

CHAPTER 1

INTRODUCTION

This chapter discussed about introduction of the research. It describes about background of the research. Then, it also describes about setting of the research, limitation of the research, formulation of the research. In purpose of the research, describes about what the research purpose and also describes about significance of the research. The last part is describe about the definition of key terms.

A. Background of the Research

Language is used by other people to communicate with each other, expressing ideas, and giving opinions. Communication among people who speak the same language is possible because they share such knowledge, although how it is shared or even how it is acquired is not well understood said Wardhaugh (2006:2). Some of the language spread over the world. They are called as world language. World language essentially refers to language that is learned and spoken internationally. One of language that spread over the world is English. English as the world language is the most spoken, not only by native but also by people from all over the world. English has important leverage in some fields such as in economy, education, trend, entertainment, working, and trades.

Language is a tool of culture interaction, not only information exchange. Information exchange is the function of language said Bolinger in Giyoto (2013:9).

Walfarm in Giyoto (2013: 9) says that there is direct causal relation between different variation of language and social difference. Language and society influenced each other and determine in meaning that a certain language variation shows a certain social status and social status determines language variation.

The study between language and society called sociolinguistics. Sociolinguistics studies the relationship between language and society, speak differently in different social context, concerned with identifying the social functions of language and the way it is used to convey social meaning, examining the way people use language in different social contexts provides a wealth of information about the way language works, as well as about the social relationship in a community said Holmes (1992: 1).

According to Sumarsono and Partana (2004: 2) sociolinguistics is the study about language related to the condition of the society (learned by sociology), Pride and Holmes says that the study of language as part of culture and society.

Nearly every people have more than one language ability. When they used more than a language, it could be defined that they used bilingualism or multilingualism system. When they are in a system of communication, it is a

code said Wardhaugh (1986:86). And bilinguals and multilinguals are the most as user of code, because they often have switched or mixed their language with other language.

A code is a language, a variety of a style of language. A code is a class specific language variation, especially for different strategies of verbal planning. In conversation, a code is a rule of converting a piece of information (for example, a letter, word or phrase) into another form said Ajibola (2011:17). Code mixing is the use of two or more languages by inserting pieces of language to another while the pieces are inserted do not have their function, Rohmadi (2004: 60).

English in Indonesia is as a foreign and not as a second language. Indonesian people are required to master the English language, in addition to respond the challenges of globalization it can also assist in the promotion of cultural and national identity of Indonesia. People who can master more than one language named bilingual or multilingual society. Haugen (1957: 7) suggests that bilingualism happens when the speaker who masters more than one language can produce words completely, can produce meaningful utterance in the other languages. People determine their selves to choose the suitable code when they are speaking. Trudgill (1992: 16) states that code mixing is the process where speaker indulges in code switching between language of such rapidity and sensitively even within sentence and phrases that are not possible to say of any given time which language they are

speaking. Code mixing must reconcile what they hear and what they understand said Shorgen (2002:22).

The widespread of English in Indonesia as a business, politics, education and the communication. English has played an important role in business, business people find increasingly that ideas for success in management are published in English, the one of them is in marketing, how a businessman introduces and markets their products. The most popular way today is by branding. The American Marketing Association (AMA) defines its own brand or the brand is as a name, term, sign, symbol or design or combination of all of which aim to identify a good or service and finally can differentiate themselves with other, said Kotler (2002).

In Indonesia, branding could be a shop label. Shop label as very important, how shop owner introduce their stores to buyers with a brand label that is unique and also mixing a few word in English. Mixing of languages is usually referred to as code mixing. Code mixing is the use of two languages or more, or two variants of a language in a speech community said Chaer and Agustina (2004:114). Code mixing didn't only use in direct speech, but also use in shop label.

The researcher conducted the research about code mixing in sociolinguistics especially in the linguistic form of code mixing. This research expanded the form of code mixing in shop label. This research was the study of code mixing which was used by shop owner on their shop label

at Ujung Batu District. Based on observation researcher, 38 shop labels have been found at Ujung Batu District that used code mixing on their shop label.

