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Attracting Viewers through Advertisement by Using Code Mixing: A Sociolinguistics Study

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Abstract

The article aims to clarify what types of code mixes are used in TV advertisements and why code mixing is used because a trend or style of speech in society, particularly among young people has evolved in the phenomenon of mixing code and changing code. Bilingualism always involves the use of code mixing in the daily conversation of people. This research was carried out with a qualitative description. The research used transcript by note as an instrument, for the purpose of this research. Note that the video transcription method was used. The information is 30 ads. Data from this research were all published on Tuesday, 1 June 2021, through Saturday 6 June 2021, by the 30 television ads selected by the researchers. The result is a compatible lexicalization and insertion which appears as types of code mixing in the advertising, and 4 reasons were found, namely talking on a specific subject, interjection, intention to clarify the content of the speech and group identity expression.

Keywords: Sociolinguistic, Code Mixing, Advertisement Analysis

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INTRODUCTION

Language is a communication tool used by everyone in their daily life. According to Thao and Herman (2020), language is the most important in communication. It means no one who can live without a language (Sihombing et al, 2021). Talking about language, there is a study about language called linguistics. Linguistics is concerned with the nature of language and communication. One of the linguistics studies that discusses between society and language called sociolinguistics.

Sociolinguistics are research on language-company relationships. Further, as cited by Manik et al (2020), Wardhaugh (2010) said socio-linguistics is involved in studying the relations between language and society in order to gain a better understanding of the language form and of the language features. Bilingualism in sociolinguistics exists when more than one language is used in a community. Indeed, bilingualism is sometimes regarded as a problem in that many bilingual people tend to have rather low social status and that the knowledge of other languages is associated with this problem. Based on Odaçlıglu (2016), bilingualism is the people apply two languages in speaking as well as reading. Everybody in the world is bilingual because in the world everyone must know more than one language at least a few words in other languages. Therefore, the phenomenon of mixing and switching languages are found in bilingualism

society (Tuc, 2014). The statement is supported by Octavita (2016) as cited in Manik et al (2020) "Code-mixing and switching are two of the popular research topics in linguistics because it is a very common phenomenon in most of the bilingual societies". As quoted in Dini (2015), Jendra (2009) explains that mixing codes is pieces of one language used while a speaker uses another language basically. In Astani et al. (2020) Hornberger and McKay (2010) define code switching if there are two or more languages in a community and often causes speakers to change from one language to another. In the past before knowing English, Indonesian people more often used the merging of two languages between Indonesian and regional languages in their speech in the example, people in North Sumatera use Indonesian language and Batak Toba language in their speech such as "Pinjam dulu, hepengmu". In that sentence, hepeng is batak toba language which means money. Then the sentence in Indonesian becomes, "Pinjam dulu, uangmu".

However, in this sophisticated period, young people are more likely to use code mixing between Indonesian and English, believing the use of two languages is a trend or speech style that is not ancient in society. English is the first International language to be spoken worldwide because English is considered relatively easy for everyone to learn and use. Teenagers use code mixing when they know vocabulary in English. Some of the factors that cause code mixing and code switching are based on age, gender, speaker and partner speaking, social community, situation, vocabulary, education level and social status. This happens because so that there is no misunderstanding in communicating.

The phenomenon of mixing the code with the change of code in society, particularly among youth, became a trend or style for speech. Bilingualism always includes the use of mixing codes in the daily conversation of people. The most important phenomenon of code mixing used in the advertising industry is now spread throughout all parts of human life, such as inactivity, political life, education, the economy and social affairs (Zainal, 2017). This phenomenon affects TV advertising on Indonesian channels, for example. The phenomenon of code mixing can be words and sentences in the headlines and in the content of television advertising. According to Purba and Herman (2020), every day people watch TV, ads are always consumed. Many manufacturers display their products every day through TV commercials, because television advertising can reach prospective buyers anytime and anywhere.

Television is one of the media of the time to provide information and entertainment to the public. In television there are some channels such as Indonesian, ANTV, SCTV and ect. In the current area of globalization, television shows some products like soap, face wash, and ect. Television often also uses a mix of two languages in advertisement, namely between Indonesian and English as in the advertisement "Drink Beng-Beng". Some quotation advertisement of drink beng-beng, "Hujan deras, Guys. Bikin Drink Beng-Beng hangat, yuk? Eits, tunggu dulu. Biar makin nikmat, hujan-hujan. Udah menggigit, belum? Belum. Makin menggigit, makin nikmat. Sekarang waktunya Drink Beng-Beng. Nikmatnya coklatnya yang good di seduh hangat, pas banget. Drink Beng-Beng coklatnya good, bikin mood jadi good."

