ANALYSIS OF CODE-MIXING IN COMMERCIAL ADVERTISEMENT

Thesis
Submitted to Letters and Humanities Faculty
In partial fulfillment of the Requirements for
The Strata One Degree

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ABSTRACT


This research has purposes to know the types, functions of code-mixing especially in Commercial Advertising in Indonesia. It is chosen because in fact, there are so many commercial advertisings that use code-mixing as social interaction to promote the products that are advertised.

The research uses the descriptive analysis method to analyze the types and functions of code-mixing in the data which are found in unit analysis. It uses technique of descriptive analysis by collecting and analyzing data as well as using relevant theory in this research.

The unit of analysis in this research is text or script of 10 commercial advertisings of face wash and bath soap advertisings. It also takes 10 texts or scripts of the advertisings as the sample of the research by using the theories which is used to identify and categorize the types and functions of code-mixing in this research.

The instrument of this research is the researcher himself. In addition, the data from the text or script of utterances are collected. Then, it is analyzed one by one. It found that there were ten code-mixings cases and two of three types of code-mixing, there were intra-sententially and inter-sententially. The research found two of three functions of code-mixing, there were as the dialect choices, as gender-specific speech forms, and as age-grading functions. So the functions also can be concluded that these become a strategy of the companies to promote their product to the consumers. In other word, code-mixing becomes a strategy to increase the sales products of the companies.
APPROVEMENT

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ADVERTISEMENT

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The thesis entitled above has been defended before the Letters and Humanities Faculty’s Examination Committee on March 18th, 2015. It has already been accepted as a partial fulfillment of the requirements for the degree of strata one.

Jakarta, March 18th, 2015
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In the name of Allah Subhanahuwata’ala, the most gracious, praise, and gratitude be to Allah Subhanahu wata’ala for giving the ability to write and health to finish this paper. Blessing is upon our prophet Muhammad Solalallhu ‘alaihiwasallam, his descent and his followers.

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Jakarta, 19 January 2015

The writer
DECLARATION

I hereby declare that submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or the institute higher learning, accept where due acknowledgment has been made in the text.

Jakarta, 19 January 2015

Fahrurrozy
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CHAPTER I

INTRODUCTION

A. Background of Study

Language is an important phenomenon of life in the world. Language is vocal sounds which used in utterances, and symbols from vocal sound itself.\(^1\) Nearly each country has different language and the way to communicate their speech. When two or more people communicate their speech in a conversation, it’s clear that can be called as communication process. There are some ways the people use language to deliver their speech, such as formal and informal language. Language is a bridge that relates between person to person, person to group, or group to group and etc. and then they also use language to help all of about our life to the other, such as our desires, expresions, opinions, and even all of about our daily activities. Aristoteles has ever asked, what is the language? He answers that language is the tool to reveal the thought and to express the feeling.\(^2\) So no one who can lives without a language and its functions.

Furthermore, Thomas and Wareing said that language has multiple functions; they are as referentially, affectively, aesthetically, and phatically.\(^3\) Language as a referentially function is associated to the objects and ideas are called then the events are described and it gives the information which accurate, and non-ambiguous, such example (1). Language as an affectively function of

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\(^1\) Kinayati Djojosuroto, *Filsafat Bahasa*, (Yogyakarta: Pustaka Book Publisher cet, II, 2007), p. 45
\(^2\) *ibid*, p. 48
language is concern with who gives to say and what to whom, for example (2). Language as an aesthetically function of language which is concerned to exploit the ability of language to give pleasure by its sounds and rhythms and the play with the meaning, as example when he/she is singing or in a speech. And the last language as a phatically, in this function, it tries to give a conversation as example between husband and his wife (3). According all of above it could be conclude that there are four functions of language they are to give information, to agreement, as an aesthetic thing, and as metaphor in a conversation.

(1) “Put the bunch of flowers on the table”

(2) “I think, its time to you to wash your hair”

(3) The husband : “Good morning mysweety”

The wife : “Morning my life”

Based on the sentence (1) its give the interaction which the speaker gives the information what he/she wants to be placed (the flowers) and where the flowers will be placed (on the table). And on the sentence (2) it comments will be acceptable, if it is given from the parents to their child, but not be acceptable from an employee to their boss. And then on (3) it can be understood that that the husband and the wife used two words specially, they are “my sweety” and “mylife” which is intimately, and it is metaphor.

Nearly every people have more than one language ability. When they use more than a language, it can be defined that they use bilingualism or
multilingualism system. Every people have some ways to tell about their desires with a language. When they are in a system of communication, it is a code.\textsuperscript{4} And bilinguals and multilinguals are the most as user of code, because they often have switched or mixed their language with other language.

Wardhaugh said that \textit{code-switching} is \textit{code-mixing}.\textsuperscript{5} Because the advertisements are often to mix than switch to the foreign language, so the writer only focuses to the name of \textit{code-mixing}.

It gives an example of \textit{code mixing} phenomenon in trade conversation, such as example (4). Because like this phenomenon this research will do with some purposes they are; to know the types and functions of \textit{code mixing}.

(4) Sales : “Mohon maaf pak, sepertinya pengiriman barang memang harus kita \textit{pending} hingga pelunasan pembayaran dari pemesan benar-benar selesai”

Manager: “Baiklah kita pending hingga minggu depan, jika sampai ‘minggu depan mereka belum juga melunasi, terpaksa transaksi kita \textit{cancel} dan kembalikan uang 50% dari yang telah dibayarkan”

On the example (4) the speaker tried to mix by using Indonesia as the first language with English \textit{pending} and \textit{cancel}. This phenomenon often happened in Indonesia where people often mixed their language to English in conversation.

\textsuperscript{4} Ronald Wardhaugh, \textit{an introduction to Sociolinguistics}, (Oxford: Basil Blackwell Ltd. 1\textsuperscript{st} published, 1986) p. 86

\textsuperscript{5} Ronald Wardhaugh, \textit{AnIntroduction to Sociolinguistics} (UK. Wiley-Blackwell 6\textsuperscript{th} ed. 2010) p.86
Finally, in this research interested to observe the utterances are in 10 transcripts first. This is an example transcript of Men’s Biore Alghazali (Al) Version in youtube;

Senang seru,,, dan juga tantangan,,, jangan takut kulit kusam berminyak,,, ada Men’s Biore Cool Oil Clear dengan black tea green scrub dan white scrub,,, wajah bersih extra coolso saat tantangan datang be cool,,, ^6

B. Focus of Study

This research focuses on the types and functions of code mixing used, with the object research of transcript which is in 10 Commercial Advertisings of Face Wash and Bath Soap Products.

C. Research Question

From the focus of study, this research has two research questions, they are:

1. What are the types of code mixing in utterances of 10 Commercial Advertisings of Face Wash and Bath Soap Products based on Ronald Wardhaugh’s theory?

2. What are the functions of code-mixing that used based on Florian Coulmas’s theory?

^6 The advertising of Men’s Biore Cool Oil Clear (Versi Al) available from http://youtube.com/result?search_query=iklan=men’s+biore+al+ internet accessed on April 20, 2014 10:00 pm.
D. Significance of the Research

It is hoped that this research can assist all the readers to develop the study about the types and functions of code-mixing. It also hopes to know the purposes of codemixing using in advertisements. Then, it can improve their knowledge in using code mixing especially in their daily conversation in order may get addition of new English vocabularies.

E. Research Methodology

In the research methodology creates to arrange well-organized data; objective research, method of research, data analysis technique, instrument of the research, collecting and analysis data, until the analysis and conclusions. That is all to make an organized technique of analysis. The researcher arranges the steps of general logic and the theoretic perspectives for the research.

1. Objective of the Research

The objectives of this research are:

- To know the types in using of code-mixing in 10 commercial advertising of face wash and bath soap products advertisings.

- To know the functions of code-mixing those are used in 10 commercial advertising of the products.
2. Method of Research

The method of the research is included qualitative research. Qualitative researches are method of research which the researcher interprets and makes sense of their world and their experiences they have in the world. Qualitative researches have four characteristics are indentified by focus on process, understanding, and meaning; and the researcher is primary of data collection and analysis. In this research the writer will analyze the code mixing which is used in 10 Commercial Advertisings of Face Wash and Bath Soap Products.

