

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

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis jenis dan fungsi campur kode yang digunakan di iklan produk dan iklan kelembagaan di Stasiun Radio Guntur FM Bali. Penelitian ini merupakan desain penelitian *embedded* (tertanam). Objek penelitian ini adalah campur kode yang digunakan di iklan-iklan Stasiun Radio Guntur FM Bali. Instrumen penelitian yang digunakan adalah smartphone, lembar observasi, catatan lapangan, lembar transkripsi, dan lembar klasifikasi. Hasil penelitian ini menunjukkan bahwa terdapat delapan jenis dan enam fungsi campur kode yang digunakan dalam iklan produk di Stasiun Radio Guntur FM Bali. Jenis campur kode yang digunakan adalah penyisipan kata, penyisipan frasa, perubahan pengucapan, huruf alfabet, penyisipan klausa, kata-kata yang tepat, kalimat tidak lengkap, dan jenis bentuk pendek kata. Sedangkan fungsi campur kode yang digunakan adalah kutipan, pengulangan, fasilitas ekspresi, interjeksi, personalisasi dan objektivasi, serta kualifikasi pesan. Selain itu, terdapat tiga jenis dan tiga fungsi campur kode yang digunakan dalam iklan kelembagaan di Stasiun Radio Guntur FM Bali. Jenis campur kode yang digunakan dalam iklan kelembagaan yaitu penyisipan kata, penyisipan klausa, dan kalimat tidak lengkap, sedangkan fungsi campur kode yang digunakan adalah fasilitas ekspresi, kutipan, dan fungsi *phatic*.

Kata Kunci : *Campur Kode, Jenis, Fungsi, Iklan.*

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ABSTRACT

This study aimed at analyzing the types and the functions of code mixing used in the product and institutional advertising of Guntur Radio FM Station Bali. This study was embedded research design. The objects of this study were the code mixings used in the advertisements of Guntur Radio FM Station Bali. The research instruments used were smartphone, observation sheet, field note, transcription sheet, and classification sheet. The results of this study showed that there were eight types and six functions of code mixings used in the product advertising of Guntur Radio FM Station Bali. The types of code mixing used were the insertion of word, the insertion of phrase, involving changes of pronunciation, letter of the alphabet, the insertion of clause, proper words, incomplete sentence, and short forms type. Meanwhile, the functions of code mixing used were quotation, repetition, facility of expression, interjection, personalization and objectivization, and message qualification. In other side, there were three types and three functions of code mixings used in institutional advertising of Guntur Radio FM Station Bali. The types of code mixing used in institutional advertising namely the insertion of word, the insertion of clause, and incomplete sentence, while the functions of code mixing used were facility of expression, quotation, and phatic function.

Key Words : *Code Mixings, Types, Functions, Advertisements.*