From the example above, the sentence contains code mixing, because there are some words that use English in their speech. The data is insertion because the first sentence, using Indonesian language which is then followed by English namely, "Guys" as insertion (word). Then, so in the second and sixth sentences, namely "Drink" as insertion (word). And the last sentence, said "Drink, Good, Mood" are as insertion (word). Advertisement on television also uses Indonesian and regional languages such as in the advertisement "Bejo Jahe Merah", the regional language used is Javanese. Some quotation advertisement of "Bejo Jahe Merah", Koyo ngene rasane wong masok angen. Masok angen? Ya Bejo Jahe Merah. Ono jahe merah, hangatnya lebih nendange. Bejo jahe merah masok angen ambyar. From the example above, the sentence contains code mixing that uses Javanese language. The data is insertion because the sentence "hangatnya lebih nendange"

the word "nendange" as insertion (word). Hence, this research aims to clarify what types of code mixes are used in TV advertisements and why code mixing is used because a trend or style of speech in society.

METHOD

This study was carried out with a qualitative description. In this research the researchers collected data and made an analysis to then conclude it. The researchers used descriptive qualitative. Eight of the most commonly used approaches are the basic study, case studies, document and content analyzes, ethnography, grounded theory, historical research, narrative research, and phenomenologic studies according to Ary et al., (2010). Thus document or content analysis is used because the scientists used the advertising video script as a research subject. Ary et al., (2010) states that the content or the document analysis is a method of research used for the identification of specific characteristics of written or visual materials (Herman et al, 2018; Panjaitan et al, 2020; Hutabarat et al, 2020). The analyzed material can be textbook, journal, lecture, script, and so forth.

Data are units of information, often numeric, that are collected through observation. Burnham says (2012) that the scientific community records the research data as factual evidence which is generally retained and accepted as appropriate to validate research findings (Simanjuntak et al, 2021). The researchers took data from the Indosiar channel in the video application, because the latest advertisements are being broadcast on television making it easier for researchers to collect data. Researchers used video applications to be more efficient and save time, because the researchers did not have a television in the boarding house. Researchers had collected 30 advertisements using code mixing, namely Nuvo Handsoap, Rejoice, Hotin Cream, Coco Crunch, Kopi Creamy Latte, Plossa, Biore Body Foam, Fress Care, Lida 2021, Super Star, K Natural White, Vote Duta Lida 2021, Ekonomi Power Liquid, Glow and Lovely, Marina, Stop Sebar Hoaks, Lifebouy, Supermi Nutri Mie, Lazada Pesta Gajian, Buka Lapak, Wardah Lightening Skincare Series, Beng-Beng, Daia Hijab Baru, Zinc, Mama Lemon, Link Aja, Sarimi, Tora Bika Capuchino, Glow and Lovely, dan Le Mineral.

A research tool is used for the collection, measurement and analysis of information relating to the interests of you. This data uses primary data as it is taken from the source directly. The main data according to Ajayi, (2017) are factual and original data, while primary data are firstly collected by the researchers. Some types of primary sources data collection tools include surveys, observations, experiments, questionnaires, personal interviews, transcripts, etc. (Pardede and Herman, 2020).

The researchers used transcript by taking note, because the researchers used transcripts by taking note in the form of text and argument, because researchers wrote speech on each advertisement of code mixing. The main purpose of the research is getting the data. So, researchers used documentation method is taking the transcript from video. Documentation method is the researchers got from process of transcript, observation, and interview. The video was used to took transcript of advertisement utterance with contains a code mixing. In collecting the data, there are some steps that had been done by researchers, as follow:

1. First, the researchers downloaded of video application
2. Second, the researchers created new account in Video
3. Third, the researchers selected the live menu
4. Fourth, the researchers clicked Indosiar channel
5. Fifth, the resercheractived the screen recording application
6. Finally, the researchers began recording
7. Seventh, the researchers made a transcript
8. Last, the researchers classified based on the form the types of code mixing.