3. Data Analysis Technique

The research uses descriptive analysis technique to analyze the data. It does the following three steps, there are: (a) reading the scripts or texts of 10 commercial advertising of face wash and bath soap products; (b) do a classifying the types of code-mixing are used by using relevant theory; (c) do a analyzing the functions of utterances from the data. (d) making conclusions based on the analysis.

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4. Instruments of the research

The instrument of the research is the researcher himself. By classifying, qualifying, and describing the transcript which is used in 10 Commercial Advertisings of Face Wash and Bath Soap Products which have code-mixing.

5. Unit of Analysis

The analysis unit of this paper is the text of transcripts of 10 Commercial Advertisings of Face Wash and Bath Soap Products.

6. Time and Place of Research

This research started in April 2014 and will be end in September 2014 at English Letters Department, Faculty Adab and Humanities, Syarif Hidayatullah State Islamic University Jakarta.

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CHAPTER II
THEORETICAL DESCRIPTION

A. Previous Research

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 serves and it purposes to know what the impact of code-mixing on the viewers itself. It conducted by using quantitative descriptive with two research questions. 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 by Maria Jose Garcia Vizcaíno is Associate Professor of Spanish at Montclair State University, Spain in 2011. Entitled: *Humor in Code-Mixed airline advertising*. In her research concerned to humor in code-mixing that existed in airline advertising, that is Spanish airline company Vueling. It explored the analysis of structural, phonetic, and visual of its humor. It conducted by using qualitative descriptiv. The differences with the research exist
on the structural utterances which just explain about the form of ungrammatical utterances while this research explores the types and functions of code-mixing.

The research was written by Ukhfiyatul Karimah in from Department of English Education Faculty of Training and Education, University of Kudus, Indonesia in 2011. 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 functions of codes that in the advertisings. The differences exist on Code-Switching and Code-Mixing analysis, while this research only will analyze to Code-Mixing.

The research was written by Irene Abigail from English Study Programme Faculty of Letters, Soegijaipranata Catholic University, Semarang in 2010. Entitled: *An Analysis Of Letters Students’ Perceptions On The Use Of English Language in Advertisement: A Case Study of Gogirl! Magazine*. It concerned to the language that was used in an advertisement. It explained about the kind of advertisement mostly printed in English language was found in the Magazine, it also explained the part of advertisement mostly printed in English language. Beside that it explained what the perceptions of the Letters students’ itself. The differences exist on the type of code-mixing and advertisings while this research will explore about the types and functions. Beside that she used quantitative description while this research will use qualitative description.

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 ineffectiveness of the English usage in the advertisement. It also used quantitative description. The differences are on effectiveness and ineffectiveness of English usage with quantitative description while this research will analyze the types and functions with qualitative description.

B. Advertisement

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 magazines, and etc. in other words, advertising can be defined as verbal communication process about the products 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. The paid reflects the fact that the space or time of the message in advertising generally which must be bought. And nonpersonal means that advertising involves mass media (e.g, TV, radio, magazines, newspaper).

Nearly of all of the companies introduce their production, that’s by mass of media. What the reason they use it? And what the advantages use it? There are some reasons in this case. Probably, mass media becomes the way effectively to

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introduce it, as we know that the advertising in mass media is generally, it can be
known and be gotten by all of citizens in a country easily. It means that
advertising in mass media can takes the audiences excessively.\textsuperscript{11} It can be a very
cost-effective method for communicating with large audiences.\textsuperscript{12} Beside that it
can be used to create the brand image of a company. It’s so important to distinct
the quality of product to the others. On the other hands, it has advantage to
increase their marketing of products.

C. Definition of Code and Code-Mixing

Basically, everyone is part of society who cannot live without the others.
They communicate with the some ways of languages they used. When some
people communicate by a language or a variety of language, so it is a code.\textsuperscript{13}
Everyone has ability to communicate with language in a system. Language is a
system which manages each person to relate each others. It manages how they to
be well in communication in order can be understood easily.

Code-Mixing, as we know that when someone used a language or a variety of
language, it’s a code use. Probably, when someone used more than a language
and some varieties of language, it is also as code phenomenon. Code-mixing is a
linguistics phenomenon where someone mixes a language to other or a variety of
language use with another.

\textsuperscript{11} Morrisan MA, \textit{op.cit.} p.18
\textsuperscript{12} George E. Belch, \textit{loc.cit}
\textsuperscript{13} Ronald Wardhaugh, \textit{AnIntroduction to Sociolinguistics} (UK. Wiley-Blackwell 6\textsuperscript{th} ed. 2010) p.86
In this period, so many people mix language to another in their conversation, such individually or even community. On the other hand, code-mixing occurs when they decide to switch code to another, or mix codes within sometimes very short utterances and thus create a new code in a process.\textsuperscript{14}

In shortly, phenomenon of code has two kinds, they are code-switching and code-mixing, yet Wardhaugh defined that code-switching is code mixing.\textsuperscript{15} It also supported by Jendra who said that the concept of code-mixing is used to refer more general form of language contact that may include cases of code-switching and the other form of contacts which emphasizes the lexical items.\textsuperscript{16} Based on the arguments above, it can be concluded that when the contents of code-switching are, so it might be code-mixing exist there.

The ideal speakers of code-mixing speak at least two languages which are habitually spoken in their community, and also they are fluent in both languages, although they may be not completely balanced bilinguals.\textsuperscript{17} It marked that to be code-mixer at least they use two languages and understand about the meaning of the words which is used.

It is an example of code-mixing in an advertising of UHA Milk Candy by Agnes Monica.

\textsuperscript{14} Ibid, p. 98
\textsuperscript{15} Ronald Wardhaugh, loc.cit
\textsuperscript{16} Made Iwan Indrawan Jendra, Sociolinguistics the Study of Societies’ Language (Jogjakarta, Graha Ilmu, 2010) p.78
\textsuperscript{17} Florian Coulmas, Sociolinguistics the Study Speaker’s Choices(Cambridge University Press, 2010) p.113
D. The Types of Code-Mixing

The types of code-mixing takes the types of code-switching because on the base definition of both are similarity. In this case Wardhaugh divided to be two types they are between sentences (inter-sententially) and within single sentence (intra-sententially).

Continually, and the other is between sentences, it also called by inter-sententially code-mixing, it happens when there is a complete sentence in a foreign language uttered between two sentences in a base language, as example (6) an Indonesian bilinguals mixes from Indonesian to English. When it is found a word, a phrase, or clause, of foreign language is found within the sentence in a base language, it is intra-sententially code-mixing. Example, (7) Spanish-English bilinguals.

(6) Ini lagu lama, tahun 60an. It’s oldies but goodies, they say. Tapi masih enak kok didengerin.

“It is the old song, 60 years century. It’s oldies but goodies, they say. But it’s still nice to listen”

(7) No van a bring it up in the meeting

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18 The advertising of UHA Candy advertising by Agnes Monica, available from: http://youtube.com/result/?search query=iklan=permenuha, internet accessed on 02 april 2014 10:00 pm.
19 Ronald Wardhaugh, loc.cit.
20 Made Iwan Indrawan Jendra, op.cit. p.76
21 Ronald Wardhaugh, op. cit. p.106
“They are not going to bring it up in the meeting”

In concluding, it is divided two types, they are; between sentences (inter-sententially) code-mixing happens when the complete sentence in a foreign language uttered between two sentences in a base language. And a single sentence (intra-sententially) code-mixing occurs when it is found a word, or a phrase, or a clause, of a foreign language is found within the sentence in a base language.

E. The Functions of Code-Mixing

When talk about the functions, it has correlation with the motive of code-mixing use exactly. The bilinguals and multilinguals have some motives to express their purposes in their utterances, it called by social motivation choices. Such a linguist, Gal S. also defined that code-mixing is a conversational strategy used to establish, cross or destroy group boundaries; to create, evoke or change interpersonal relations with their rights obligations. Therefore, to build all about the cases code-mixing exists as dialect choice, gender-specific speech forms, or age grading.

1. Code-Mixing as the dialect choices

To understand the definition of it, it takes the Greek language that it associated Ancient Greece which is an actually a group has distinction local varieties. There are Ironic for history, Doric for choral (singer group) and lyrics

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22 Florian Coulmas, op.cit. p.109
23 Ronald Wardhaugh, op.cit.p.98
24 Florian Coulmas, loc.cit.
25 Ronald Wardhaugh, op.cit. p.25
of song, and *Artics* for tragedy (novel). In other word dialect is the phenomenon of linguistics varieties which shows between high class and low class or non-prestigious. Such as also Standard German is for high classes while Luxemburgish is for low class.\(^{26}\) For instance, *dialect choice* is phenomenon of linguistics which describes differences speech in some various social group and class.\(^{27}\) Based of all it can be conclude that the relation of code-mixing in this case, dialect choice distinguish between some social groups or classes (lower class and high class).

