



**A STUDY ON THE USE OF ENGLISH CODE SWITCHING AND CODE  
MIXING IN INDONESIAN TELEVISION ADVERTISEMENTS AND ITS  
INFLUENCE ON ENGLISH DEPARTMENT STUDENTS IN YEAR OF  
2014/2015 IN FACULTY OF LETTERS JEMBER UNIVERSITY  
AS THE CONSUMERS**

**THESIS**

**Written by**

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**ENGLISH DEPARTMENT  
FACULTY OF LETTERS  
JEMBER UNIVERSITY**

**2016**



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**THESIS**

A thesis is presented to English Department, Faculty of Letters,  
Jember University as One of the Requirement  
to Obtain the Award of Sarjana Sastra Degree  
in English Study

**Written by**

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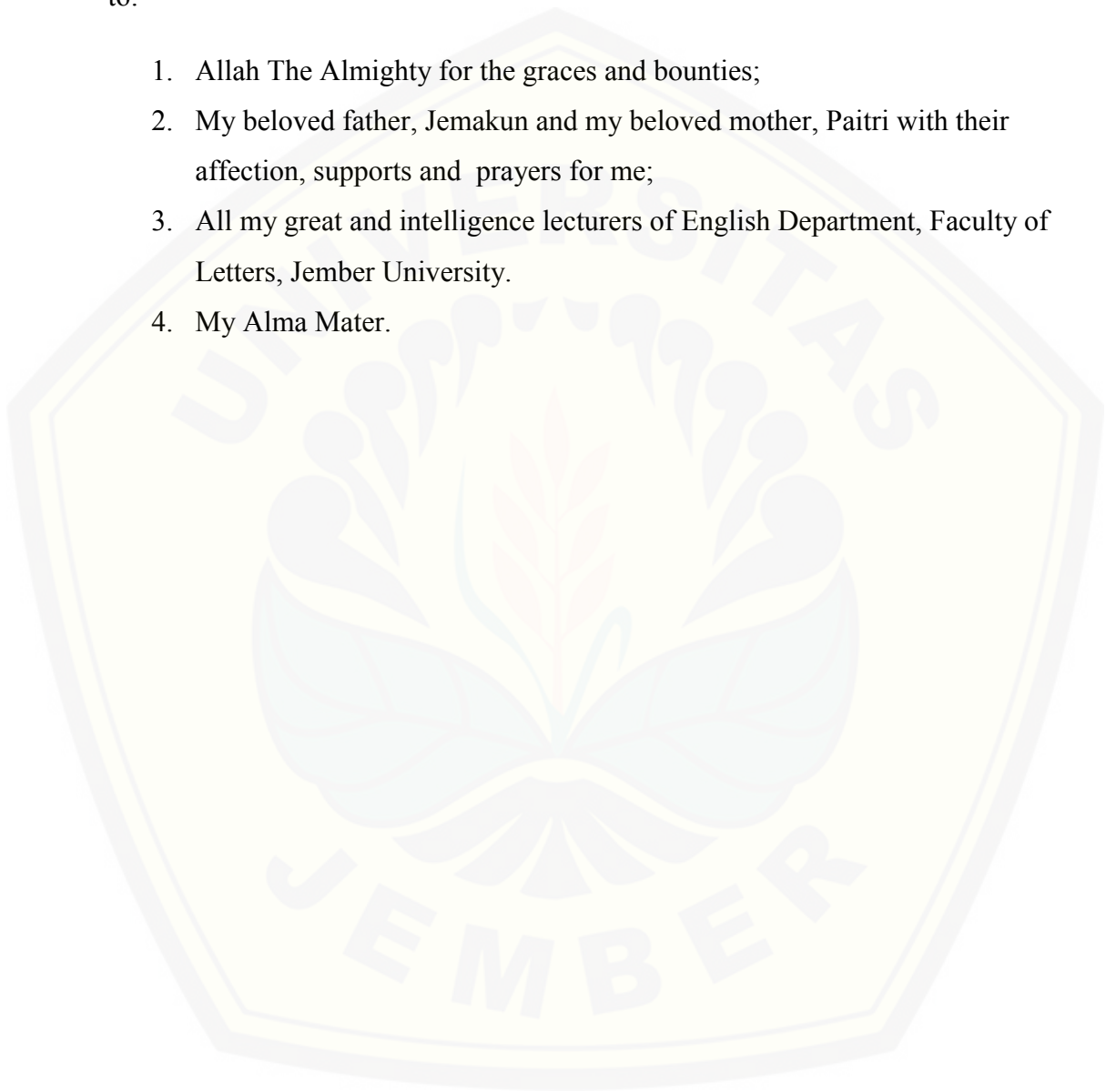
**ENGLISH DEPARTMENT  
FACULTY OF LETTERS  
JEMBER UNIVERSITY**

**2016**

## DEDICATION

From the deepest of my heart and with my lovely gratitude, this thesis is presented to:

1. Allah The Almighty for the graces and bounties;
2. My beloved father, Jemakun and my beloved mother, Paitri with their affection, supports and prayers for me;
3. All my great and intelligence lecturers of English Department, Faculty of Letters, Jember University.
4. My Alma Mater.



