

An Analysis of Code Switching and Code Mixing as Found in Television Advertisement

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Abstract

This study deal with the types of Code Switching and Code Mixing as found in Indonesia television advertisement. It is focused on ANTV television advertisement as one of the most popular television program in Indonesia recently. It set out to find out the types of Code Switching and Code Mixing in ANTV television advertisement, to find out the most dominant type of Code Switching and Code Mixing and to analyze the reasons of using Code Switching and Code Mixing. The data of this study were 100 advertisements that found in ANTV television advertisement during the research from 1 - 10 March, 2015. This research was conducted by using Descriptive Qualitative Research. The technique used to collect the data was Documentary technique means reading, studying, and analyzing all the data. The data were analyzed by using Hoffman theory of Code Switching and Code Mixing. Based on the data analysis, it was found that there were three types of Code Switching found in ANTV television advertisement namely Intra-sentential Switching, Inter-sentential Switching and Tag Switching. Besides, it was also found that there were three types of Code Mixing found namely Intra-sentential Mixing, Intra-lexical Mixing and Involving a change of pronunciation. The most dominant types of Code Switching and Code Mixing used in ANTV television advertisement was Inter-sentential Switching with percentage 32 (32%). Further, There are seven reasons of using Code Switching and Code Mixing based on Hoffman theory, they are Talking About Particular Topic, Quoting Somebody Else, Being Emphatic about Something (Express Solidarity), Interjection (Inserting Sentence Fillers or Sentence Connector), Repetition Used for Clarification, Intention of Clarifying the Speech Content for Interlocutor, and Expressing Group Identity. But In this research, the writer did find the 'Quoting somebody else' reasons in Television advertisement.

Keywords : Code Switching, Code Mixing, Sociolinguistics

1.Introduction

Background of the Study

Sumpah pemuda, as one of Indonesian Ideology is must be appreciated by all people especially young people in Indonesia. This ideology contain three certain things namely (1) Kami Putra dan Putri Indonesia Mengaku Bertumpah Darah yang Satu, Tanah Air Indonesia, (2) Kami Putra dan Putri Indonesia Mengaku Berbangsa yang Satu, Bangsa Indonesia, (3) Kami Putra dan Putri Indonesia menjunjung bahasa persatuan, bahasa Indonesia. Regarding with this Indonesia Ideology, Indonesian people especially young people is hoped to use a good and proper Indonesian language in communicating with others but it does not done by Indonesian youngest people. The reality, Indonesian youngest people do Code Switching and Code Mixing in their daily conversation in society even in school as their place to study.

For example:

(The situation is in English laboratory. The teacher is come late to laboratory)

Jean : **Ohh my God. Miss Reny slalu come late.** Gak tau apa kalau kita bosan nunggu.

Tommy: Santai aja Jean. Hidupin aja dulu TV nya, ntar juga datang **Miss** nya. (Jean switch on the television and they watch)

Jean : Tommy...cepat matikan TV nya. **Miss Reny is coming.**

In this case, students do the Code Switching and Code Mixing in informal situation. Even, they know the Indonesian vocabulary to utter the sentence but mix English to Indonesia to utter the sentence. As the result, students is damaged the construction of Indonesia and many student recently do not know how to communicate using Indonesia formally. This situation is affected by the social situation that affected the language of the youngest people. There are some causes of using Code Switching and Code Mixing in society, first is bilingualism and multilingualism. The second factor is happened in informal situation as a habit only. For example: *'problemnya di solve la'* while in formal situation is 'the problem is solve'. The third is prestige which is use by people to show their proficiency in using many languages. Further, Indonesian youngest people do not appreciate their language anymore and this occurs in Indonesia television advertisement.