2. Code-Mixing as the gender-specific speech forms

Women and men choose different language exactly. On the base, they are different. That women and men speak differently is natural. Men and women have different conversational norms as a result of interacting in single-sex peer groups as children. Because boys to be concerned with status and self-assertion (men’s character), while girls are more geared to involvement and understanding.\(^{28}\) In other word, usually men use more formal language than women, such in New York which women use non standard form than men.\(^{29}\) Properly, men speaks with high voices or hardly or even formally forms because they want to show their characters as the men, while women concern to say their utterance in order to understand by others and is not formal forms. In this view can be said that gender-specific differences between speech styles are to show that there are no discrimination about the gender differences.\(^{30}\) Absolutely, gender-specific speech

\(^{26}\) *Ibid.* p.90
\(^{27}\) *Ibid.* p.46
\(^{28}\) Florian Coulmas, *op.cit* p.38
\(^{29}\) *Ibid.* p.37
\(^{30}\) *Ibid.* p.45
forms have the function to extent the code choice use between men and women, such as example in Some East languages, Javanese, Korean, and Japanese are often use the language in politeness levels.\textsuperscript{31} It can be conclude, that speech-gender can uses to show who are speak and to whom (men or women), and in addition, it also to show their status and character society.

3. Code-Mixing as the age-grading

In a language use has some varieties of choice (language). To apply the language should be appropriated to whom the utterance. Because if it is not appropriated may can be an underestimation in understanding. It should be seen the communicant who is invited to talk, in this case is about the age. The teenagers don’t speak like octogenarians, while the octogenarians also don’t speak like them. So it should be noticed about these. Age-grading is one of characteristics of language choices which is expected can differentiate one age and another.\textsuperscript{32} Age-grading has four categories, they are;

3.1. Infancy

Infancy can be categorized as the children language use, the children can talk depend on the language input, through what they hear around them and directed them.\textsuperscript{33} Menn and Gleason give the four ways in using in order be well in delivering to them.\textsuperscript{34} They should know; how babies talk, how the adults talk to them, how the actual language used by adults (baby-talk register),

\textsuperscript{31} Ibid. p.46  
\textsuperscript{32} Florian Coulmas, op.cit. p. 54  
\textsuperscript{33} Ibid. p.55  
\textsuperscript{34} Ibid. p.55
and how the way infants actually speak. Need to know that the babies use the language depend on who provide the input. It means that the children can talk and understand what the talks depend on the around says, such their parents talk and their families. So can be defined that in code-mixing use need to attention about how the talks and what the talks in order the children can understand what they hear.

3.2. Adolescence

The adolescent may be the primarily object because when in this age nearly of the language can be well understood by them. And the other reasons are usually adolescent use so many varieties of language such substandard language, dialectal and vernacular forms, slang and innovative.\textsuperscript{35} It might be the appropriately chance to code-mixing use because some reason above. Only it should be divided what the appropriate language which will use in code-mixing base on the new period or the language famous.

3.3. Adulthood

On the next of age-grading category is Adulthood, Adult language is the norm, as it is unmarked choice for all age groups.\textsuperscript{36} It means that they have the terms and rules which manage and control their language in order it can not violate the norms are. Beside that, usually their speech seldom to use dialect, but use the standard of language.\textsuperscript{37} Based of this case, it can be conclude that

\textsuperscript{35} Florian Coulmas, \textit{op.cit.} p.60
\textsuperscript{36} \textit{Ibid.} p.61
\textsuperscript{37} Florian Coulmas, \textit{loc.cit.}
language use to Adulthood need specific language which refers to them. It might be formal language or standard are precisely. As code-mixing use need to attention with whom they talk in order it is easy to understand.

3.4. Old age

The last category is elderly, they are old ages. It has characteristics of speech forms are not have some choice of style language, but it uses natural language based of the ageing. Coulmas also explains that the characteristics of elderspeak usually have slow production, simplified syntax, avoid of difficult words and exaggerated prosody (art language use), testify to tendency. Clearly, code-mixing use in this category, also need the attention in language use with whom the communication occurs.

In other word, code-mixing becomes the way to build equivalent between social classes in order there are no subordination views in their environment. It means that code-mixing is the term of life which can raise the rights for them who is viewed in subordination class.

F. The Code-Mixing Users

Firstly, bilingualism is a system where the person has ability to use two languages they are mother language and second language or foreign language. The person can be categorized as bilingual if he or she knows language in same modality for example, two speech-based language such as spoken English spoken

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38 Ibid.p.62
39 Florian Coulmas, loc.cit.
German, or two sign-based languages as American Sign Language and Japanese Sign Language, or two languages based on different modalities, e.g. spoken German and American Sign Language, or spoken French and written Sanskrit. In the same case, Edwards said that everyone is bilingual, there is no in the world who does not know at least few words in language other than the maternal variety. In fact, nearly half of people in the world have more than language ability such as national language and dialect that they used to communicate. It might be only one piece or even more from the vocabularies of two different languages.

Generally, half of world’s population is bilingual. Based of all, it can be conclude that bilingualism is a system of language where the person who usually use two languages in same modality and different modalities and all of people who lives in the world has ability to be a bilingual, because at least they have ability to use or understand about their language and other language. Such as an example of bilingual situation exists in land-locked Paraguay where they have two languages, they are Spanish and Guarani, it is from long isolation from Spain, and Guarani which is recognized as a national language.

Secondly, multilingualism is a system of language use that uses more than a language in code communication process. As Susan defines that multilingualism

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43 Ronald Wardhaugh, *op.cit.* p. 95
is the use of more than one language by a single individual or community.\textsuperscript{44} An interesting example is the Tukano of the north-west Amazon, on the border between Columbia and Brazil.\textsuperscript{45} The Tukano are multilingual because men must marry outside their language group; that is, no man may have a wife who speaks his language, men choose the women they marry from various neighboring tribes who speak other languages, and then in any village several language are used: the language of the men; the various languages spoken by women who originate from different neighboring tribes; and a widespread regional ‘trade’ language, and about the child’s father (a son) speaks one language, while child’s mother (a daughter) another. On other hand, based on the recent developments in research, ‘multilingualism’ has been suggested to be used as the cover term for the acquisition of more than two languages and the product of having required or learned two or more languages, so third language acquisition (TLA) and trilingualism can be seen as covered by the term of multilingualism, but not by bilingualism.\textsuperscript{46} Multilingualism can be defined as a arbitrary of nature, Skutnab-Kangas identified four types of multilingualism based of criteria used.\textsuperscript{47} They are; (a) definition by origin view of multilingualism which as a developmental phenomenon, (b) definition by competence of use linguistic competence in two or more language as criterion, (c) definition of the function multilingualism serve to the language individual or the language community, (d) in addition the definition

\textsuperscript{44} Carmen Llamas, \textit{Routledge Companion to Sociolinguistic’s} (USA, Routledge, 2007) p.149
\textsuperscript{45} Ronald Wardhaugh \textit{op.cit.} p.94
\textsuperscript{46} Ulrike Jessner, \textit{Linguistic Awareness in Multilinguals} (Edinburgh University Press, 2006)p.15
\textsuperscript{47} Ulrike Jessner, \textit{loc.cit.}
of it, that’s as social, psychological, or sociological approaches toward term of speaker’s attitudes in order can identify with two or more language.

In concluding, bilingualism and multilingualism have more opportunity to use two or more languages therefore in this phenomenon can be said that bilingualism and multilingualism are the most of code-mixing user. Such as Wardhaugh said that a bilingual or multilingual situation can produce still other on one or more language involved.\textsuperscript{48} Furthermore, Bilinguals are the actual marking in a setting of choice of code clearly.\textsuperscript{49} Besides that, in fact, multilinguals are the developer of competence from each of codes to extent that they need it and for the contexts in which each of the languages are used.\textsuperscript{50} Finally, it can be defined that bilinguals and multilinguals have a same common, they usual to use a language and other language such mixing or switching in some utterances or in single utterance which they want, therefore can be concluded that bilinguals and multilinguals are the most of code user.

