

CHAPTER I

INTRODUCTION

This chapter serves the background of why the researcher is interested in conducting this research. It also presents about the statements of the problem, purposes of the study, scope of the study, and significances of the study.

1.1 Background of the Study

Language and human cannot be separated each other. Language is a means of communication which is effective in conveying something. Language is really important because it is needed to communicate and share something to others in order to make others know about one's feelings, thinking, and also intention. Hornby and Cowie (1995) say that language is a system of communication in speaking and writing used by human. By using the language, people can express and show their ideas, feeling, or thinking. Chaer and Agustina (2004) explain that language is important for the life of the human. It is important because language is a tool to communicate and share something to other people. From that, the people will know about your purpose, opinion, feeling, and also thinking. The common example is that people use language when they ask and give some informations to other people.

Language is a part of everyone's communication and a key in an interaction. According to Sirbu (2015) language has an important meaning in terms of communication among the members of society. In other words, language has a contribution to the society in order to create the communication among the members of the society themselves. Communication can be said as an

interaction which should be understood by both of the users of the language, that is, speakers and interlocutors. The users of the language should be able to get the meaning of what is said by speakers. In doing communication, people do not use same language in interacting with each other. It is the reason why people should learn a foreign language like English as the tool for communicating, since English is the international language which is commonly used in communicating with other people who speak different languages. English has a function as a bridge in a communication to solve the problem from various countries when people want to interact with others.

In society, many people are interested in using more than one language in a communication, so that this causes the use of two languages in people's communication. The use of two languages in the communication of the people is called bilingual. Birner (2003) states that a bilingual person is someone who learns a second language or speaks two languages in their childhood at the same time. In daily communication, most people do not realize that they mix their language from one language to another language. One of the examples is repetition which is used for clarification. This means that if people cannot express or show an idea in one language, he or she will mix his or her language with another language in order to make the listeners understand about what he or she means. Sociolinguistically, this phenomenon is known as code mixing.

According to Muysken as cited by Deuchar (2005), code mixing is related with all cases where in one sentence, grammatical features and lexical items from two languages appear. In general, code mixing occurs in one sentence, where one element in language A and another element in language B are spoken. It means

that code mixing is the use of two or more languages in the same conversation. Wardhaugh in Alam (2006) states that code mixing is a deliberate mixing of two languages within one sentence without changing the topic of conversation. Meanwhile, Nababan (1984) says that code mixing is the use of more than one language or code in a discourse using a pattern that is still clear. He further explains that code mixing occurs because the speakers of the language do not find the exact terms, words, or codes that could be used. Thus, it is so momentous to use another term, word, or code from other languages.

Kachru in Nusjam as quoted by Ansar (2017) points out that code mixing is the term that refers to the use of more than one language for the consistent transfer of linguistic units from one language to another language. This means that, code mixing is related to the mixing parts of another language in one sentence such as a code, word, phrase, or clause without changing the topic of the communication. Suwito (1985) defines that code mixing is the use of two or more languages by consistently placing several elements of one language into another language. Another definition given by Kridalaksana (1993) is that code mixing is the use of language units from one language to another language in order to expand the variety of language or the language's features that consist of word, phrase, clause and etc.

McCormark and Wurm (2011) argue that people mix from one code to another code in different social situations. They further state that there are some reasons why people use code mixing in communicating with each other, like attempting to show virtuosity and lack of knowledge in the language of a certain subject. Moreover, Hoffman (1991) mentions that there are seven reasons why

people mix their codes, words, or languages in communication. Those reasons are talking about a particular topic, quoting about somebody else, being emphatic about something, expressing interjection, doing repetition, showing intention of clarifying the speech for the interlocutor, and expressing about the group identity.

Simbolon (2007) points out that Indonesia has one national language, namely Indonesian and different kinds of vernacular. Therefore, Indonesian people tend to mix at least from national language to local language. It makes the bilinguals exist in Indonesia. Besides, Indonesian people also use international language (English) under certain conditions. This sociolinguistic phenomenon causes the use of code mixing to exist. Since it is known as a way to produce a good communication, nowadays code mixing is usually used in mass communication or media. Mass communication or media are used commonly for broadcasting many kinds of information to the society. People will choose one of them according to what they want. It is because they have to consider the effectiveness of media or mass communication in delivering a message to other people. Media or mass communication has been used frequently, because it can be reached by many people in cities, in villages, and even in isolated places. For instance, radio can be heard by the people who live in cities, in villages, and in isolated places.

The radio as one of information media or mass communication is not only to give information, but also to entertain the listeners by jokes, talk shows, and songs. The people also get the information through advertisements. Furthermore, advertisements can also entertain the listeners when they contain the jingles or jokes in order to make the listeners feel enjoyable and happy. Radio is one of the

effective media to inform people about services or products sold. In terms of code mixing, many advertisements usually use it to promote services or products in radio. According to Keegan and Green (2005) advertisement is a message about a product or service that is delivered through a media that is financed by a known initiator and addressed to part or all of the public. Some advertisements in radio are read by disk jockey, announcer, host, broadcaster, etc. The languages of advertisements in radio should give an impression which describes the products or services. They should also make listeners of radio imagine the kinds and characteristics of the products or services advertisements. Besides, they should also be in the form of informative and persuasive languages in order to make listeners of radio feel interested in products or services advertisements.