Television is one of media that has important role of responsibility in building the nation civilization. It is as forum to represent any information and ideas to the society, so it is possible to occur reactions and feeds back. One of language choice is using Code Switching and Code Mixing for their advertisement. It is used because they want to attract the audience to buy their product and make the advertisement interesting. They switch and mix English to Indonesian language for their advertisement. There are three problems of the study, namely (1) what kinds of Code Switching and Code Mixing are found in ANTV television advertisements? (2) What kind of advertisement is dominantly used Code Switching and Code Mixing? (3) What makes the dominant Types of Code Switching and Code Mixing occur that they are?

There are three objective of the study, they are: To explore the kinds of Code Switching and Code Mixing found in ANTV television advertisement, To find out the most dominant type of advertisement that use Code Switching and Code Mixing, To analyze The causes using the Code Switching and Code Mixing in Indonesia television advertisement.

Types of Code Switching

Hoffman shows three types of code switching based on the juncture or the scope of switching where language takes place, Intra-sentential switching, inter-sentential switching, emblematic switching.

1) Intra sentential Switching

Intra sentential is code switching within the clause or sentence. In this case, the speaker may switch parts of clauses, lexical items, or even morphemes. Intra sentential is code switching in which switches occur between a clause or sentence boundary. An example is from an English native speaker who speaks Spanish and has resided in Spain for many years: “I was speak ando with Steve the other day”. In this case the speaker uses the Spanish progressing morpheme ‘ando’ rather than the English ‘ing’. The grammatical boundaries for this are similar in English and Spanish and so the code switching ‘works’.

2) Inter sentential Switching

Inter sentential switching is code switching that happens between clause or sentence boundary. In this case, an entire clause or sentence is in one language, but the speaker switches to another language for a subsequent clause or sentence. Indirectly this switching is concerned with the situation and the atmosphere of the conversation. Different from the previous type, this switching is not limited to the insertion of one or two words. In addition, this switching should take place between at least two clauses, which also can be mean two sentences. A considerable number of codes switching under this type can be found below:

“... **Last week** aku **shopping** dengan **sisterku**. **That’s why** aku gak di rumah”

The classic example is from Poplack’s article title, “**Sometimes I will start a sentence in English** y termin in español.” (Sometimes I’ll start a sentence in English and finish in Spanish).

In intra sentential code-switching, the shift is done in the middle of a sentence, with no interruptions, hesitations, or pauses indicating a shift. It often happens within one sentence or even a one phrase. The speaker is usually unaware of the switch, until after the fact, and for example, “**You have to find a kalo pedi (good guy)and marry him.** (English-Greek).

3) Tag Switching

Kind of switching is sometimes called emblematic switching or tag switching. The switch is simply an interjection, a tag, or a sentence filler in the other language which serves as an ethnic identity marker. Tag switching is code switching with sentence tags that they precede or follow a sentence. This involves the insertion of a tag in one language into an utterance that is otherwise entirely in the other language. Example of common tags in English include ‘right’.

A Japanese-English example might be: “I’m a good friend, neh?” Where the Japanese particle, ‘neh’(‘no? or isn’t that right?’) is added to give a teasing tone to the sentence.

X: “Engari [so] **now we turn to more important matters.**” (Switch between Maori and English)

Ming: “**Confiscated by Customs**, dà gài [probably]” (switch between English and Cantonese Chinese)

1. Types of Codes Mixing

According to Nababan (1994:32), Code Mixing is the situation where the speakers mix the language or kind of language in a speech act without a situation or condition that need a mixing of language. Holmes (1982:32) explained that code mixing is the use of two languages in a speaking. According to Nababan (1994:32), Code Mixing is the situation where the speakers mix the language or kind of language in a speech act without a situation or condition that need a mixing of language. Holmes (1982:32) explained that code mixing is the use of two languages in a speaking. Code mixing talks about the situation where one language mixes with another language. The mixing of language can be in word, phase, clause and sentences form.

Subyakto (1992) said that code mixing in the use of two language or more, language varieties in relax situation between the speaker with other people who has a close relationship to each other. Wardough (1986:103) assert that code mixing occurs when conversation use both languages together to the extent that they key change from one language to the other in the course of a single utterance. It correlates positively with the educational attainment of individuals.