B. Setting of the Research

Based on the background above, This research was the study of code mixing which is used by shop owner at Ujung Batu District on their shop label. The data of this research come from shop stores at Ujung Batu District. The researcher interested in the topic because it was a recent phenomenon in shop label.

C. Limitation of the Research

The limitation of this research will focussed on the type of two languages Indonesian - English of code mixing in shop label, and the effect of code mixing used. The data of this research was shop label at Ujung Batu District. The researcher was really motivated to conduct a research entitled An Analysis of Code Mixing on Shop Label at Ujung Batu District.

D. Formulation of the Research

From the explanation above, in order to made ease the researches doing this research, the researcher formulated the research question as follows:

1. What are the types of code mixing that is used on Shop Label at Ujung Batu District?

2. What are the effect of the code mixing used by shop owner on shop label at Ujung Batu District?

E. Purpose of the Research

Base on the statement above, the researcher had some purposes :

1. To explain the types 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 shop label at Ujung Batu district.

F. Significance of the Research

The researcher hoped that the result of this research will be beneficial both academically and practically.

- 1) This research was expected to give information for the readers especially for the students of English Department University of Pasir Pengarain in learning about the use of code-mixing on shop label.
- 2) This research was expected to be a reference for who wants to research the same cases especially for the English Department University of Pasir Pengarain.
- 3) This research was expected to give knowledge for the readers in general about the code-mixing on shop label.

- 4) For research, the researcher wanted to know how code mixing on shop label at Ujung Batu District. So, the result of the research gave information about code mixing on shop label.

G. Definition of Key Terms

In this research, there was some keywords used in the research.

1. Sociolinguistics explores language in relation to society. This means that it is concerned with language as used for communication amongst different social groups of people in different social situations said Georgieva (2014: 3).
2. Code mixing is the use of two languages together in the conversations to extent that change from one language to other in the course of a single utterance (Wardhaugh, 1986:103). It means that code mixing in this study is the use two languages between English and Indonesia used by shop owner.
3. Bilingualism is pressed to the use of language in social context, not from getting language, the existence of language, or the attitude of the language and the using of it, said Giyoto (2013: 60).
4. Shop label is one part of the advertisement, and advertising is an effort of giving process information about the product from some companies to market their result of production. Advertising can be adverted by through in television, radio, internet, or magazine, etc. In other word, advertising

can be defined as verbal communication process about the product to introduce their production generally. Such as Alexander defined that advertising is any paid form of non personal communication about an organization, product, service, or idea, by an identified sponsor said Morrisan (2010:17).

CHAPTER II

REVIEW OF RELATED LITERATURE

The review of related literatures are very important to discuss. This chapter describes reviews of related theories, review of related findings and conceptual framework. The researcher explains about several theories relate in this research. In the theoretical reviews, it explains about the bilingualism, code mixing theory, and shop label. In the review of related findings, it explains about there have been same research about code mixing on shop label. The conceptual framework of the research is provided at the end of this chapter.

A. Related Theories

1) Sociolinguistics

Sociolinguistics is inter-discipliner knowledge. It is formed by sociology and linguistics. In sociolinguistics, the word socio is the main aspect and the general characteristic of the study. Whereas, linguistics has social characteristics because of language has social characteristics also, those are language and its structure only can develop in a certain society. In this case the social aspect has special characteristic, for example specific social characteristic and sound of language related to phoneme, morpheme, word, compound word, and sentence said Suhardi (1995:2)

People use language in form of speaking, listening, writing, or reading. Language implies attention to the way language is played out in societies in its full range of functions said Mesthrie (2004: 6). Because of

that, people action varieties are related to language becomes the study about sociology of language, the sociology of language emphasizes to the aspects of using language and the attitude of using language said Fishman in Padeta (1987: 2). From the explanation, the terminology of sociology of language since 1960 becomes new terminology. It is sociolinguistics said Pateda (1987:2).

