

**AN ANALYSIS OF CODE MIXING ON SHOP LABEL AT
UJUNG BATU DISTRICT**

A THESIS

*Intended to Fulfill One of the Requirements For Sarjana Degree in
English Study Program*



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FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITY OF PASIR PENGARAIAN**

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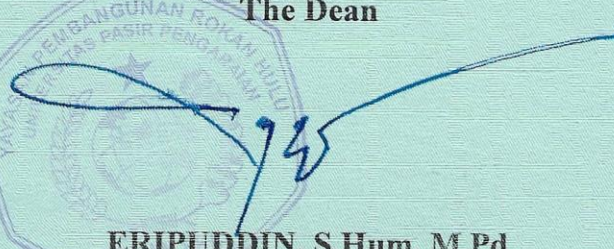
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On Friday, June 28th 2019

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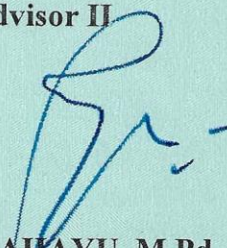
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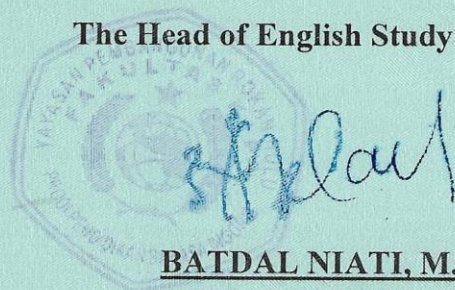
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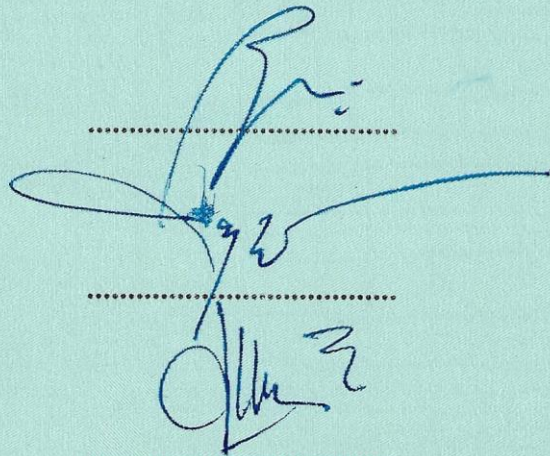
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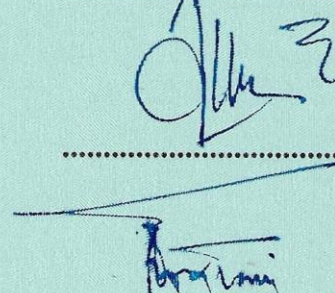
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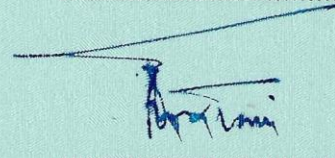
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Statement of Academic Integrity

1. The Undersigned:

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State that the thesis I have written entitle “An Analysis of Code Mixing on Shop Label at Ujung Batu District”. To meet one of requirements for Undergraduate Degree in English Study Program in Faculty of Teacher Training and Education UPP is my own work, while the materials is the thesis quoted from other sources have been clearly stated based on the sociolinguistics. However, if later discovered that all part of the thesis are not my own work of I have comitted plagiarism, I will take consequence my degree is removed as well as taking sanction according to the existing law.

Researcher

Afdhol Zikri

ABSTRACT

Afdhol Zikri, 2019. An Analysis of Code Mixing on Shop Label at Ujung Batu District

This research is the study of code mixing which is used by shop owner at Ujung Batu District on their shop label. The researcher interest to this topic because it is as a recent phenomenon in shop label . This research is aimed (1) to explain the type of code mixing that is used on shop label at ujung batu district. (2) to explain the effect of the code mixing used by shop owner on their shop label.