Hoffman as cited by Dias Anindya, shows many types of code mixing based on the juncture or the scope of switching where language takes place, Intra sentential mixing, Intra lexical code mixing, involving a change of pronunciation (the switching occurs at the phonological level).

1) Intra-sentential Mixing

This kind of code mixing occurs within a phrase, a clause or a sentence boundary, as when a French-English bilingual says: “I started going like this. Y luego decla (and then he said), look at the smoke coming out my fingers.” Another example is from Wardaugh “Estaba training para pelar”: “He was training to fight.”

2) Intra-lexical Code Mixing

This kind of code mixing occurs within a word boundary, such as in shoppã (English shop with the Panjabi plural ending) or kuenjoy. (English enjoy with the Swahili prefix ku, meaning ‘to’).

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. While Musket explains that there are three distinct types in code- mixing operant in different bilingual speech communities:

1. Insertion: the insertion of well define chunks of language B into a sentence that otherwise belongs to language A

Chay-pi-qa nuqayku-qa catch-as-can bati-yku-yku That LO TO 1pl-TO beat-INT-1pl sonso ind-itu-s-wan-qa. Stupid Indian-DIM-PL- with-TO `There we played catch-as-can with the stupid little Indians.’ (Quechua / Spanish: Transcriptions Quechuas)

2. Alternation: the succession of fragments in language A and B in a sentence, which is overall not identifiable as belonging to either A, or B. 'Andale pues, and do come again' 'That's all right then, and do come again.' (Spanish / English)

3. Congruent lexicalization: the use of elements from either language in a structure that is wholly or partly shared by languages A and B. Això a ela ell no li i(m)porta. This to him to him not him matters 'This he, he doesn't care.' (Catalan / Spanish)

Reasons for Using Code Switching and Code Mixing

There are a number of possible reasons to code switch from one language to another and these how will be considered. The reasons for using code switching happens in community are because the switcher recognizes that the use of either of two languages has its value in the term of the rewards and costs which accrue the user. The switcher chooses a "middle road" in the term of possible rewards and decides to use both languages in the single conversation. There are four reasons for code switching to occur:

Firstly lack of knowledge of one language or lack of facility in that language on a certain subject. The second reason for the code switching is its use including certain person presents from apportion of conversations. It is known that those persons do not know the language used for switching.

While the third reason uses code switching is also used as stylistic device to indicate a change in the tone of his conversation, at a certain point or to signal the introduction of subject more or less formal than what had been under discussion. The fourth reason is an attempt to impress another with his virtuosity in one language or at least in one prestige language. Besides those reasons there are also a number of reasons for the code switching from one language to another by Hoffman (1991) as cited by Dias Anindya. There are seven reasons for bilinguals to switch their languages. The seven reasons are as follows:

(1) Talking about a particular topic

People sometimes prefer to talk about a particular topic in one language rather than in another. Sometimes, a speaker feels free and more comfortable to express his/her emotional feelings in a language that is not his/her everyday language. The case can be found in Singapore, in which English language is used to discuss trade or a business matter, Mandarin for international "Chinese" language, Malay as the language of the region, and Tamil as the language of one of the important ethnic groups in the republic.

(2) Quoting somebody else

A speaker switches code to quote a famous expression, proverb, or saying of some well-known figures. The switch involves just the words that the speaker is claiming the quoted person said. The switch like a set of quotation marks. In Indonesian, those well-known figures are mostly from some English-speaking countries. Then, Myers-Scotton give example mixing between English and Swahili. "Lakini ni-ko SURE u-ki-end-a." (But I'm sure if you go). They explain that the matrix language is Swahili. SURE is an embedded

English language on it. Otherwise if one clause in which obviously has grammatical structure of one language and in the following clause is arranged based on its grammatical structure of other language, so s/he has switched the code. In short, the code which involves in code mixing is on the form of pieces (word or phrases).

(3) Being Emphatic About Something (Express Solidarity)

As usual, when someone who is talking using a language that is not his native language suddenly wants to be emphatic about something, he either intentionally or unintentionally, will switch 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.