\textsuperscript{48} Ronald Wardhaugh, \textit{op.cit} p.17
\textsuperscript{49} \textit{Ibid.} p.100
\textsuperscript{50} \textit{Ibid.} p.93
CHAPTER III

RESEARCH FINDINGS

A. Data Description

Advertisement is one of media communication that used in advertising to introduce the product of the companies to increase the percentage of their sell prices. There are some ways the companies introduce their product. The mixing of a language to other language becomes the trend ways in this time and it called as the code-mixing.

In this case, Wardhaugh divided the types of code-mixing in two types: intra-sententially and inter-sententially. On the other hand, code-mixing has some reasons of the usage. Coulmas devided three functions of code mixing, they are as dialect-choices, age-grading, and gender-specific forms. In this research will analyze code-mixing that used in 10 Commercial Advertisings of Face Wash and Bath Soap Products. They are; (1). Gillette Foaming Wash (2). Ponds Men Charge Facial Foam (3). Gatsby Cooling Face Wash (4). Clear & Clear Deep Action Cleanser (5). Nivea For Men Oil Control Facial Foam (6). Give White Body Wash (7). New Gatsby Body Shower Gel (8). Cussons Imperial Leather Classic (9). Dove Nourishing Beauty Retreat (10). New LUX Soft Touch Advertisings. 51 Here are the sentences of advertisements which will be analyzed in this paper:

51 What To Watch, available from http://m.youtube.com/?tsp=1 internet accessed on April 10, 2014 10:00 pm.
<table>
<thead>
<tr>
<th>No</th>
<th>The Utterances</th>
<th>The Types of Code-Mixing</th>
<th>The Functions of Code-Mixing</th>
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<tbody>
<tr>
<td>1</td>
<td>Tahukah Anda kalau pori-pori kulit pria lebih besar? Itulah sebabnya mengapa lebih berminyak dan lebih kotor. Memperkenalkan Gillette Foaming Wash baru. Membersihkan wajah serta membantu menghilangkan minyak berlebih dan mengangkat kotoran dari pori-pori kulit sehingga wajah anda terasa segar kembali.</td>
<td>Inter-sententially</td>
<td>Gender-specific speech forms for men</td>
</tr>
<tr>
<td>2</td>
<td>Untuk wajah cerah berenergi, ini Ponds Men dari extract biji kopi. Ponds Men Charge Facial Foam, tak hanya menghilangkan minyak, kotoran, dan kulit kusam</td>
<td>Intra-sententially</td>
<td>Gender-specific speech forms for men</td>
</tr>
</tbody>
</table>
tapi juga mencerahkan dan membuat wajah berenergi. Get recharged Ponds Men

| 3 | Gatsby Cooling Face Wash dengan smooth power berikan 6 multifungsi, energizing jadikan kulit wajahmu halus dan fresh. Siap tampil stylist. Gatsby Cooling Face, smooth with style. | Intra-sententially | Gender-specific speech forms for men |

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<td><strong>and confident.</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>New Gatsby Body Shower Gel dengan <em>double protection</em> dan <em>high cleansing power</em> maksimal bersihkan kotoran dengan sensasi dingin dan keharuman <em>masculine</em> menyegarkan.</td>
<td>Intra-sententially</td>
</tr>
<tr>
<td>8</td>
<td>Rasakan mewahnya Cussons Imperial Leather Classic Baru, dengan keharuman lebih tahan</td>
<td>Intra-sententially</td>
</tr>
</tbody>
</table>

| Speaker 1: “Jadi sebelum makan apa-apa kita makan buah dulu, sebelum makan sarapan yang lain”  
Speaker 2: “Cantik itu harus dari dalamnya juga, jadi nanti dari luar kita juga kelihatan kita tu cantik karena kita juga udah pede dengan diri kita sendiri”  
Speaker 3: “Kalo kita *relax* pasti, kulit juga ga tegang gitu kaya menutrisi, kaya lebih berbaur sama alam”  
Speaker 4: “Selama pake Dove | Intra-sententially | Gender-specific speech forms for women |
sih jadi alus kulitnya terus tetep lembab. Kita sih terus fresh ya”

Speaker 5: “Mau ngelakuin apapun enjoy aja”

Speaker 6: “Aura positifnya lebih keluar”

Speaker 7: “Akhirnya kita bisa holiday bareng, dan”

Speaker 8: “Iya, bisa have fun bareng”

Speaker 7: “Betul”

Speaker 8: “Kita bisa cantik-cantikan bareng”

Speaker 7: “Betul, buktinya ni kulit kita ni”

| 10 | Memperkenalkan, LUX Soft Touch baru dengan pelembab silk essence dengan keharuman bunga yang lembut, untuk kulit harum lembut dan menggoda. Just the little LUX bangkitkan getaran cinta. LUX Soft Touch. | Intra-sententially | Gender-specific speech forms for women |
**B. Data Analysis**

The data descriptions above are sentences of the utterance from the 10Commercial Advertisings of Face Wash and Bath Soap Products and it has been chosen as the focus on the analysis study. Then it is classified into code mixing. From the data description above it can be analyzed as follows:

1. Data 1

<table>
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<th>No</th>
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</table>
rangkaian perwatan kulit dari Gillette. *The best men can get.*[^52]

Analysis:

This is an advertising of face wash product for men by The Gillette Company that called as the New Gillette Foaming Wash[^53]. This company produces and sells personal care products for men. The company’s products include power and manual razor blades; shave gels, foams, and creams; skin care and aftershave products; antiperspirants and deodorants; and thermal scrubs, sensitive face wash products, intense cooling lotions, UV moisturizing, and body wash products. It was founded in 1901 and is based in Boston, Massachusetts, USA. As of October 1, 2005, The Gillette Company operates as a subsidiary of The Procter and Gamble Company.

The data is inter-sententially type because it uses Bahasa as base language and then it mixes with a sentence of foreign language of English[^54]. The paragraph builds from four sentences. From the first sentence to third sentence use Bahasa but at the last sentence is closed by English sentence *The best men can get.* Therefore, it is categorized as the inter-senttially type.

[^52]: The advertising of Gillette Foaming Wash posted by Pariwara Nusantara, available from http://m.youtube.com/watch?v=GjHHki1B79g internet accessed on August 20, 2014
[^54]: Made Iwan Indrawan Jendra, *op.cit*, p. 76
This type has a function as gender-specific speech forms for men. Firstly, it needs to know that numerous observations have described women’s speech as being different from men.\textsuperscript{55} It means that gender also influences in using of languages. The relation to this function, the data mixes the English \textit{men} that exist in the sentence \textit{The best men can get}. The English \textit{The best men} is a noun phrase. \textit{The best men} also can categorize as the complete subject because it is built by a simple subject \textit{men} that modified by the words \textit{the best}.\textsuperscript{56} And then the words \textit{can get} are as a verbal phrase, verbal phrase is a verbal plus any complements and any modifier.\textsuperscript{57} The English \textit{men} in the sentence \textit{The best men can get} marks that the type has function as the gender-specific speech forms for men. In addition, by the English sentence can be known that the product is purposed only for men.

2. Data 2

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<th>No</th>
<th>The Utterances</th>
<th>The Types of Code-Mixing</th>
<th>The Functions of Code-Mixing</th>
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<tbody>
<tr>
<td>2</td>
<td>Untuk wajah cerah berenergi, ini Ponds Men dari \textit{extract} biji kopi. Ponds Charge Facial Foam, tak hanya menghilangkan minyak,</td>
<td>Intra-sententially</td>
<td>Gender-specific speech forms for men</td>
</tr>
</tbody>
</table>

\textsuperscript{55} Ronald Wardhaugh, \textit{op.cit}, p.335
\textsuperscript{56} William Strong and Mark Lester, \textit{op.cit} p. 452
\textsuperscript{57} Gerald P. Berent, \textit{op.cit} p. 323
kotoran, dan kulit kusam tapi juga mencerahkan dan membuat wajah berenergi. Get *recharged* Ponds Men.\(^{58}\)

Analysis:

Pond’s is name of famous brand that is made by Pond’s Extract Company Ltd. and Cheesbrough Manufacturing Company in 1955’s. But it had begun from a Theron T.’s home laboratory in New York 1846-1916.\(^{59}\) After 10 years later of develop they had found the Pond’s logo. In 1987 Unilever acquired Pond’s. This helped the brand to develop new products and new promotions. Throughout the years, Pond’s has created a vast range of product including; a night cream, moisturizers, new updated formulas and in 1990’s the old packaging was scraped and new sophisticated design was born. And then, it had updated again in their packaging in 2010. Till now, it launched Ponds Men energy recharged by Indonesia Unilever.