The kind of this research is descriptive qualitative research. The data of the research are taken from shop label documentation and shop owner opinions toward interviewees. This research was conducted by the steps: data collection, documentation and interview, analyzed data using suwito theory, and making conclusion.

From the result of this study, the researcher finds 38 shop labels base on the type of code mixing in the forms of word and phrases. Researcher also finds code mixing has many influences to their shop label. From 21 shop owners of shop label were interviewed, almost all felt a possitive impact on their store.

Key words: analysis, code mixing, shop label

ABSTRAK

Afdhol Zikri, 2019. Analisa Campur Kode pada Label Toko di Kecamatan Ujung Batu

Penelitian ini merupakan studi campur kode yang digunakan oleh pemilik toko di kecamatan ujung batu. Penelitian ini bertujuan (1) untuk menjelaskan jenis pencampuran kode yang digunakan pada label toko di distrik ujung batu. (2) untuk menjelaskan pengaruh pencampuran kode yang digunakan oleh pemilik toko pada label toko mereka.

Jenis penelitian ini adalah penelitian deskriptif kualitatif. Data penelitian diambil dari dokumentasi label toko dan pendapat pemilik toko melalui interview. Penelitian ini dilakukan dengan langkah-langkah: pengumpulan data, dokumentasi dan wawancara, menganalisis data menggunakan teori suwito, dan membuat kesimpulan.

Dari hasil penelitian ini, peneliti menemukan 38 label toko tergolong pada jenis campur kode dalam bentuk kata dan frasa. Peneliti juga menemukan bahwa campur kode memiliki banyak pengaruh pada label toko mereka. Dari 21 pemilik label toko yang diwawancarai, hampir semuanya merasakan dampak positif terhadap toko mereka.

Kata Kunci : analisa, campur kode, dan label toko

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All praise is devoted to ALLAH SWT, the only praise worthy and the universal god who always gives a peace with the best blessing to the researcher, in addition, peace and blessing of ALLAH is devoted to last messenger a great Mohammed p.b.u.h because he carried out men kind from stupidity to the science such as nowadays.

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Finally the researcher realized that the thesis still far from being perfect. Therefore constructive critis suggestion from the reader will be much appreciated. The researcher hopes that this thesis can be useful for development of education.

Pasir Pengaraian, june 2019

The Researcher

TABLE OF CONTENTS

STATEMENT OF ACADEMIC INTEGRITY	i
ACKNOWLEDGEMENT	ii
ABSTRACT	iii
TABLE OF CONTENTS	vi
LIST OF FIGURE	viii
LIST OF TABLES	ix
LIST OF APPENDIXES.....	x
CHAPTER I INTRODUCTION	
A. Background of the Research.....	1
B. The Setting of the Research	5
C. The Limitation of the Research	5
D. The Formulation of the Research	5
E. The Purposes of the Research	6
F. Significance of the Research.....	6
G. The Definition of the Key Term	7
CHAPTER II REVIEW OF THE RELATED LITERATURE	
A. Related Theories.....	8
B. Related Findings.....	18
C. Conceptual Framework.....	19

CHAPTER III RESEARCH METHODOLOGY

A. Research Design.....	22
B. Setting of the Research.....	23
C. Instrumentation.....	23
D. Procedure of the Research.....	23
E. Technique of Collecting Data	24
F. Technique of Analyzing Data	24

CHAPTER IV FINDING AND DISCUSSION

A. Research Finding.....	26
B. Discussion.....	41
C. Limitation of The Research.....	43

CHAPTER V CONCLUSION AND SUGGESTION

A. Conclusion.....	44
B. Suggestion.....	45

BIBLIOGRAPHY

APPENDIX

LIST OF FIGURE

Figure 1. Conceptual Framework of the Research.....	20
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LIST OF TABLES

Table 1. Data Presentation.....	26
Table 2. Finding and Research.....	28
Table 3. Shop Label Classified.....	28

LIST OF APPENDIXES

Appendix 1. Interview Protocol

Appendix 2. Shop Label Documentations