

**THE ANALYSIS OF INDONESIAN-ENGLISH CODE MIXINGS
USED IN THE ADVERTISEMENTS OF GUNTUR RADIO FM
STATION BALI**



OLEH :

Putu Wirajaya

NIM. 1512021055

PROGRAM STUDI PENDIDIKAN BAHASA INGGRIS

JURUSAN BAHASA ASING

FAKULTAS BAHASA DAN SENI

UNIVERSITAS PENDIDIKAN GANESHA

SINGARAJA

2021

THE ANALYSIS OF INDONESIAN-ENGLISH CODE MIXINGS USED IN THE ADVERTISEMENTS OF GUNTUR RADIO FM STATION BALI

SKRIPSI



PROGRAM STUDI PENDIDIKAN BAHASA INGGRIS

JURUSAN BAHASA ASING

FAKULTAS BAHASA DAN SENI

UNIVERSITAS PENDIDIKAN GANESHA

2021

SKRIPSI

**DIAJUKAN UNTUK MELENGKAPI TUGAS DAN MEMENUHI
SYARAT-SYARAT UNTUK MENCAPAI GELAR SARJANA
PENDIDIKAN**

Menyetujui

Pembimbing I,



Drs. I Wayan Suarnajaya, M.A., Ph.D.
NIP. 195612311985111001

Pembimbing II,



Gede Mahendrayana, S.Pd., M.Pd.
NIP. 199007252015041002

Skripsi oleh Putu Wirajaya ini
telah dipertahankan di depan dewan penguji
pada tanggal 19 November 2020

Dewan Penguji,



Dr. Dewa Putu Ramendra, S.Pd., M.Pd.
NIP.197609022000031001

(Ketua)

Penguji I



I Nyoman Pasek Hadi Saputra, S.Pd., M.Pd.
NIP.197809182006041001

(Anggota)

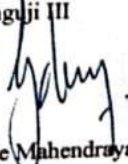
Penguji II



Drs. I Wayan Suarnajaya, M.A., Ph.D.
NIP.195612311985111001

(Anggota)

Penguji III



Gede Mahendrayana, S.Pd., M.Pd.
NIP.199007252015041002

(Anggota)

Diterima oleh Panitia Ujian Fakultas Bahasa dan Seni
Universitas Pendidikan Ganesha Singaraja
guna memenuhi syarat-syarat untuk mencapai gelar Sarjana Pendidikan.

Pada

Hari : Kamis

Tanggal : 28 Januari 2021

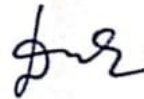
Mengetahui,

Ketua Ujian,

Sekretaris Ujian,



Dr. Dewa Putu Ramendra, S.Pd., M.Pd.
NIP. 197609022000031001



Luh Diah Surya Adnyani, S.Pd., M.Pd.
NIP. 198309232008122001

Mengesahkan,
Dekan Fakultas Bahasa dan Seni



Prof. Dr. Made Sutama, M.Pd.
NIP. 196004241986031002

PERNYATAAN

Dengan ini saya menyatakan bahwa karya tulis yang berjudul **"THE ANALYSIS OF INDONESIAN-ENGLISH CODE MIXINGS USED IN THE ADVERTISEMENTS OF GUNTUR RADIO FM STATION BALI"** beserta seluruh isinya adalah benar-benar karya sendiri dan saya tidak melakukan penjiplakan dan pengutipan dengan cara-cara yang tidak sesuai dengan etika yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko sanksi yang dijatuhkan kepada saya apabila kemudian ditemukan adanya pelanggaran atas etika keilmuan dalam karya saya ini atau ada klaim terhadap keaslian karya saya ini.

Singaraja, 5 Februari 2020

Yang membuat pernyataan,



Putu Wirajaya

NIM. 1512021055



This thesis is proudly dedicated to:

MY BELOVED FAMILY

My beloved father (Ketut Suarcaya)

My beloved mother (Ketut Luh Widiastuti)

My beloved aunt (Made Muliani)

My beloved sister (Kadek Nia Ciptasari)

Thank you for always supporting me and wishing me the best. Thank you for loving me endlessly. You are my main reason of every struggles I have done.