The Researchers used a table to classify data, this is the following example:

Table 1. Classification Data ⁶Types of Code Mixing and Reason of Using Code Mixing Hoffman Theory

No	Utterances	⁶ Types of Code Mixing			Reason of Using Mixing Hoffman Theory
		I	A	CL	

Note Book :

I : Insertion

A : Alternation

CL : Congruent Lexicalization

The researchers analyzed the data after the collection. In order to analyze data collected, data analysis is systematically processed. The researchers used descriptive qualitative data for analysis. In this research, Miles and Huberman used data reduction, data display, final drawing and verification (1994).

1. Data Reduction

Reducing data means the purpose of selecting the data considered important to be focused, simplified, abstracted, abstracted, identified, classified and coded. Further episodes of data reduction occur as data collection proceeds (writing summaries, coding, testing out themes, making cluster, making partisions, writing memos). The researchers choose the ads and identify the ads they have found.

2. Data display

The process to simply enter the data from a phrase, testimony or table means the display of data. The display of the data refers to data reduced by pattern. It is useful for researchers to analyze the types of code mixing found publicity on Indosiar TV.

3. Drawing and verification of conclusions

The researchers conclude and verify from the data display in this research

RESULT AND DISCUSSION

There are two research finding in this research, which is to find out the types of code mixing according to Muysken's theory and find out the reason used code mixing according to Hoffman's theory.

Types of Code Mixing

Based on the data analysis, the researchers found that there are two types of code mixing that found in advertisement of Indosiar television. There are Insertion and Congruent Lexicalization.

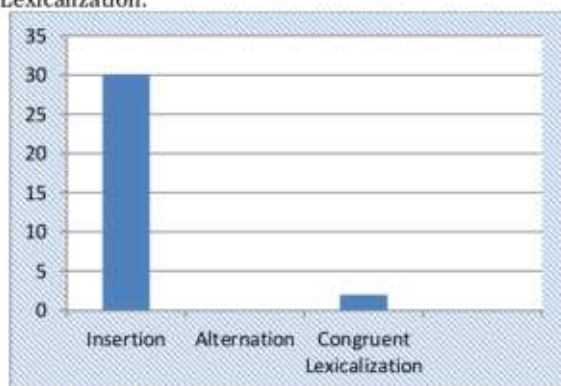
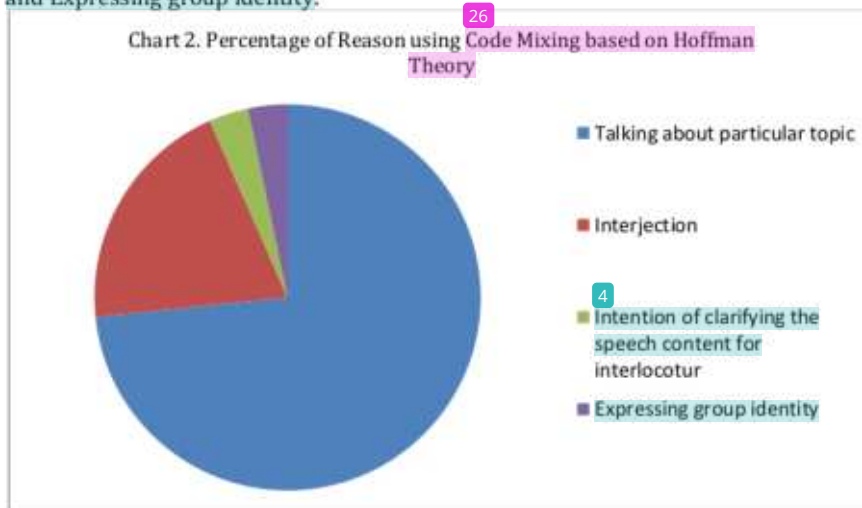


Chart 1. Types of Code Mixing

Reasons Used Code Mixing based on Hoffman Theory

Based on the data analysis, the researchers found that there are four reasons using code mixing that found in advertisement of Indosiar television. There are Talking about particular topic, Interjection, Intention of clarifying the speech content for interlocutor, and Expressing group identity.



DISCUSSION

In the present day's daily conversation, English is important and familiar, particularly in television advertising, Indosiar channel. In this study, the researchers have identified and analyzed the use of the code mix in TV advertising. The phenomenon of mixing the code with the range of code in society, particularly among youth, became a trend or style for speech. Qualitative research with content or document analysis was used by the researchers.

The scientists found that there is inscription and congruent lexicalisation, based on Muysken's theory. In 30 announcements, the researchers have not found an alternative in these researchers because the advertisement inserts only one word in English, the most common of which is Indonesian. Alternation, while English speakers use the clause phrase in the wording, is a kind of codes mixing. The researchers also found that this announcement contains congruent lexicalisation, when the speaker said, "Alhamdulillah, Halal and Syari Islam." This lexicalisation of congruency is the word which is like foreign language when in the speech the speaker speaks.