(4) Interjection (inserting sentence fillers or sentence connectors)

Interjection is words or expressions, which are inserted into a sentence to convey surprise, strong emotion, or to gain attention. Interjection is a short exclamation like: Darn!, Hey!, Well!, Look!, etc. They have no grammatical value, but 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. It may happen unintentionally. The following are examples of the usage of interjection in sentences:

1. Indonesian_English

Dompetku ketinggalan di taksi! Shitt!

(My wallet was left in the taxi!)

2. Spanish_English

Chicano professionals saying goodbye, and after having been introduced by a third speaker, talking briefly:

A : Well, I'm glad to meet you.

B : Andale pues (O.K.Swell). And do come again. Mm?

(5) Repetition Used for Clarification

When a bilingual or multilingual person wants to clarify his speech so that it will be understood better by 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. A repetition is not only served to clarify what is said, but also to amplify or emphasize a message.

For example :

English_Hindi

Father calling his small son while walking through a train compartment, "Keep straight. Sidha jao" (keep straight).

(6) Intention of Clarifying the Speech Content for Interlocutor

When 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 somewhat modified form.

(7) 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. Research Methodology

This study is conducted by using descriptive qualitative study. Descriptive qualitative study is the theory to analyze the use of language. This method is also called as a naturalistic research because the research does in natural setting. Sugiono (2009:15) states that descriptive qualitative research is a research method that used to search the objects in natural setting which is the researcher is a key instrument, getting sampling by purposive and snowball, data is analyzed qualitatively and the result of the research generally about language and meaning. The data are taken from spoken advertisements in ANTV television program and some data is also taken from you tube that related to ANTV television advertisement.

The data are obtained from 1 - 10 March 2015 during the writer watching the television advertisement in ANTV television station. The data are recording by using a hand phone and then transcript into the written form then being elaborate based on the problems of this study

According to Nasution (1988) in Sugiyono (2005:336) stated that data analysis in qualitative research is an ongoing activity that occurs throughout the investigative process rather than after process. Miles and Huberman (1984) stated that the data analysis is descriptive analysis by using some steps. The steps are data reduction, data display and finally the data were verified (conclusion/ferivication).

3. Data Analysis and Findings

1. Code Switching and Code Mixing Data Analysis
 - 1) Intra-sentential Switching

Data 1. Advertisement Lazada

An Intra-sentential Switching is found in the form of words, phrases or clauses of a foreign language in a sentence of a base language. It occurs between a clause or sentence boundary.

“Mau cari tiket pesawat? Percayakan pada traveloka.com tanpa tambahan ini itu. **Bookingnya** tenang, **travelingnya** senang.

“Want to find tickets? Trusting in traveloka.com without any additional cost. Quite booking, happy traveling”.

In the data above, the advertisement use Intra-sentential Switching. It can be seen from line 2 that the speaker in Jakarta Television Advertisement inserted english words as ‘**Bookingnya**’ and ‘**Travelingnya**’ to Indonesian. It is seen that the insertion is in the sentence boundary. The speaker uttered ‘bookingnya tenang’ and ‘travelingnya senang’ to explain the characteristic of Traveloka.com. However, the switched words are not explained or commented in other language. Therefore, speaker usually switches the familiar words.

b) Inter-sentential Switching

Intra-sentential Switching is the second types of Code Switching that occurred in Jakarta Television Advertisement. It is occurs in the clause or sentence boundary. In this case, an entire clause or sentence is in one language but the speaker switches to another language for a subsequent clause or sentence. In this type, the switching should take place between at least two clauses, which also can be mean two sentences.

Data 2, Advertisement Indosat

“Kini siapapun, dimanapun dapat menikmati hidup dengan kecepatan tinggi, dengan jaringan indosat tercepat, terluas yang hadir di seluruh kota besar Indonesia. **I want it now**”

“Now anyone, anywhere can enjoy life with hight speed, with the widest and fastest indosat network which is present in all major cities of Indonesia. I want it now”.