The data is an intra-sententially type because the speaker speaks with two languages, they are Bahasa and some English word.\(^{60}\) He uses Bahasa as the base language then he uses English as foreign language. In this advertising he speaks Bahasa to inform the benefit and mentions brand of the product “Untuk wajah

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\(^{58}\) The advertising of Pond’s Men Energy Charge posted by adrianbali, available from http://m.youtube.com/watch?v=Q79igkxLpBU internet accessed on August 20, 2014


\(^{60}\) Made Iwan Indrawan Jendra, *op.cit*, p. 76
cerah berenergi, ini Ponds Men” and then he also informs composition of product “dari extract biji kopi”. According to his utterances, he uses Bahasa purity to inform the benefit and name of brand, and then he tries to mix Bahasa with an English word extract. Beside he mixes Bahasa with a vocabulary of English, he also mixes with a verbal phrase of English Get recharged. Verbal phrase is a verbal word plus any complements and modifiers. Clearly, the advertising uses Bahasa as the base language which is mixed by English with a word extract and a verb phrase Get recharge so it can be categorized as the intra-sententially type.

Everyone has different ability to speak in a language, especially, between men and women. In this case, gender influences in using of language exactly. Men and women choose and use their speech differently are natural phenomenon. Being an important thing to know that the feminine usually can be identified by a passive, dependent, intuitive, and emotional things and masculinity is strong, independent, in control and out of touch emotionally. It related to this data that the speaker speaks his language to show that it purposes for men because at the first he says brand of product Ponds Man. On other hand it also uses phrase of Bahasa “wajah berenergi” which shows it because usually men choose some language to show masculinity. Because the data uses some word and a phrase that show masculinity so this type can be categorized has a function as the gender-specific speech forms for men. Clearly, this product is purposed only for men.

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61 William Strong and Mark Lester, op.cit. p. 481
62 Florian Coulmas, op.cit. p. 36
63 Susan M. Shaw and Janet Lee, op.cit, p. 126
No | The Utterances | The Types of Code-Mixing | The Functions of Code-Mixing
--- | --- | --- | ---
3 | Gatsby Cooling Face Wash dengan *smooth power* berikan 6 multifungsi, *energizing* jadikan kulit wajahmu halus dan *fresh*. Siap tampil *stylist*.

Gatsby Cooling Face, *smooth with style*.\(^6^4\) | Intra-sententially | Gender-specific speech forms for men

Analysis:

Gatsby Cooling Face Wash is one of the products that produced by Mondom Corporation. It located Osaka, Japan. Osaka is a center of manufacturer and distributor of hair care, skin care, perfumes, deodorants, and other personal care products, including cosmetics. It founded in 1927, Mandom launched its first international operation in 1959, with a production partnership in the Philippines. The company has since expanded its range of operations to include manufacturing and distribution subsidiaries in China and Indonesia, and sales and distribution

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\(^{64}\)The advertising of Gatsby Cooling Face Wash posted by adrianbali, available from http://m.youtube.com/watch?v=qurifA9sJCA internet accessed on August 20, 2014
subsidiaries in Taiwan, Korea, Hong Kong, Singapore, and Malaysia. Mandom Corporation was founded by Shinpachiro Nishimura Kintsuru Perfume Corporation. Named of after a highly fragrant flower also known as the Japanese Stone Orchid, the company soon established its name among Japan’s Cosmetics and hair care industry. The launch of company’s Tancho Tique “hair control” stick in 1933 provided the company with its first major commercial success.\textsuperscript{65}

In shortly, Mandom itself had continued its strong, backed by the construction of a new factory at Fukusaki in 1976. The expanded production also encouraged Mandom to take over its won distribution operations, and by the end of the decade the company had put its own sales force into place. The shift to direct sales was initially aided by Mandom’s launch of another highly successful line of men’s care products, called Gatsby. That line went on to become the company’s flagship brand.

According the data, the type in this advertising can be categorized as the intra-sententially code-mixing because the data has Bahasa as the base language then mixes with English phrase \textit{smooth power}, and preposition phrase \textit{smooth with style}. Preposition phrase is a group of words that begins with a preposition and then ended with a noun or pronoun. It called as the object of preposition that is the word \textit{style}.\textsuperscript{66} It also gets English \textit{energizing}, \textit{fresh}, and \textit{stylist}. It markes that code-mixing is intra-sententially.

\textsuperscript{66} William Strong and Mark Lester, \textit{op.cit}, p. 477
The function of type in this data is as the gender-specific forms. Numerous observes have described women’s speech as being different from that of men. It means that between women and men use different language to communicate their language so in using and purposes of language should be different too. Such in this advertising that has target of market are only for men. It marks by name of brand Gatsby Cooling Face Wash, the word *Coolling* marks that it purposes for men. Besides that it also can be identified by the word *energizing*. Becomes a men should have seen strong and energetic because it can differ the different between men and women. Therefore, this advertising mixes the words *cooling* and *energizing* to mark that the product is for men.

4. Data 4

<table>
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<th>No</th>
<th>The Utterances</th>
<th>The Types of Code-Mixing</th>
<th>The Functions of Code-Mixing</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Speaker 1: Eh kita difoto majalah deh.</td>
<td>Intra-sententially</td>
<td>Age-grading for adolescence</td>
</tr>
<tr>
<td></td>
<td>Speaker 2: Duh berminyak ga?</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Speaker 1: Tenang aja, kita kan udah siap.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Speaker 3: Karena Clean and</td>
<td></td>
<td></td>
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</tbody>
</table>

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67 Ronald Wardhaugh, *op. cit.*, p. 335
68 Ronald Wardhaugh, *loc. cit.*

Analysis:

This data is advertising of face wash product that called as Clean and Clear Deep Action Cleanser by Johnson & Johnson.^70^ The brand was originally by Revlon as a line of sensitive skin personal care items. Product line started in 1956 when a new “Clean and Clear” liquid cleanser appeared. After some periods Revlon sold Clean & Clear to Johnson & Johnson in 1991. And then, since 1992 Johnson & Johnson reformulated Clean & Clear skincare line and divided it into base collection (focused on medical effect) and sensitive skin collection till on

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^70^ Clean & Clear, available from http://en.m.wikipedia.or/wiki/Clean_%26_Clear internet accessed on October 4, 2014 08:35 pm
march 2014 it launched campaign with “See the Real me” message focusing on real teenage looks.

There are four speakers in this data. It named by speaker 1, 2, 3, and 4. The data has Bahasa as the base language. At the first dialogue by speaker 1 uses Bahasa “Eh kita difoto majalah deh”, then speaker 2 also said by Bahasa “Duh berminyak ga?” and then speaker 3 answers “Karena Clean and Clear Deep Action Cleanser formula baru rice extract nya menyerap 8 kali lebih banyak. Kulit bebas minyak jauh lebih lama”. Based of three dialogues above, can be explained that speaker 3 tries to mix Bahasa with Phrase of English rice extract and at the last dialogue she also mixes Bahasa with some words of English Clear, Clean, and Confident. Therefore, it uses a phrase and some words of English as the foreign language so it can be categorized as the intra-sententially.71

This type has a function as age-grading for adolescence, boy or girl. It is marked by the sentence of Bahasa “Kulit bebas minyak jauh lebih lama” which marked it purposes for adolescent as the priority target because in age of adolescent, teenagers get physically changing such growing acne on their face and about smell body problem.72 Finally, it can be conluded that the type in this data has a function as age-grading for adolescents. And in addition, by the sentence above this product is purposed for adolescents.

71 Made Iwan Indrawan Jendra, op.citp. 76
5. Data 5

<table>
<thead>
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<th>No</th>
<th>The Utterances</th>
<th>The Types of Code-Mixing</th>
<th>The Functions of Code-Mixing</th>
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<tr>
<td>5</td>
<td>Wajah berminyak? Ga lagi! Nive for Men, oil control facial foam formula multifungsi <em>five in one</em>. Kini diperkaya <em>white tea</em> extract untuk kulit bersih, halus tak berminyak. Nivea for Men. <em>What Men Want.</em>(^7^3)</td>
<td>Intra-sententially</td>
<td>Gender-specific speech forms for men</td>
</tr>
</tbody>
</table>

Analysis:

The data above is utterances of Nivea for Men advertising. It is a global skin and body-care brand that is owned by the German company Beiersdorf. The company was founded on March 28, 1882, by pharmacist Carl Paul Beiersdorf. In 1990, the owner Oskar Troplowitz developed a water-in-oil emulsion as a cream with Eucerit, the first stable emulsion of its kind. This was the basis for Eucerit.