Sociolinguistics is the study of the relationship between language and society. Fishman (1972:9) states that sociolinguistics as the study of the characteristics of language varieties, the characteristics of their functions, and the characteristics of their speakers as these three constantly interact, change and change one another within a speech community.

In supporting the definitions above, the researcher takes definition of sociolinguistics from Holmes (2013:1), states that “Sociolinguistics is the study of the relationship between language and society. They are interested in explaining why we speak differently in different social contexts, and they are concerned with identifying the social function of language and the ways it is used to convey social meaning”.

Based on definitions above, the researcher concludes that sociolinguistics is one field in language study that focuses on discusses the language related to society, the variety, function and the user of language.

2) **Bilingualism**

Bilingualism is essentially a characterization of individual linguistics versatility a characterization of social allocation of function to different languages or varieties, said Fishman (1972:83). Another definition, Weinreich on Hoffman (1993:84) said that “The practice of alternately using two languages will be called bilingualism, and the person involved bilingual”. Bilingualism is a study of those who speak two or more languages, when and where they speak each and the effect of one language in interaction with other said Chaer (2004:84).

According Nababan (1986:27) bilingualism is a habit to use two language in interaction with others. In many nations and many country, include Indonesia has more than one language, in their conversation and their interaction. Almost all of Indonesian can speak more than one language, such as their mother language.

The phenomenon of bilingualism stated by Suandi (2014: 12) is appeared from two groups of language user which has different languages and the interaction produces more than one language. While other says that bilingualism is not system of language phenomenon, but it is language use phenomenon, it means that the use of language by turns said Mackey in Suandi (2014:12). According to Haugan in Padmadewi, Merlyna, and Saputra (2014:52) bilingualism is the ability to produce utterance, meaningful in other languages. Bloomfield in Padmadewi, Merlyna, and

Saputra (2014:52) states that bilingualism is the situation when people masters two languages with the same value and also as people habitual when they are doing conversation with using more than one language said Nababan (1991: 27). Padmadewi, Merlyna, and Saputra (2014:57) define that bilingualism is a usual phenomenon caused by language contact which includes people to acquire more than one language, particularly in bilingual or multilingual society. It can be inferred that bilingualism is a phenomenon in social where the society use and master more than one language.

3) Code Mixing Theory

According to Nancy Bounvillain (2003:360), code mixing is a linguistic process that incorporates material from a second language into a base language, adding morphological marks of the base to introduced elements.

Code-mixing also called intra sentential code-switching or intra sentential code-alternation occurs when speakers use two or more languages below clause level within one social situation said Claros & Isharyanti (2009:69). Gumperz (1977:82) also states that code mixing is the piece of one language by a speaker while is basically using another language. A piece of language refers to a word or phrase in one language that is mixed to another language.

Code-Mixing is a term used in bilingualism area. Code-mixing refers to “linguistic behavior of a bilingual speaker who imports words or phrases from one of his/ her languages into the other one” said Bauer (2010:4). Hamers and Blanc (1989) in Bi (2011:60) add that “the majority of mixings are lexical in nature and nouns are most often substituted words.” Shortly, code mixing can be defined as the code-alternation of words or phrases from language A into language B.

Nababan (1991: 32) says that it is a mixing of two or more language or language variation in speech act or discourse without something in using language situation which demands the speaker, it is only because of informal and speaker habitual. Suandi (2014: 139) also states that code mixing is language changing by multilingual society, and it is caused by situation changing. Other states that code mixing is process whereby speakers indulge in code switching between language of such rapidity and density, even within sentences and phrases, that it is not really possible to say at any given time which language they are speaking said Trudgill (1992: 10).

Code mixing usage depends on what language that the aim of the speakers is. For instance, code mixing used in shop label by shop owner. Code mixing in shop label is found when shop owner mixes two languages to achieve a particular purpose. Other definition from Suwito; that concept of code mixing is the use two languages or more by inserting the elements of one language to the other, which is used consistently.

Furthermore, Suwito states if in an utterance there is a mixing combination between varieties of languages in a same clause, it is called code mixing. What he means by the language varieties here are dialect, registers, styles, etc.