In the data 2 above it can be seen that there are two sentences uttered in the advertisement. The first sentence overall use Indonesia without inserted the other language and the second sentence is overall using English without inserted the other language. That is why, in this data the Intra-sentential Switching is occurred in the level of sentence boundary because the speaker switch english to Indonesia in the form of sentence. It occurred in the second sentence ‘**I want it now**’ to explain the first sentence of the advertisement. Inter-sentential Switching

1) Tag Switching

A tag switching or Emblematic Switching involves the insertion of tag, interjection or a sentence filler in the other language which serves an ethnic identity marker. The example of English Tag such as OK, well, next, right, isn’t it, so, etc.

Data 3, Advertisement No. 89 (Betadine)

Sakit gigi? **No way!**

“Tooth ache? No way!”.

From data 3 above, it can be seen that the speaker inserted English in the form of interjection ‘**No way!**’ to Indonesia. It can be seen in the Indonesian interrogative sentence ‘Sakit gigi?’ in the first sentence and then continued English ‘No Way!’ in the form of interjection. The interjection ‘**No Way!**’ were switched because the speaker expressed strong emotion not to be sick anymore after using betadine.

3) Intra-sentential Mixing

This kind of Code Mixing occurs within a phrase, clause or sentence.

Data 4, Advertisement KFC

“Mau yang **hot** dari KFC? Rasa pedasnya menggoda selera, **so tasty and spicy** dengan campuran bumbu cabai yang istimewa, puaskan selera pedasmu.”

“Want a hot from KFC? Its spicy is tempting, so tasty and spicy with mixture of special chili seasoning, satisfying your spicy taste”.

From data 4 above, it can be seen that the intra-sentential Mixing is occurs in this advertisement because the speaker inserted English word and phrase within the sentence in the advertisement above. It is shown by the word ‘**hot**’ and phrase ‘**so tasty and spicy**’ within the sentence. The word ‘**hot**’ and the phrase ‘**so tasty and spicy**’ is uttered by the speaker to explain the hot taste food serve in KFC that so tasty and spicy. Besides, it is also used to invite listeners to buy the KFC food especially for people who love spicy food.

4) Intra-lexical Mixing

This kind of code mixing occurs within a word boundary in the form of prefix and morphemes.

Data 5, Advertisement NO. 50 (Nivea)

“Yakin whitening **lotionmu** melindungi kulit kusammu?”

“Are you sure your whitening lotion protect your dull skin?”

Based on the data above, it can be seen that Intra-lexical Mixing occurs in the word boundary. It shown by the word ‘**lotionmu**’ in the sentence above which the English word ‘**lotion**’ with Indonesian suffix ‘**mu**’, which is the meaning is ‘**your**’ in English. So, the word ‘**Lotionmu**’ means ‘**your lotion**’ in English. This mixing is happened because the ethnic and the language use affect in daily conversation.

5) Involving the 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.

Data 6, Advertisement No. 25 (Citra Beng-koang)

“Citra bengkoang memiliki pencerah alami yang lembut, cerah alami untuk kulit Indonesia. Kini tersedia dalam **saset**.”

“Citra bengkoang has a soft natural lihtening, natural bright for Indonesian skin. Now is available in sachets”.

From the data above, it can be seen that the change of pronunciation occurs in the advertisement above. It is shown by the word ‘**saset**’ in the end of the sentence. This Mixing happened because Indonesian people modify the english word ‘**sachet**’ to Indonesian phonological structure ‘**saset**’. This mixing is happened because the ethnic and the language use affect in daily conversation.

6) Reasons for Using Code Switching and Code Mixing

Analyzing and classifying the types of Code Switching and Code Mixing, the researcher identified the following reasons why the producer used these English-Indonesian Codes Switching and Codes Mixing in Jakarta television advertisements. The writer analyzing the reasons for using Code Mixing and Code Switching based on Hoffman theory (1991:116). There are a number of reasons for using Code Mixing and Code Switching in conversation. The reasons are analyzing as following:

1. Talking About Particular Topic

People sometimes prefer to talk about a particular topic in one language rather than in another. Sometimes, speaker feels free and more comfortable to express his/her emotion feelings in a language that is not his/her everyday language.