Four reasons have then been found for code mixing based on Hoffman theory. Specific topics were discussed, interjection, the intention to clarify the language content of interlocutor and group identity expressions. Of the seven reasons based on Hoffman's theory, only 4 were found in the announcements collected from the researchers, and the most prevalent of the reasons was that the code used was mixed into English words that supported the current product.

Previous researchers have described the results of an earlier study, which also described the code change and code mixing of the boy William in the Dara Rianda Net TV Breakout Music Program. In his research, the author employs a qualitative approach to analyze the types of code mixing and code change by Muysken's theory. Researchers also discussed the reasons in their speech Boy William utilized mixing code using Hoffman theory. Therefore, in the three types of code mix the insertion is the dominant. The reasons are a certain topic, which refers to someone else and sympathizes with something, interjection, repositioning, the intention to clarify the content of someone's speech and express a group identity. The research builds on an earlier thesis, which is also linked to research by Fahrurrozy, entitled 'Analysis of code mixing in commercial publicity,' at the Syarif Hidayatullah State Islamic University (UIN) of Jakarta in 2015. This research aims to know, in particular in Indonesian commercial advertising, the types and functions of code mixing. The researchers analyzed ten products for facial washing and soap advertising. For mixing code types, Wardhaugh is used by scientists. The researchers then used Gal (1988) to mix code. There are two types of Wardhaugh based mixing code between phrases (inter-essential) and a single sentence (intra-sentential). Three functions were used in Gall (1988) mixing code, choosing dialects, language of gender and mixing with age. Descriptive analysis techniques were used by the researchers through data collection and analysis. Similar to previous research, researchers are keen to learn the type of coding mixture. But this research is also intended to learn how code are exchanged and why code and code are changed.

This study differs from previous studies as well. In previous research, researchers only analyzed wash and bathroom soap advertising. The investigators didn't mention TV channels and scientists didn't talk about collecting data. For this research, Muysken (2000) mixed the types of code. The scientists have used Hoffman (1991) to change the types of code and to use mixing and switching as reasons (Giger, E., Pinzger, M., & Gall, H. C. 2012). This study is intended to find the code combination used in TV advertisements from Indosiar because researchers often watch Indosiar channels, so that scientists notice certain publications using the code. Then it is also because researchers are not permitted to gather data at school or at public places during Covid periods such as this that they choose to examine the advertising code mix, therefore researchers decide to examine the

code mix when it does not take time to collect data and even do not require research to collect information in public places. The researchers can conclude that insertion is the dominant type of code mix used by the community for every reason, whether personal or other, because the speaker inserts only a word in English in his speech with the most dominant Indonesian language. Furthermore, research from Kathpalia, S. S., & Wee Ong, K. K. (2015) added that in the context of code-mixed advertising, code play is based on vocabulary, grammar, or syntax of two or more languages, sometimes even merging into one another. This strategy is applied for the purpose of originality, outstanding image, and creativity. Thus, code-mixed messages do not follow language rules strictly, they rather use the surprising linguistic behaviour as a "code play". El-Daly, H. M. (2011) defines code play as "focusing attention upon the substance and means of communication, rather than using these only to refer to the world. At the textual level they play with the sounds and rhythms, meaning and grammatical patterns of language"

2 CONCLUSIONS

Based on the above results the discussion after the analyses and the results, the researchers conclude that two types of code-mixing based on the Muysken theory, Insertion and congruent lexicalization, were found in the Indosiar television channel advertisement. In this research, there is no alternative as code mixing because alternative mixing is a clause in code mixing types, so an alternative in ads that are used to mix code is rare. In this research, insertion is the main types of code mixing. There is 30 ads in 30 ads that have used mixing of code, and there are two ads that are congruent lexicalized as types of mixing of codes. Researchers also found that there are four reasons to use code mixing in announcement based on the theory of Hoffman: talks on a particular topic, interjection, intention to clarify interlocutor speech content and identity expressing group. However, one of the four reasons for the mix of code in this ad most often refers to a specific topic. The researchers also found that some TV ads use code mixing, which support advertising for the products to be promoted, for various reasons.

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This research was conducted by the researchers started from the construction of the literature review, the data collection and the data analysis processes, and the research conclusion.

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