According to Muysken (2000:35), code mixing is divided into three main types, insertion (word or phrase), alternation (clause), and congruent lexicalization (dialect). As explain below :

a. Insertion

Insertion is inserting material such lexical items or entire constituents from one language into a structure of the other language. Muysken (2000:60) state, the process of code mixing is conceived as something asking to borrowing the insertion of an alien lexical of phrasal category into a given structure. the difference would simply be the size and type of element inserted, e.g., noun versus noun phrase. Muysken also state that the structural characteristics of insertions, they are usually single and content word (such as noun and adjective) which is morphologically integrated.

Example of insertion (Indonesian / English)

“Tergantung team, terus juga tergantung event”.

(it depends on the team, and on event)

Furthermore, an example taken from Muysken (2000:5) in his example illustrates the grammatical relations preceding and following the switched item.

- (1) Yo anduve in a state of shock por dos dias
- (2) 'I walked in a state of shock for two days'.

b. Alternation

According to Muysken (2000:96), the process of alternation is particularly frequent in stable bilingual communities with a tradition of language separation, but occurs in many other communities as well. Alternation is a strategy of mixing where two languages remain separate in the bilingual utterance as A...B unlike in insertion. In addition, alternation is observed to display a non-nested A...B...A structure, which means that the elements proceeding and following the "switched string" are not 'structural' related. Poplack assumed that Alternation code mixing is a constituent from language A followed by a constituent from language B. language A is dominant and language B is unspecified.

Example : For your information, ini berhasil. (for your information, it is works)

c. Congruent Lexicalization

Muysken (2000:122) state that, congruent lexicalization may be particularly associated with second generation migrant groups, dialect/standard and postcreole continua, and bilingual speakers of closely related language with roughly equal prestige and no tradition of overt language separation. Congruent lexicalization refers to the situation where two languages share grammatical structure, which the structure can be filled lexically with elements from their language. Congruent lexicalization is most often present mixing between dialects and between languages, which are close to each other in structure.

For example in Netherlands language: gee mi en kiss (give me a kiss).

Code mixing is usually occurs in the middle of a sentence. According to Suwito (1985 : 78) based on the unsure of language that involve in it, there are some forms of code mixing, they are:

a) Word insertion

Word is sound or combination of sound forming a unit of the grammar or vocabulary of a language. The insertion of words means the language unit that stands alone, it consist of free morphemes and bound. One common definition of a word is the following “a word is any unit of language that in writing appears between space or between

a space and hyphen”. Words do not always constitute the smallest meaningful units in a language. The smaller parts of word called morpheme. The following is an example of code mixing in words form.

The insertion of words here means inserting words from another language into a dominant language that used in a conversation.

Example : “*biar pikiran menjadi fresh sebelum kamu masuk kelas*”.

b) Phrase insertion

A phrase is a group of words without a verb, especially one that forms part of a sentence. Phrase insertion here a sequence of words, which used to refer to a sequence of words functioning as a single unit. Example : “*Penelitian aku bukan kualitatif tapi research and development*”.

c) Idiom or expression insertion

Idiom is a phrase or sentence whose meaning is not clear from the meaning of its individual words and which must be learnt as a whole unit. While expression is a word or phrase or term from particular field. It means inserting an idiom or a term from particular field from another language into the conversation.

Example : “*di situasi seperti ini sebaiknya kita hindari cara bekerja slow but sure*.”

d) Hybrid insertion

Literally, hybrid is a thing made by combining two different elements. In this case, hybrid is the combination between native and foreign form. Such as, combine the prefix from one language with a word from another language. Example : “*feature-nya juga makin banyak*”

e) Reduplication insertion

Reduplication is a repetition of word. Reduplication is morphological process by repeated the root or stem of word.

Example : “*barang-barang yang tersedia juga merupakan brand-brand terkenal*”.