The advertisements in radio tend to mix the language from Indonesian to English and this can be influenced by social factors, education, trend, environment or some important purposes or conditions (Simbolon, 2007). English has become a language in some parts of our society, especially to the teenagers who have already got in touch with this language. In Indonesia, English becomes a very popular language since English is widely used in Indonesia particularly in tourism sector. Kanwal and Khurshid (2012) amplify that English is used as an international language. It means that English has an important and essential role in conversation or communication. Therefore, Indonesian-English code mixings are usually used in advertisements in order to make the material easy to be understood by listeners of radio. It indicates that the use of code mixing will give contribution to the delivery of the messages in the advertisements. This condition has shown that advertisement in radio has

more wide range than other mass communications in the language used because there are many forms of code mixing in it.

Based on the pre observation that had been done by listening to Guntur Radio FM Station Bali, it was found that the advertisements in Guntur Radio FM Station Bali had already used code mixing in selling or promoting the products or services. The advertisements used code mixing as communication strategy to sell or promote the services or products sold. To support this preliminary research, the utterances are presented below.

Example 1 :

*Traffic Digital Printing and Advertising mencetak spanduk, baliho, **ID Card, X Banner, Cutting Sticker**, dalam berbagai macam ukuran dengan fasilitas **_free design** serta **one vision**_untuk kaca mobil anda. Kami juga mencetak foto ukuran besar dan juga membuat **neon box** dengan berbagai ukuran yang sudah termasuk tiang dan pemasangan di tempat usaha anda. Traffic Digital menyediakan jasa pemasangan spanduk dan baliho **plus**_perijinan dan juga Traffic Digital Printing and Advertising menyediakan segala bentuk perlengkapan pilkada dengan harga yang sangat paling murah dibandingkan dengan tempat lain di Singaraja dengan kualitas terbaik. Ayo datang segera ke Traffic Digital di Jalan Udayana Timur No. 2 Singaraja, tepatnya di perempatan Udayana dengan telepon di (0362) 25962 atau **hand phone** di nomor 087863295999.*

Example 2 :

Hey you, come on Sobat Guntur!. Kalau mau dengerin info **sports**, kuliner, dan

*artis **Hollywood** terbaru, dengerin ya Guntur Anjangsana yang bakal bikin minggu pagi kamu jadi tambah seru. Kamu juga bisa mendengarkan obrolan menarik soal kesehatan bersama dokter asyik dan spesialis di Okedokter alias Obrolan Kesehatan Bersama Dokter. Kamu juga bisa konsultasi langsung via 23455. Guntur Anjangsana digelar setiap hari Minggu dari jam 7 sampai jam 10 pagi. Guntur Anjangsana, **will bring you a happy and joyfull weekend.***

From those examples, it could be seen that there were some occurrences of code mixing in the advertisements of Guntur Radio FM Station Bali. The first example is one of the examples of product advertising, whereas the second example is one of the examples of institutional advertising. So, in this case, the analysis of the code mixings used in the product and institutional advertising of Guntur Radio FM Station Bali was conducted. Based on the phenomenon above, this research attempted to investigate the types and the functions of code mixing used in the advertisements of Guntur Radio FM Station Bali. Therefore, this study focused on the analysis of the types and the functions of code mixing used in the product and institutional advertising of Guntur Radio FM Station Bali. The results of this research could be beneficial to the development of sociolinguistic study, especially in the area of code mixing. Besides that, the results also could be beneficial for advertisers, especially in the advertisements using code mixing. From the explanation above, a research entitled “**The Analysis of Indonesian-English Code Mixings Used in the Advertisements of Guntur Radio FM Station Bali**” was conducted.

1.2 Statements of the Problem

Based on the background of the study previously mentioned, the problems of this study can be formulated as follows;

- (a) What are the types and the functions of code mixing used in the product advertising of Guntur Radio FM Station Bali?
- (b) What are the types and the functions of code mixing used in the institutional advertising of Guntur Radio FM Station Bali?

1.3 Purposes of the Study

Referring to the problems of the study above, the purposes of this study can be formulated as follows:

- (a) To analyze and find out the types and the functions of code mixing used in the product advertising of Guntur Radio FM Station Bali.
- (b) To analyze and find out the types and the functions of code mixing used in the institutional advertising of Guntur Radio FM Station Bali.

1.4 Limitation of the Study

This research focused on the analysis of the types and the functions of code mixings used in product and institutional advertising of Guntur Radio FM Station Bali. In addition, this research was limited to the study of Indonesian-English code mixing included in product and institutional advertising of Guntur Radio FM Station Bali in order to make the study be more focused.

1.5 Significances of the Study

There are two significances of this study, namely theoretical significance and practical significance. Each of those significances are described as follows.

1.5.1 Theoretical Significance

Theoretically, it is expected that this research is able to give some essential significances. The results of this study provide alternative resources to support other researchers in conducting research in the same fields and the results can also enrich the knowledge which is related to language and society.

1.5.2 Practical Significance

Practically, this study is expected to give some benefits as follows;

a. For Advertisers

This research is expected to provide the knowledge about language styles used in radios especially in code mixing for advertisers in making an advertisement in radios or other media or mass communications.

b. For Readers

From this research, it is expected that readers can enrich their knowledge or information about code mixing. It can also be expected that readers can know whether an advertisement contains code mixing or not.

c. For Listeners of Radio

The result of this study is expected to give a contribution to listeners of radio who get a message that contains unusual terms about language styles

especially in code mixing of advertisements.

d. For Other Researchers

It is hoped that the result of this research will be an empirical consideration that get an attention of other researchers in conducting similar studies related to a phenomenon of code mixing.