Example:

1. ‘Siapa **master mom** yang bisa tuntaskan semua ini?’
2. Mau cari tiket pesawat? Percayakan pada traveloka.com tanpa tambahan ini itu. **Bookingnya** tenang, **travelingnya** senang.
3. Siap-siap untuk **sale** besar –besaran Lazada. Penawaran terbaik dan koleksi terlengkap hanya di Lazada.

From the examples above, the bold words in the sentences were such examples of Code Mixing that talking certain topic reasons. They were mixed with Indonesian to discuss a particular topic/ the product to promote. In the example (1) the speaker use the phrase ‘**master mom**’ because the topic is about the really dirty clothes that use by childrens and only master mom that use ‘Soklin’ able to clean the dirty clothes. In the example (2) the speaker use the words ‘**Bookingnya**’ and ‘**Travelingnya**’ because the topic is talking about a particular topic about traveling business where the two words is familiar used to book the

tickets and do traveling. Further, in example number (3) the speaker uses the word ‘**sale**’ because the topic is about a business matter that talking about Lazada as a place to sell something. So the word ‘Sale’ in English is fit to replace Indonesia word ‘berjualan’.

1. Quoting Somebody Else

A speaker switches or mixes code to quote a famous expression, proverb or or saying of some well-know figure. The switch and mix involves just the words that the speaker is claiming the quoted person said. The switch and the mix like a set of quotation mark. In this research, the writer did not find the Code Mixing and Code Switching because of Quoting Somebody Else.

2. Being Emphatic about Something (Express Solidarity)

As usually, when someone who is talking using a language that is not his native language suddenly wants to be emphatic about something, he either intentionally or unintentionally, will mix or switch from his second language to his first language. Or, in the other hand, he fell more convenient to be emphatic in his second language rather than in his first language.

Example:

1. Ah..,dadu mereka luar biasa singaku hilang. **It’s alright baby**, kita punya dadu yang paling hebat.
2. Mie sedap semua suka, Terasa sedapnya. **I like** yang spesial.
3. Aku tau kamu liatin apa, Wow..komedonya. Aku pakek clean and clear daily pore cleanser **and I love it**. Dia tu ngilangin minyak di muka yang gak banget, habis itu baru dech PD lagi.

From the example above, the the phrase ‘**I like**’ and the sentences ‘**It’s alright baby**’ and **I love it**’ were spoken because of the speaker intentionally switched from his first language (Indonesian) to his second language (English). Besides, it was also caused that she felt more convenient to be emphatic to utter English rather than Indonesia utterances ‘**saya suka**’, ‘**tidak apa-apa sayang**’ and ‘**aku suka itu**’.

3. Interjection (Inserting Sentence Fillers or Sentence Connectors)

Interjection is word or expression which is inserted into a sentence to convey surprise, strong emotion, or to gain attention. The form is a short exclamation like: Dam!, Hey!, well!, look!, etc. they have no grammatical value but speaker uses them quite often and usually more in speaking than in writing. it may happen unintentionally.

Example:

1. ‘Helm gaul, **man!**’
2. ‘Sakit gigi, **no way!**’
3. ‘Go potato!’ **Go!**

In the example (1) the word **'man'** was used to denote strong feeling in emphasizing to gain attention. The speaker mixed English into Indonesia because he had strong emotion and gained attention especially to the man.

In the example (2) the phrase **'no way'** was switched because the speaker expressed strong emotion not to be sick anymore. In the example (3) the word **'Go!'** was mixed to English because the model gained attention to emphasize the product.

4.Repetition Used for Clarification

When person wants to clarify his speech so that it will be understood better by listener, he can sometimes use both of the language that he master to say in the same message. Frequently, a message in one code is repeated in the other code literally. The repetition is not only served to clarify what is said but also to amplify or emphasize a message.