4) Shop Label

Jefkins in Chris Hackley said that advertising media consist of ‘any means by which sales messages can be conveyed’ to audiences (2005: 107). Shop Label is one type of outdoor billboard. Based on Chris Hackley, said that advertising messages can be carried on radio waves, static outdoor billboards, paper and ink, ceramic mugs and ball-point pens, dynamic outdoor sites such as motor vehicles and public transport; even air balloons and loud hailers can carry promotional messages. Colloquially all promotional communication is viewed as ‘advertising’ although

industry professionals regard advertising as those promotions carried on mass media only (2005:107).

Advertising is an effort of giving process information about the product from some companies to market their result of production. Advertising can be advertised by through in television, radio, internet or magazines, and etc. In other words, advertising can be defined as verbal communication process about the products to introduce their production generally said Morrisan (2010:17). Alexander in Morrisan said that advertising is any paid form of non personal communication about an organization, product, service, or idea, by an identified sponsor (2010:17).

B. Related Finding

To develop and complete this research on code mixing, here are several related researches, it is to know how the research will be applied:

The research was written by Taskeen Zahra, M.A. English from scholar of M.S English of Air University Islamabad, Pakistan in 2012. Entitled : *An Analysis of code-Mixing in Television Commercials*. His research concerned to the influences code mixing generally for the viewer and server and it purposes to know what the impact of code mixing on the viewers itself. It conducted by using quantitative descriptive with two research question. Generally, the difference of Taskeen's research only explained about the impact of code mixing for the viewers and serves in their origin language while this research talks about the types and

functions that occur in the code mixing and it is also conducted by using qualitative research.

The research was written used by Fera Octavia from English Department, Faculty of Letters, States University of Malang in 2013. Entitled : *Respons Towards English Words in Oriflame Advertisements*. The research concerns to the perceptions of effectiveness and in effectiveness of the english usage in the advertisement. It also use quantitative description while this research will analyze the types and functions with qualitative description.

The research was written by Ukhfiyatul Karimah in from Department of English Education Faculty Training and Education, University of Kudus, Indonesia in 2010. Entitled : English Code-Switching and Code Mixing found in Advertisement of Kompas in the first Week of July Edition 2011. It concerned to the types and function of codes that in the advertisings. The differences exist on Code-Switching and Code-Mixing analysis, while the research only will analyzeto Code-Mixing.

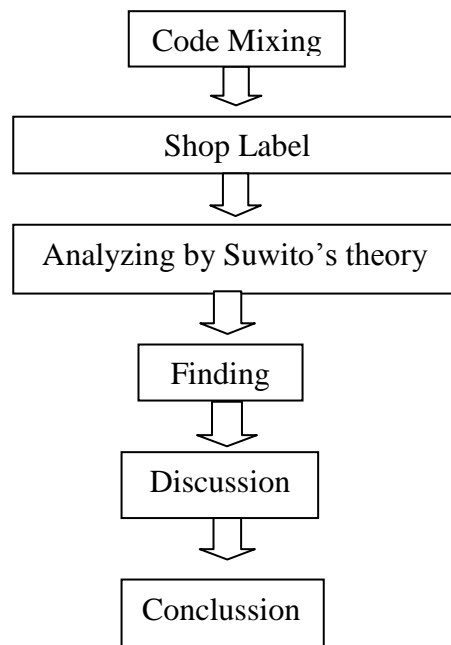
C. Conceptual Framework

Conceptual framework is the concept that researcher used to plan the research. A conceptual framework is an analytical tool with several variations and contexts. In this case the researcher analyzed about the code mixing on shop labels. The subject of the study is shop owner at eighth

semester students which are located at ujung batu District. The object of this research is the use of code mixing on shop labels at ujung batu district.

The conceptual framework of this descriptive research will be as follows:

Figure 1.
Conceptual Framework



In this research, the researcher committed the research at Ujung Batu District. The researcher analyzed how code mixing on shop label used by shop owner at Ujung Batu District. The researcher analyzed by using Suwito theory, based on the language element involves, code mixing can be divided into word (noun, adjective, verb, conjunction, pronoun, preposition), phrase(noun phrase, adverbial phrase, prepositional phrase),

idiom, hybrid (hybrid of affixation, hybrid of phrase), and reduplication(noun-noun, adjective-adjective, verb-verb). After finding the code mixing on shop label, the researcher analyzed them. The last part is the researcher made the conclusion.