\(^7^3\) The advertising of Nivea For Men Oil Control Facial Foam by adrianbali, available from http://m.youtube.com/watch?v=g9Rjhf80A internet accessed on August 20, 2014
and later, Nivea. Nivea comes from the Latin word neveus/nivea/niveum, meaning ‘snow-white’.

During the 1930s, Beiersdorf began producing such products as tanning oils, shaving creams, shampoo, and facial tones. The trademark “Nivea” was expropriated in many countries following World War II. Beiersdorf completed buying back the confiscated trademark rights in 1997. During 1980s, the Nivea brand expanded into a wider global market.\(^{74}\)

In the data has only one speaker. The data contains a code-mixing because it uses two different languages which Bahasa is base language, and then it mixes with English. The data mixes phrase of English *five in one*, and *white tea extract*. Phrase is a group of words that acts in a sentence as a single par of speech.\(^{75}\) Because the data mixes with a phrase of English so it can be defined as the intra-sententially. Beside that the data also mixes with English clause *What men want*. Clause is a group of words that has a subject and a predicate and that is used as a part of a sentence.\(^{76}\) Clearly, it can be categorized that the type is intra-sententially.

This data shows that the language can be used as the gender-specific forms. Every women and men choose speech their words differently.\(^{77}\) It means that between men and women have different ways to communicate their language.

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\(^{76}\) William Strong and Mark Lester, *loc.cit*

\(^{77}\) Florian Coulmas, *op.cit* p. 36
The data can be categorized as gender-specific forms because the data uses an English clause *What men want* that has meaning something the men wanted. That is having a clear, smooth and is not having oil face. And it can be concluded that the meaning of clause *What men want* can be shown that the type has function as the gender-specific forms for men.

6. Data 6

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<th>The Utterances</th>
<th>The Types of Code-Mixing</th>
<th>The Functions of Code-Mixing</th>
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Analysis:

The data is an utterance of product advertising of GIV bath soap that produced by Wings Corporation. Wings Corp. was produced the products around

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⁷⁸ The advertising of GIV White Body Wash 15s posted by Cumainfo Loc, available from http://m.youtube.com/watch?v=Ri8mvf7Oi internet accessed August 20, 2014
the world begun life over 60 years ago in East Java. The company’s first products were soap and detergent, which proved a hit with customers. It is a beauty soap made with natural ingredients and fine fragrance to nourish and keep the skin beautiful. It contains natural moisturizer to keep the skin soft and moisturized. Each variant is infused with unique fine fragrance that suits different personality. Such Blue: Silky Skin “with soy bean extract”, Pink: Sensuous Beauty “with rose oil and etc. Included this product is part of Wing Corporation’s products. And today Wings is recognized as a leading local manufacturer and distributor of household and personal care products.

The data has two different feature of language those are Bahasa as the base language and English as the foreign language. The data uses only a speaker which mixes Bahasa with two English phrases high definition and Beauty in High Definition. English phrase is a group of related words that does not contain a subject and verb and that is used as a single part of speech. Because the data uses English phrase so it can be categorized that the data is intra-sentially.

According the data, the data uses some words of Bahasa and English such “kenyal” that has meaning rubbery in English, and also the English word Beauty. Those are marking as the language function that is as the gender-specific forms. The word beauty becomes one of the English vocabularies those are often used by women, or by men to express to the women who are good. On the other reason,
usually the women use euphemistic language such as in an English phrase *high definition* that contains meanings of “cerah” is bright, “halus” is smooth, and “kenyal” rubbery in English. On the other hand, *beauty* is a word that often used by men or women to express or define that something is good especially for women. Beside that it can be known by phrase *beauty in high definition* that is a women language prestige because the women often use more prestigious than men in linguistics characteristic. So the type can be categorized has a function as the gender-specific forms for women.

7. Data 7

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<tr>
<td>7</td>
<td>New Gatsby Body Shower Gel dengan <em>double deo protection</em> dan <em>high cleansing power</em> maksimal bersihkan kotoran dengan sensasi dingin dan keharuman <em>masculine</em> menyegarkan.</td>
<td>Intra-sententially</td>
<td>Gender-specific speech forms for men</td>
</tr>
</tbody>
</table>

Analysis:

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82 Ronald Wardhaugh, *op.cit*, p. 336
83 David Graddol and Joan Swann, *op.cit*, p. 70
This is utterances of advertising of Gatsby Body Shower Gel that is liquid bath soap produced by Mondom. It is product gel shower for men to clean the body skin and it also can give masculine perfume. Gatsby is part of Mandom’s product that built since 1927 and launched its first at the international operation in 1959. It was founded by Shinpachiro Nishimura Kintsuru Perfume Corporation.

The advertising has two language feature, those are Bahasa as base language and English as the foreign language. This advertising uses only one speaker who tries to mix those languages. At the first the speaker mentions the brand of product “New Gatsby body Shower Gel” then he mixes with English two phrases double protection and high cleansing power. Phrase is a group of words that acts in sentence as a single part of speech. Besides that at last he also mixes a word of English masculine. Based of the describing above the advertising can be categorized has intra-sententially type because the data has Bahasa as the base language which mixed by some phrases and word of English.

This product is purposed only for men, is not for women. Although, there is no using language directly that the product is for men, it can be marked by a word of English masculine that is as the marking the product for men. It supported by the theory that the women prefer avoid such ‘masculine’, ‘authoritative’, or powerful ways of speaking. That women and men speak differently is natural phenomenon. Men are often to use the language like it because they to be

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85 William Strong and Mark Lester, op.cit, p.476
86 Made Iwan Indrawan Jendra, op.cit, p. 76
87 Ronald Wardhaugh, op.cit, p. 343
concerned to say something with status and self-assertion. Clearly, this type has functions as the gender-specific speech forms for men and it also marks that the product of advertising is only for men not for women.

8. Data 8

<table>
<thead>
<tr>
<th>No</th>
<th>The Utterances</th>
<th>The Types of Code-Mixing</th>
<th>The Functions of Code-Mixing</th>
</tr>
</thead>
</table>

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88 Florian Coulmas, *op. cit.*, p. 38
89 The advertising of Cussons Imperial posted by adrianbali, available from http://m.youtube.com/watch?v=zMs_NVFZjQI internet accessed on August 20, 2014
Analysis:

It is data of an advertising of bath soap product that built since 1700’s by PZ Cussons. Imperial Leather has added a little luxury to bathing, with the finest fragrances and creamiest lather. Whilst the original distinctive scents of Turkish Rose, Lavender, Cumin and Precious Amber are still used in our iconic Imperial Leather bar soap today. As the continuing innovative, it is a new developing and even better formulations, formats and fragrances help us to create extraordinary washing and bathing experiences for consumers across the globe.

This data has only one speaker who explains about the product. In this data she talks about product details and she also explains about benefit in using of the product. She mixes Bahasa as the base language with English as the foreign language. At the first she uses Bahasa explains about benefit of this product. In explaining she uses phrase of English *triple moisturizing*. After that she explains again about the benefit of product such “harum”, “lembut”, and “bikin gemes untuk di snuggle”. The sideways word *snuggle* is one of English vocabularies. And till the last explaining she still uses the word *snuggle* as the benefit of the product. Because the data uses English phrase *triple moisturizing* and a word *snuggle* so it can be defined as the intra-sententially type.91

The type of code-mixing has a function as age-grading for all ages. In this data have no words, phrases, or even the sentences that refer to the gender or

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91 Made Iwan Indrawan Jendra, op.cit p.76
dialect-choices. It is defined as the age-grading for all because the data uses a sentence of Bahasa “Ada kemewahan klasik untuk setiap anggota keluarga” in English *There is classic luxury for all family members*. By the words *for all family members*, it can be shown that the product is purposed for all ages. Therefore, the type can be defined as a function as age-grading for all ages.

On the other hand, the type has a function as age-grading for all ages. It can be known by sense of language itself because to fix a category the things making sense also becomes marking to show meaning something such as to show sex category (male and female) or gender category (feminine and masculine). And the type uses word *snuggle* which every one usually uses this word such children, teenagers, and olders. Therefore, it can be concluded that the type can show to age-grading for all ages through by making sense.