ACKNOWLEDGEMENT

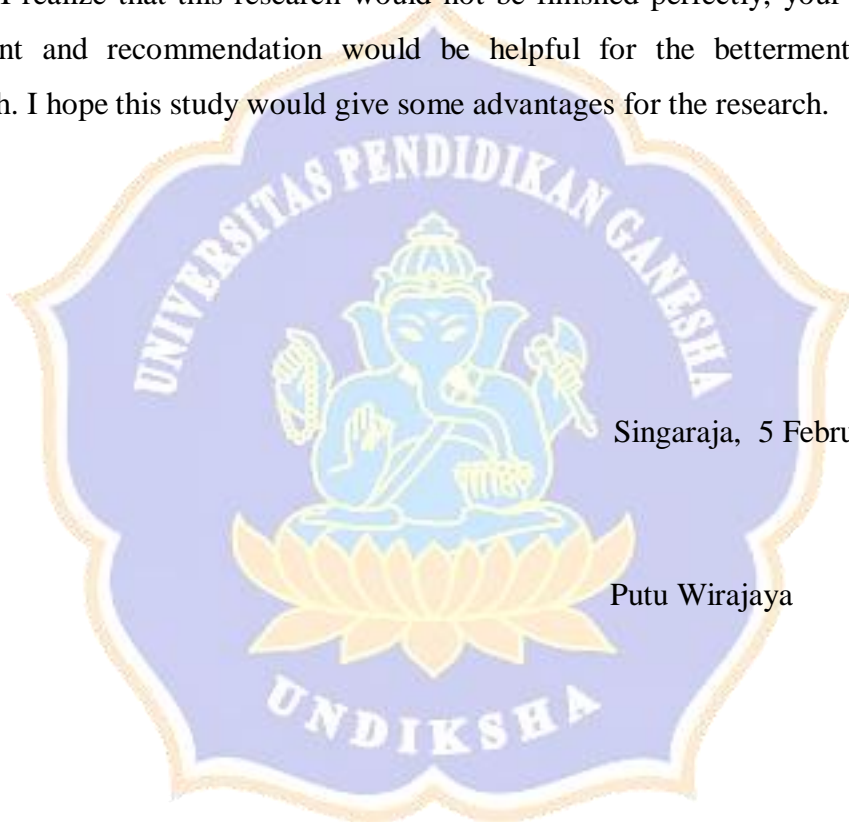
First of all, the writer would like to express a very high gratitude to the Almighty God, Ida Shang Hyang Widhi Wasa, for the blessing, health, and power so the writer gets a wonderful inspiration to finish this thesis entitled "The Analysis of Indonesian-English Code Mixings Used in the Advertisements of Guntur Radio FM Station Bali".

The writer also would like to give great appreciations for those who give motivation, support, and suggestion during the accomplishment of this thesis. Therefore, the writer would like to say thanks and give the highest recognition to:

1. Drs. I Wayan Suarnajaya, M.A., Ph.D. and Gede Mahendrayana S.Pd., M.Pd. for their insights, encouragements, and supports throughout this study. The suggestions and guidance given by them are really help me. The supervision enabled me to develop deeper understanding in regard to this thesis and the generosity during the supervision motivated me a lot in finishing my thesis.
2. My parents, my aunt, and my sister, thank you for the whole support you give to me from the start until I have finished this thesis. That means a lot to me. Thank you so much.
3. All of ELE's lectures who have given meaningful suggestions in completing this thesis and lots of love, care, and supports.
4. Special thanks are given to Bli Arya, Mbok Puspa, Eka, Tansa, Budi, Sudarma, Rusdy, Era, Tuadi, Dandy, Ratna, and all of my families in The Staff of KMHD YBV Undiksha 2017-2018, The Staff of KMHD YBV Undiksha 2018-2019, Bidang IV KMHD YBV Undiksha, and Tempekan FBS. Thank you so much for giving me a very great experiences in this organization.

5. All of the students of English Language Education and Ganesha University of Education who have given a beneficial experiences, admirable memories, and unforgettable togetherness.
6. Last but not least, for all of people who cannot be mentioned by the writer one by one, thank you very much. Hopefully, God always be on our side to give His blessing, keep the spirit, and keep struggling for the better future.

I realize that this research would not be finished perfectly, your valuable comment and recommendation would be helpful for the betterment of this research. I hope this study would give some advantages for the research.



