



**THE ANALYSIS OF CODE MIXING OF ECONOMIC TERMS
USED IN “EKONOMI BISNIS” IN THE
JAWA POS NEWSPAPER**

THESIS

**Presented to the English Department, Faculty of Letters, Jember University,
as One of the Requirements to Get the Award of
Sarjana Sastra Degree in English**

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DEDICATION PAGE

This thesis is genuinely dedicated to :

- My dearest *Mother*, Susiana and my beloved *Father*, Ansori for their amazing affection, sacrifice, and endless prayers.
- My lovely brother Prayugo Andi Suseno, and my lovely friend Sigit Nugroho for the very great incentive, love, and supports.
- My Almamater.

MOTTO

“Learning to read can be frustrating, but not as
frustrating as thinking you never will”

(Quoted from Discovery Magazine, page 51, Januari 2003)

DECLARATION

I hereby state that the thesis entitled *The Analysis of Code Mixing of Economic Terms Used in the Jawa Pos Newspaper* is an original piece of writing. I certify that the analysis and the research described in this thesis have not already been submitted for any other degrees or any publications.

I certify to the best of my knowledge that all sources used and any help received in the preparation of this thesis have been acknowledged.

Jember, February 6th, 2008

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APPROVAL SHEET

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ABSTRACT

The Analysis of Code Mixing of Economic Terms Used in “Ekonomi Bisnis” in the Jawa Pos Newspaper ; Sinta Puspitasari; 030110101016; 60 pages; English Department, Faculty of Letters, Jember University.

In many parts of the world it is normally a requirement of daily life that people speak several languages. These various languages are usually acquired naturally and unconsciously and the mixes from one language to another are made without hesitation. This thesis aims to prove that there is code mixing of economic terms that is used in the Jawa Pos Newspaper and find out the reasons of the journalist uses different code in reporting news. The first thing to do in this research is finding the text in economic that consist of the insertion of the English words or phrases, and read all the texts to understand the meaning of the English words or phrases that are used. Secondly, the English words or phrases will be proved that they can be said as code mixing. The third step is the explanation of the meaning of the English words or phrases and the available words or phrases in Indonesian language. Finally, the reasons of the journalists to use the English words or phrases in reporting economic news in the Jawa Pos Newspaper will be discussed. The result of this analysis is there is English-Indonesian code mixing of economic terms used in “Ekonomi Bisnis” in the Jawa Pos newspaper. And the reason of the writer are the journalist mixes between the two codes in order to be more informative and because of the lack in the base language. Some English words or phrases that are used have available words or phrases in Indonesian, but there are also words or phrases that have no equivalent words or phrases in Indonesian language.

Key Words : Code, Code Mixing.

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language has an important function as a means of communication among people. People use language in written or spoken forms to express their idea and feeling to other people. The mastery of more than one language makes someone choose one language over the other when he or she is conducting a speech or communication. The choice of language will depend on the need and condition of the speaker. As stated in Hudson (1996:52), “it is the speaker’s decision in a given communication interactive situation to use one language rather than the other”.

Today, becoming bilingual is a common phenomenon because of the development of languages in the world. In many parts of the world it is normally a requirement of daily living that people speak several languages, perhaps one or two languages at home, school, and market. These various languages are usually acquired naturally and unconsciously and the mixes from one language to another are made without hesitation.

In code mixing, the speaker inserts pieces of other language when he is using one language. Hudson (1996:53) stated that “to get the right effect the speaker balance the two languages against each other as a kind of linguistic cocktail- a few words of one language, then a few words of the other, then back to the first for a few or more words as so on”. The pieces of language that are taken from other language are often in the form of word or phrase. If it is in the form of words, it is usually called as *borrowing* (Sumarsono and Paina Partana, 2004:202). Code mixing is also used by the people for some reasons and purposes. Hudson (1996:53) says that “the purpose of code mixing seems to be to symbolise a somewhat ambiguous situation for which neither language on its own would be quite right”.