9. Data 9

<table>
<thead>
<tr>
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<th>The Types of Code-Mixing</th>
<th>The Functions of Code-Mixing</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Speaker 1: “Jadi sebelum makan apa-apa kita makan buah dulu, sebelum makan sarapan yang lain”</td>
<td>Intra-sententially</td>
<td>Gender-specific speech forms for women</td>
</tr>
</tbody>
</table>

92 Susan M. Shaw and Janet Lee, *op.cit*, p. 126
Speaker 2: “Cantik itu harus dari dalemnya juga, jadi nanti dari luar kita juga kelihatan kita tu cantik karena kita juga udah pede dengan diri kita sendiri”

Speaker 3: “Kalo kita relax pasti, kulit juga ga tegang gitu kaya menutrisi, kaya lebih berbaur sama alam”

Speaker 4: “Selama pake Dove sih jadi alus kulitnya terus tetep lembab. Kita sih terus fresh ya”

Speaker 5: “Mau ngelakuin apapun enjoy aja”

Speaker 6: “Aura positifnya lebih keluar”

Speaker 7: “Akhirnya kita bisa *holiday* bareng, dan”

Speaker 8: “Iya, bisa *have fun* bareng”

Speaker 7: “Betul”
Analysis:

The data origins from Dove brand that started life in 1954 in US, with revolutionary new beauty cleansing Bar. With its patented blend of mild cleansers and 1 per 4 is moisturizing cream. Dove’s iconic Beauty Bar rinses cleaner than soap, leaving skin clean, soft and smooth. It is a result of Dermatologist’s research Recommended brand in US, Canada, France, and strongly endorsed by Dermatologists across the world.

According to the data, can be explained that the uses 8 speakers to explain about the product. At the first speaker 1 speaks with Bahasa “Jadi sebelum makan apa-apana kita makan buah dulu, sebelum makan sarapan yang lain”, and also the speaker 2 still uses Bahasa “Cantik itu harus dari dalemnya juga, jadi nanti dari luar kita juga kelihatan kita tu cantik karena kita juga udah pede dengan diri kita sendiri”. But after that feature language changes because speaker 3 tries to mix two different languages those are Bahasa as the base language with English as the second language. Speaker 3 uses a word of English relax into her utterance to

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93 The advertising of Dove Nourishing Beauty Retreat posted by Dove Indonesia, available from http://m.youtube.com/watch?v=uaTN_QtX internet accessed on 20 August 20, 2014
explain the saying she said. Then, speaker 4 also do that she uses a English word fresh into her utterance to explain the good effect after she used the product.

Continually, to the speaker 5 also explains about her feeling after she uses the product. She said “Mau ngelakuin apapun enjoy aja”. The sideways word is part of English which is second language or foreign language because the sentence has Bahasa as the base language. Clearly, she uses an English enjoy to add in her explaining about good effect from the product. Differently, at the speaker 6 uses Bahasa again “Aura positifnya lebih keluar”. She does not use foreign language in her utterance anything. And then at the speaker 7, she uses Bahasa that mixes with English too “Akhirnya kita bisa holiday bareng, dan”. At her utterance she mixes Bahasa with an English word holiday to express her feeling because she can get the happiness together. It is same at the speaker 8 who uses an English but in phrase form have fun. Phrase form is a group of words that acts in a sentence as a single par of speech. She tries to explain about her feeling when he can have fun there. But at the last conversation speaker 7 and 8 are not use the foreign language to mix base language in her utterance they use Bahasa purity without mixing of second language. Based of all, the advertising is categorized as the intra-sentially type.

In concluding, the advertising uses some words of English such relax, fresh, enjoy, and the word holiday. Even this advertising uses an English phrase have funin explaining about the detail and good effect from the product. Relating to the case, it can be categorized as the intra-sententially code-mixing because the

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95 William Strong and Mark Lester, op.cit, p. 476
advertising mixes Bahasa the base language with some words and a phrase of English as the foreign language.\textsuperscript{96}

This type can be categorized as the gender-specific forms function. It need to know that men’s and women’s use by different virtue thing such the thing which preferences foe lexical items, syntactic constructions, discourse strategies, and performance features (language).\textsuperscript{97} Such as this type can be categorized as the gender-specific forms because it uses some feature language that shows that it purposes for women like the sentence “Cantik itu harus dari dalemnya juga” in this sentence contains the word cantik in English is \textit{beautiful}, cantik or \textit{beautiful}, its refers to the women who is categorized as beautiful women. It is also supported by the speaker 8’s utterance “Kita bisa cantik-cantikan bareng” its shows that one of the different feature languages in this type becomes the marking of it gender-specific forms for women. In addition, this product purposes for women. Those are a culture of women language therefore it can be concluded that the type has that function through women’s language culture.

\textsuperscript{96} Made Iwan Indrawan Jendra, \textit{op.cit.} p. 76
\textsuperscript{97} Florian Coulmas, \textit{op.cit} p. 46
10. Data 10

<table>
<thead>
<tr>
<th>No</th>
<th>The Utterances</th>
<th>The Types of Code-Mixing</th>
<th>The Functions of Code-Mixing</th>
</tr>
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<tbody>
<tr>
<td>10</td>
<td>Memperkenalkan, LUX Soft Touch baru dengan pelembab <em>silk essence</em> dengan keharuman bunga yang lembut, untuk kulit harum lembut dan menggoda. <em>Just the little</em> LUX bangkitkan getaran cinta. LUX Soft Touch.</td>
<td>Intra-sentially</td>
<td>Gender-specific speech forms for women</td>
</tr>
</tbody>
</table>

Analysis:

The data is utterances that contain in an advertising of the New LUX Soft Touch. LUX has been creating exquisite beauty products since 1925 when LUX launched the world’s first mass market beauty bar, “made like the costliest French soap.” Since then, LUX has been associated with over 400 of the world’s most glamorous actress from Hollywood legends like Elizabeth Taylor, Audrey

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98 The advertising of LUX Soft Touch (Version BCL & Ashraf) posted by Adrianbali available from http://m.youtube.com/watch?v=Bqlb3aLFOic internet accessed on August 20, 2014
Hepburn, and Grace Kelly, to Bollywood Royalties such Ashwarya Rai and Katrina Kaif.

The data has two different feature languages, those are Bahasa and English. This data has Bahasa as the base language and English as the second language. This data also uses two speakers who explain about detail of the product. At the first, speaker one introduces the brand by Bahasa “Memperkenalkan LUX Soft Touch baru”, then she uses Bahasa that mixes with English “dengan pelembab *silk essence* dengan keharuman bunga ya lembut”. The sideways words *silk essence* is part of English that called as the phrase that is a group of words that acts in a sentence as a single part of speech.  

Continually, besides the first speaker uses English phrase *silk essence*. The second speaker also uses a phrase of English *Just the little* LUX. She uses an English phrase to explain about the benefit in using of product *Just the little* LUX then, continued by first speaker with Bahasa “bangkitkan getaran cinta” in English awaken to vibration of love. It means that first and second speaker mix with two feature languages those are Bahasa and English in their utterances by a phrase of English. Because the data has Bahasa as the base language which mixes with English phrase so it can be categorized that the data is intra-sententially type.

As addition, the first speaker says that “untuk kulit harum lembut dan menggoda”. It becomes a marking of gender-specific because men and women

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100 William Strong and Mark Lester, *op.cit*, p. 477
101 Made Iwan Indrawan Jendra, *op.cit*, p. 76
choose different words to talk what they want.\textsuperscript{102} Clearly, it is a marking of gender-specific speech forms function because the sentence is used by first speaker becomes a marking that refers to the women. Finally, the data can be concluded that it has intra-sententially type and function of gender-specific speech forms for women.

Based on the data between type and function has relation which the type shows the function with some ways. This type shows as gender-specific speech forms for women through sense of language. It uses some words of Bahasa untuk kulit lembut dan menggoda in English is for smooth skin and tempting. If it is seen through with sense, it can be categorized as gender-specific speech forms for women because to mark the gender can be identified by feature of person’s identity, shaping social life and informing attitudes, behavior, and individual’s sense of self.\textsuperscript{103} Therefore, it is clear that the type shows the gender-specific speech forms for women through making of sense.