Singaraja, 5 Februari 2021

Putu Wirajaya

TABLE OF CONTENTS

ABSTRACT.....	i
TABLE OF CONTENTS.....	ii
LIST OF TABLES.....	v
LIST OF CHARTS.....	vi
LIST OF FIGURE.....	vii
LIST OF APPENDIXES.....	viii

CHAPTER I INTRODUCTION

1.1 Background of the Study.....	1
1.2 Statements of the Problem.....	8
1.3 Purposes of the Study.....	8
1.4 Limitation of the Study.....	8
1.5 Significances of the Study.....	9

CHAPTER II REVIEW OF RELATED LITERATURES

2.1 Theoretical Review.....	11
2.1.1 Code Mixing.....	11
2.1.2 The Types of Code Mixing	12
2.1.3 The Functions of Code Mixing	21
2.1.4 The Definition of Advertisement.....	29
2.1.5 The Kinds of Advertisement.....	29

2.1.5 The Advertisement in Radio.....	30
2.2 Empirical Review.....	31

CHAPTER III RESEARCH METHODOLOGY

3.1 Research Design.....	35
3.2 Subjects of the Study.....	36
3.3 Objects of the Study	36
3.4 Research Instruments	36
3.5 Research Procedure.....	37
3.6 Data Analysis Method.....	46
3.7 Triangulation.....	50

CHAPTER IV FINDINGS AND DISCUSSIONS

4.1 Research Findings.....	52
4.2 Research Discussions	60

CHAPTER V CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions.....	84
5.2 Suggestions.....	86

REFERENCES	87
-------------------------	-----------

APPENDIXES

LIST OF TABLES

Table 2.1 The Summary of the Types of Code Mixing Used.....	18
Table 2.2 The Combination of the Types of Code Mixing Used	20
Table 2.3 The Summary of the Functions of Code Mixing Used.....	29
Table 2.4 The Combination of the Functions of Code Mixing Used	31
Table 3.1 The Observation Sheet of Product Advertising	41
Table 3.2 The Observation Sheet of Institutional Advertising.....	41
Table 3.3 The Utterances of Types of Product Advertising.....	42
Table 3.4 The Utterances of Functions of Product Advertising.....	42
Table 3.5 The Utterances of Types of Institutional Advertising	43
Table 3.6 The Utterances of Functions of Institutional Advertising	43
Table 3.7 The Identification Sheet of Types of Product Advertising....	44
Table 3.8 The Identification Sheet of Functions of Product Advertising.....	44
Table 3.9 The Identification Sheet of Types of Institutional Advertising.....	45
Table 3.10 The Identification Sheet of Functions of Institutional Adv.....	45
Table 3.11 The Classification Sheet of Types of Product Advertising .	46
Table 3.12 The Classification Sheet of Functions of Product Advertising.....	46
Table 3.13 The Classification Sheet of Types of Institutional Advertising.....	47
Table 3.14 The Classification Sheet of Functions of Institutional Adv.	47
Table 4.1 The Occurrences of Each Type of Product Advertising.....	68
Table 4.2 The Occurrences of Each Function of Product Advertising..	75
Table 4.3 The Occurrences of Each Type of Institutional Advertising .	79
Table 4.4 The Occurrences of Each Function of Institutional Advertising.....	83

LIST OF CHARTS

Chart 4.1 The Occurrence of Each Type of Product Advertising	68
Chart 4.2 The Occurrence of Each Function of Product Advertising....	75
Chart 4.3 The Occurrence of Each Type of Institutional Advertising...	79
Chart 4.4 The Occurrence of Each Function of Institutional Advertising.....	83



LIST OF FIGURE

Figure 3.1 Miles and Huberman's (1994) Data Analysis Model.....	46
---	----



LIST OF APPENDIXES

Appendix 1 The Identification Sheet of the Types of Code Mixing of Product Advertising

Appendix 2 The Identification Sheet of the Functions of Code Mixing of Product Advertising

Appendix 3 The Identification Sheet of the Types of Code Mixing of Institutional Advertising

Appendix 4 The Identification Sheet of the Functions of Code Mixing of Institutional Advertising

Appendix 5 Field Note of Transcription Sheet of Product Advertising

Appendix 6 Field Note of Transcription Sheet of Institutional Advertising