Example:

1. 'Kesegaran greentea buat kamu ... **NU Greentea makes you new.**'
2. 'Menjadi inspirasi seperti surya. **Surya, Rise and shine.**'
3. 'Benecool, bantu turunkan kolesterol. **Proven to reduce cholesterol**'

From the examples above, the bold phrase, and sentences were switched by using English in the slogan of the product. The speaker wanted to repeat and also translate the same meaning or the same words and sentences into English which had been spoken in the previous words or sentences in Indonesian.

5.Intention of Clarifying the Speech Content for the Interlocutor

When bilingual or multilingual person talk to another bilingual or multilingual, there will be lost of code mixing or code switching occurs. It means to make content of his speech runs smoothly and the code repeated in the other code in somewhat modified form.

Example:

1. 'Roti isi Keju Craff, makanan para **princess**' (Bread of Craff Chees, the meal of all of princess)

In the example (1) **'princess'** was switched because the model (daughter) spoke it to clarify the speech content in the slide which shown herself to be princess eating the product.

2. 'Temukan jutaan **chococips** dalam Goodtime' (Find million chococips in Goodtime!)

From the passage above, the word **'chococips'** expressed this reason because the narrator was intended to clarify the speech content and explain the slide which shown chocolates.

3. 'Katakan dengan **I Slai Olai love you.**' (Say with I Slai Olai love you)

The passage above showed that two English words were switched to Indonesia. The picture also gave the explanation that the product Slai Olai changed the meaning of love. It was drawn by the symbol of love. The model was intended to clarify the speech content.

6. 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 grouping are different with the other groups who are not the community members.

Example:

1. 'Kasih **kiss** donk!'

From the example above, the word '**kiss**' was mixed with Indonesian because the model expressed and talked his group identity or his name of product.

2. 'Bikin kamu lebih segar dan lebih siap. **Super O2 super you.**'

The passage above showed that the bold sentence covered this reason of expressing its name of product.

4. Conclusions and Suggestions

Conclusions

1. All types of Code Switching namely Intra-sentential Switching, Inter-sentential Switching and Taq Switching and all types of Code Mixing namely Intra-sentential Code Mixing, Intra-lexical Mixing and Involving the Change of Pronunciation occurs in Jakarta Television Advertisement.
2. The most dominant types of Code Switching and Code Mixing found in Jakarta Television Advertisement is Inter-sentential Code Switching with 32 (32%) Code Switching. The second is Intra-sentential code Mixing with 30 (30%) Code Mixing. The third is Intra-sentential Code Switching with 17 (17%) Code Switching. Then it is continued by Involving the Change of Pronunciation in the fourth position with 12 (12%) Code Mixing. The fifth is Intra-lexical Code Mixing with 5 (5%) Code Mixing and the last position is Taq Switching with 4 (4%) Code Switching.
3. There are seven reasons of using Code Switching and Code Mixing based on Hoffman theory, they are (1) Talking About Particular Topic, (2) Quoting Somebody Else, (3) Being Emphatic about Something (Express Solidarity), (4) Interjection (Inserting Sentence Fillers or Sentence Connector), (5) Repetition Used for Clarification, (6) Intention of Clarifying the Speech Content for Interlocutor, and (7) Expressing Group Identity. But In this research, the writer did find the 'Quoting somebody else' reasons in Television advertisement.
4. Language used in advertisement based on the use of Code Switching and Code Mixing is categorized into five market goals of advertisement based on the edge; Kids, Youth (Teenager), Adult, Elder, and Neutral. Neutral means that the product advertising is consumed by all the market goals of advertisement. the highest level of market goals of advertising that used Code Switching and Code Mixing is Adult (54.91%). The average of using Code Switching and Code Mixing is 50.43 %. So, it can concluded that, society

especially youngest person more used Code Switching and Code Mixing in conversation than using Indonesia good and proper language.

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