\textsuperscript{102} Florian Coulmas, \textit{op.cit}, p. 36
\textsuperscript{103} Susan M. Shaw and Janet Lee, \textit{op.cit}, p. 126
CHAPTER IV
CONCLUSIONS AND SUGGESTIONS

A. CONCLUSIONS

Indonesia has some different languages, different cultures and other. Indonesia becomes a unique country than the other country in the world. Beside that, there are some people of Indonesian who have ability to speak more than one language such as English, Arabic, Mandarin, Japanese and etc. Therefore Indonesian can be categorized as the Bilinguals, or even Multilinguals.

The ability to speak other language has more advantages. It is often used many people to prestigious in their company. Such as in companies, someone who has ability to speak foreign language is needed to effort in increasing their advantages of the companies. Therefore, there are many advertisings mix their base language with foreign language to promote their products in the advertising which is called as code-mixing.

*Code-mixing* is mixing of base language to the foreign language with a word, phrases, clauses, or even sentences. *Code-mixing* has some types and functions. In this case *code-mixing* has three types. They are intra-sententially, when the base language mixes with foreign language with piece of word, phrase, or clause of foreign language and inter-sententially, when a base language mixes with a complete sentence of foreign language. *Code-mixing* also has three functions. They are as the age-grading, when the mixing of foreign language has classification of age such as for children, adolescent, or adulthood, and old age. The second is as the gender-specific forms, when code mixing has classification
of gender such for a men or women. And the third is as dialect-choices when code mixing has classification based of the classes such language of people of low and high classes, or even cities and villages.

After the research from 10 Commercial Advertisings of Face Wash and Bath Soap Products had been done, it found 9 the types of intra-sententially (data: 2, 3, 4, 5, 6, 7, 8, 9, and 10). Then, It found 1 types of inter-sententially (data: 1). That’s all represent of all advertisings of Face Wash and Body Soap Products in Indonesia that used code mixing intra-sententially more than of using inter-sententially.

The research has found 10 functions of the types. They are 5 the types as gender-specific forms for men (data: 1, 2, 3, 5, 7), 3 types as gender-specific forms for women (data: 6, 9, 10), then 1 type as age-grading for adolescents (data: 4), and the last it also found 1 type as age-grading for all ages (data: 8). In addition, because the functions of gender-specific speech forms and age-grading are the most of using in the advertising so it can be concluded that both of them become a strategy to promote their products to the consumers. In other word, code-mixing becomes a strategy to increase the sales products of the companies.

B. SUGGESTIONS

After making conclusion of the research, the writer would like to suggest the readers who are interested to code mixing in order to understand more in understanding of code-mixing itself.

Code-mixing is not only in conversation but in fact in advertisings often happened. There are so many advertisings of the companies in Indonesia which
use a code-mixing in effort to market their products. Generally, code mixing is used because some reasons. They are; to across boundaries thing such between low classes and high classes. And beside that code mixing is used because the prestige reasons and etc.

Based of the previous analysis, the writer also would like to suggest to the readers to concern in analyzing code-mixing by using the relevant theory in order easy to understand the types and the functions carefully so it also will get easy in analyzing of it. Then, the writer would like to suggest to the readers that to know the functions of language can do some experiments with see the culture of language and making sense of language itself. And the last the writer also would like to suggest the readers to advertise or announce the products with code-mixing in order seem more prestige and follow the development of world.

Finally, the writer hopes that the research may have some advantages and benefits for all of readers. And it can be a reference for all the students of English Letters Department who expected to have more knowledge about Commercial Advertisings that contain code-mixing there.
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Jendra, Made, Iwan, Indrawan, *Sociolinguistics the Study of Societies’ Language*,Jogjakarta: Graha Ilmu, 2010


This is the transcripts of 10 Commercial Advertisings of Face Wash and Bath Soap

1. **Gillette Foaming Wash Advertising**


Website: Iklan Gillette Foaming Wash by Pariwara Nusantara, available from http://m.youtube.com/watch?v=GjHHki1B79g internet accessed on August 20, 2014

2. **Ponds Men Charge Facial Foam Advertising**

Untuk wajah cerah berenergi, ini Ponds Men dari *extract* biji kopi. Ponds Men Charge Facial Foam, tak hanya menghilangkan minyak, kotoran, dan kulit kusam tapi juga mencerahkan dan membuat wajah berenergi. Get recharged Ponds Men


3. **Gatsby Cooling Face Wash Advertising**

Gatsby Cooling Face Wash dengan *smooth power* berikan 6 multifungsi, *energizing* jadikan kulit wajahmu halus dan *fresh*. Siap tampil *stylist*. Gatsby Cooling Face, *smooth with style*.

Website: Iklan Gatsby Cooling Face Wash by adrianbali, available from http://m.youtube.com/watch?v=qurifA9sJCA internet accessed on August 20, 2014

4. **Clear & Clear Deep Action Cleanser Advertising**
Speaker 1: Eh kita difoto majalah deh.

Speaker 2: Duh berminyak ga?

Speaker 1: Tenang aja, kita kan udah siap.


Speaker 4: Wah masuk majalah.

Speaker 3: Clean and Clear Deep Action Cleanser. *Clean, clear, and confident.*

Website: Clean and Clear Deep Action Cleanser by Ksatria Nada Kencana, available from [http://m.youtube.com/watch?v=XulpbqgtheY](http://m.youtube.com/watch?v=XulpbqgtheY) internet accessed on August 20, 2014

5. **Nivea For Men Oil Control Facial Foam Advertising**


Website: Iklan Nivea For Men Oil Control Facial Foam by adrianbali, available from [http://m.youtube.com/watch?v=g9RiJhf80A](http://m.youtube.com/watch?v=g9RiJhf80A) internet accessed on August 20, 2014

6. **Give White Body Wash Advertising**


Website: Iklan GIV White Body Wash 15s by Cumainfo Loc, available from [http://m.youtube.com/watch?v=Ri8mvf7Oi](http://m.youtube.com/watch?v=Ri8mvf7Oi) internet accessed August 20, 2014

7. **New Gatsby Body Shower Gel Advertising**

New Gatsby Body Shower Gel dengan *double deo protection* dan *high cleansing power* maksimal bersihkan kotoran dengan sensasi dingin dan keharuman maskulin menyegarkan.

Website: Iklan New Gatsby Body Shower Gel Versi Christian Sugiono by Pariwara Nusantara, available from [http://m.youtube.com/watch?v=z2-aM8lowTY](http://m.youtube.com/watch?v=z2-aM8lowTY) internet accessed on August 20, 2014
8. New Cussons Imperial Leather Classic Advertising


Website: Iklan Cussons Imperial by adrianbali, available from http://m.youtube.com/watch?v=zMs_NVFZjQI internet accessed on August 20, 2014

9. Dove Nourishing Beauty Retreat Advertising

Speaker 1: “Jadi sebelum makan apa-apa kita makan buah dulu, sebelum makan sarapan yang lain”

Speaker 2: “Cantik itu harus dari dalamnya juga, jadi nanti dari luar kita juga kelihatan kita tu cantik karena kita juga udah pede dengan diri kita sendiri”

Speaker 3: “Kalo kita relax pasti, kulit juga ga tegang gitu kaya menutrisi, kaya lebih berba ur sama alam”

Speaker 4: “Selama pake Dove sih jadi alus kulitnya terus tetep lembab. Kita sih terus fresh ya”

Speaker 5: “Mau ngelakuin apapun enjoy aja”

Speaker 6: “Aura positifnya lebih keluar”

Speaker 7: “Akhirnya kita bisa holiday bareng, dan”

Speaker 8: “Iya, bisa have fun bareng”

Speaker 7: “Betul”

Speaker 8: “Kita bisa cantik-cantikan bareng”

Speaker 7: “Betul, buktinya ni kulit kita ni”

Website: Dove Nourishing Beauty Retreat by Dove Indonesia, available from http://m.youtube.com/watch?v=uaTN_QtcX internet accessed on 20 August 20, 2014

10. New LUX Soft Touch Advertising
Memperkenalkan, LUX Soft Touch baru dengan pelembab *silk essence* dengan keharumkan bunga yang lembut, untuk kulit harum lembut dan menggoda. *Just the little* LUX bangkitkan getaran cinta. LUX Soft Touch.

Website: Iklan LUX Soft Touch (Version BCL & Ashraf) by Adrianbali available from http://m.youtube.com/watch?v=Bqlb3aLFOic internet accessed on August 20, 2014