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents about the research methodology of this research. It consists of research design, setting of the research, procedure of the research, technique of collecting the data, and technique of analyzing the data. In this chapter, the researcher explains about technique of collecting the data and technique of analyzing the data. In the setting of the research, the population and the sample are discussed.

A. Research Design

The type of this research used descriptive qualitative. This type of research does not include any calculation or numeration. Therefore, the data concerned appeared in words rather than in number.

The qualitative research is conduct in this study because the data analyze are not to accept or to reject the hypothesis, but the result of the analysis is the description from the observed symptoms, which are not always in the form of number or inter-variable coefficient said Subana and Sudrajat (2001). It means that Qualitative research is a set of research techniques in which data are obtained from a relatively group of respondents. The most important qualitative research techniques are the narative and the visual research, which is still often neglected. The present study uses qualitative method because, it attempts to generate rich, detailed and valid (process) data that contribute to in-depth understanding of the context.

B. Setting of the Research

This research was conducted at Ujung Batu District. The researcher analyze the shop label which are used by shop owner. The subject of the study was the shop owner at Ujung Batu District. The object of this research was the use of code mixing on shop label at Ujung Batu District.

C. Instrumentation of the research

The instrumentation of this research was documentation. The documentation was saving and documenting the shop label which is taken from the observation and interview.

D. Procedure of the Research

The procedure of this research were follows:

1. This research start by collecting the data shop label at Ujung Batu District.
2. Taken to the field to take documentation and did some interview with the shop owner.
3. Analyzed of code mixing on shop label at Ujung Batu District.
4. Interpreted of code mixing on shop label at Ujung Batu District.
5. Concluded of code mixing on shop label at Ujung Batu District

From the procedure of research above, the procedure of research there are five steps that researcher must do. The presentation of the data

analysis would be discussed in the next chapter with researcher toward the result analysis. Then exegesis connect with the previous theory and study.

E. Technique of Collecting the Data

After the procedure of the research, the next step is collecting the data. According to Sugiyono (2010:224) data collection techniques are the most strategic step in the study, because the main goal of the research is to obtain the data. To collect the data for this research, the researcher employ documentations. The researcher applies documentation as the way to collect the data. Firstly, Researcher taking documentations of the shop label. Secondly, the researcher observed questioner to the shop owner to collect the data. Third, When it finds a sentence that includes code mixing, researchers take as an example. The last is analyzing the data.

F. Technique of Analyzing the Data

After the research collecting the data, the next step is analyzing the data. In analyzing the data, the writer analyze based on the theory of Suwito (1985:78) about the form of code mixing. The steps are: describing the forms of code mixing. Based on the language element involves, code mixing can be divided into:

1. Word insertion (noun, adjective, verb, conjunction, pronoun, preposition)
2. Phrase insertion (noun phrase, adverbial phrase, prepositional phrase)
3. Idiom

4. Hybrid hybrid insertion (hybrid of affixation, hybrid of phrase)and
5. Reduplication insertion (noun-noun, adjective-adjective, verb-verb).

After analyzing the data, researcher found how many shop owner use word, phrase, idiom, hybrid and reduplication on shop label at Ujung Batu district and discuss it with related theory . Finally, the researcher got conclusion.

Example of analyzing the data are:

1. Bintang Bakery.

The respondent used word “bakery” here can be the example of code mixing. The word “bakery” here included category of word base on noun.

2. Boutique Bandung

The respondent used word “boutique” here can be the example of code mixing. The word “boutique” here included category of word base on noun.

3. Cahaya Service

The respondent used word “service” here can be the example of code mixing. The word “service” here included category of word base on noun.

4. Kawan Jaya Snack

The respondent used word “Snack” here can be the example of code mixing. The word “Snack” here included category of word base on noun.