package depicts the place of interest, types of services, nature of operation and condition, information related to the mode of transport, accommodation, and other related services is clarified in order to avoid ambiguity and confusion”. Desky cited in Rao (2011)states that “the travel package is a combination of several travel products (minimum two products) packed into a single until price that cannot be separated”. From the definition above, it can be seen that a travel package has been designed so that a price has been determine including the costs transport, accommodation, the object to be visited, and so on.

It means tour brochure lead to the information associated with tourism object, transportation, accommodation, and tour service to avoid confusion and error.

### **2.3.2 Types of tour package brochure**

Nurita (1992) said that tour package is divided into two kinds, they are ready made tour and tailor made tour. Ready-made tour is the tour package product which the components have been defined by travel agent it cannot be change and it can be purchased by tourist directly. In the other words the product can be held at any time. Meanwhile, tailor made tour is a tour package which the components can be changed based on the need and desires of the customer. Those mean the type of tour package brochure depends on the type or tour packages which can be promoted to the customer.

## **2.4 Previous Study**

The phenomena of code mixing were analyzed by some people. Ayu Dwijayanti and Antonius Wahyana (Dwijayanti & Wahyana, 2012) analyzed code mixing with the title “Analysis of Code Mixing In The Readers Letters of “Look and Chick” Magazines “. They analyzed the code mixing in magazine. Also, Windha Zulhernanda (Zulhernanda, 2017) analyzed code mixing with the title, “Code Mixing on Signages of Public Space in Medan”. She talked about the use of code mixing in public space. The other researcher was Aida Soraya (Soraya, 2015) with the title “The Social Factors of Code Mixing in Annisa Tour and Travel Agency’s Ticketing Staff’s Utterances”.

The differences between these writers which are analyzed by other previous writers are this research explains the use of code mixing in tour package brochure and try to know the readers understanding about the use of code mixing in tour package brochure itself. So these points distinguish this research with others.