**MOTTO**

Educating the Mind Without Educating the Heart is not Educating at All.

(Aristoteles)



## DECLARATION

I hereby state that this thesis entitled “A Study on the Use of English Code Switching and Code Mixing in Indonesian Television Advertisements and Its Influence on English Department Students in Year of 2014/2015 in Faculty of Letters Jember University as the Consumers” is an original piece of writing. I declare that the research and the analysis of data described in this thesis have never been publicized by any publications. This thesis is supported by accurate data and trustworthy sources to give the best work and knowledge for the writer and the readers as well.

Jember, June 22<sup>nd</sup>, 2016

The Writer,

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## SUMMARY

**A Study on the Use of English Code Switching and Code Mixing in Indonesian Television Advertisements and Its Influence on English Department Students in Year of 2014/2015 in Faculty of Letters Jember University as the Consumers;** Titin Dewi Kusuma Anggraini; 110110101016; 2016: (43) pages; English Department, Faculty of Letters, Jember University.

Code switching is the phenomenon when someone in bilingual or multilingual community speaks in one language and then switches into the other language in the same utterance. In code switching phenomenon, each language has different grammatical structure when it is used. The speaker will choose the appropriate language to communicate to fit the situation then switch the language to another. On the other hand, code mixing is the insertion of lexical items from one language into a sentence in other language which does not deal with the grammatical rules. The inserted items are mostly in the form of function words, articles, prepositions, conjunctions, and adverbs.

The use of English in television advertisements as code to switch and mix is not only used by imported products, but also the original products of Indonesia. Nowadays, the phenomenon becomes usual phenomenon for Indonesian people. The number of English code switching and mixing in Indonesian television advertisements can affect people of Indonesia. From this phenomenon, there are two problems which come up, namely what English codes are used in advertisements and whether English influences consumers to choose the product. This study aims to investigate the types of code switching and code mixing used in Indonesian television advertisements and to indicate the influences of code switching and code mixing used in Indonesian television advertisements which affect the English Department students' preference as the consumers to choose a certain product.

This study uses Indonesian television advertisements specifically cosmetic advertisements as the object. It discusses the types of code switching and code mixing which are used in Indonesian television advertisements. This study applies two methods namely qualitative and quantitative. This study uses two ways to collect the data. They are recording and questionnaire. Recording is used to record the advertisements from eight television channels namely SCTV (Surya Citra Televisi Indonesia), RCTI (Rajawali Citra Televisi Indonesia), Trans Tv, Trans7, Global Tv, MNCTV (Media Nusantara Citra Televisi), Tv one and Metro Tv which are presented on September to November 2015. There are 43 advertisements which are chosen. On the other hand, questionnaire is applied to know the influences of code switching and code mixing used in Indonesian television advertisements on consumers. The students of English Department in Faculty of Letters, Jember University in year of 2014/2015 who use and have ever used the products are the participants or in the other word as the consumers. Questionnaires are distributed to 96 students on February until March 2016.

After analyzing the data, the result shows that there are several types of code switching and code mixing used in the advertisements chosen. There are 7 advertisements which contain code switching. There is only one advertisement containing extra-sentential switching, 6 advertisements which used intersentential switching and no advertisement which contains intrasentential switching. Besides, there are 118 mixed codes derived from 81 codes of insertion and 37 codes of alternation. The further analysis shows that the codes which are often mixed are the kinds of the products, the quality of the products, and the ingredient of the products. There are 57 codes which belong to the quality of the products, 26 codes which included to the ingredient of the products, 22 codes which belong to the kinds of the products and 13 codes of another type of words. The questionnaire shows that there are several reasons behind the preference to choose a certain product by consumers. There are 36 participants who have reason because of the quality of the products, 13 participants for the sense and appearance of the product, 12 participants for the willing to try something new, 11 participants have reason because of the advertisements containing English code



switching and code mixing, 5 students who have reason because of the price of the product and 19 students who give another reason to choose a certain product.

As the conclusion, there are 11 participants who are influenced by English code switching and code mixing which are shown in television advertisements. It means that there are 11.46% of the total participants who are influenced. Therefore, there is low influence of English code switching and code mixing in Indonesian television advertisement on the students' preference as the consumers to choose a certain product. From the further analysis, it is found that there is relation between English code switching and code mixing in Indonesian television advertisements and the reason of consumers to choose a certain product. It can be seen from the quality of the products. The quality of the products is the kinds of words which are most frequently used in Indonesian television advertisements. It is almost a half of mixed codes, it is 48.31%. Besides, the quality of the products is the reason which is mostly used by the participants to choose a certain products, it is 37.50% of the total participants.

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Honestly, I recognize that this thesis is far from perfect. This thesis cannot be produced without the precious assistance and people’s participation as the proof reader. Therefore, I would like to convey my honorable regards and thankfulness to the following people who have assisted me in writing this thesis:

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Jember, June 22<sup>nd</sup>, 2016

Titin Dewi Kusuma A

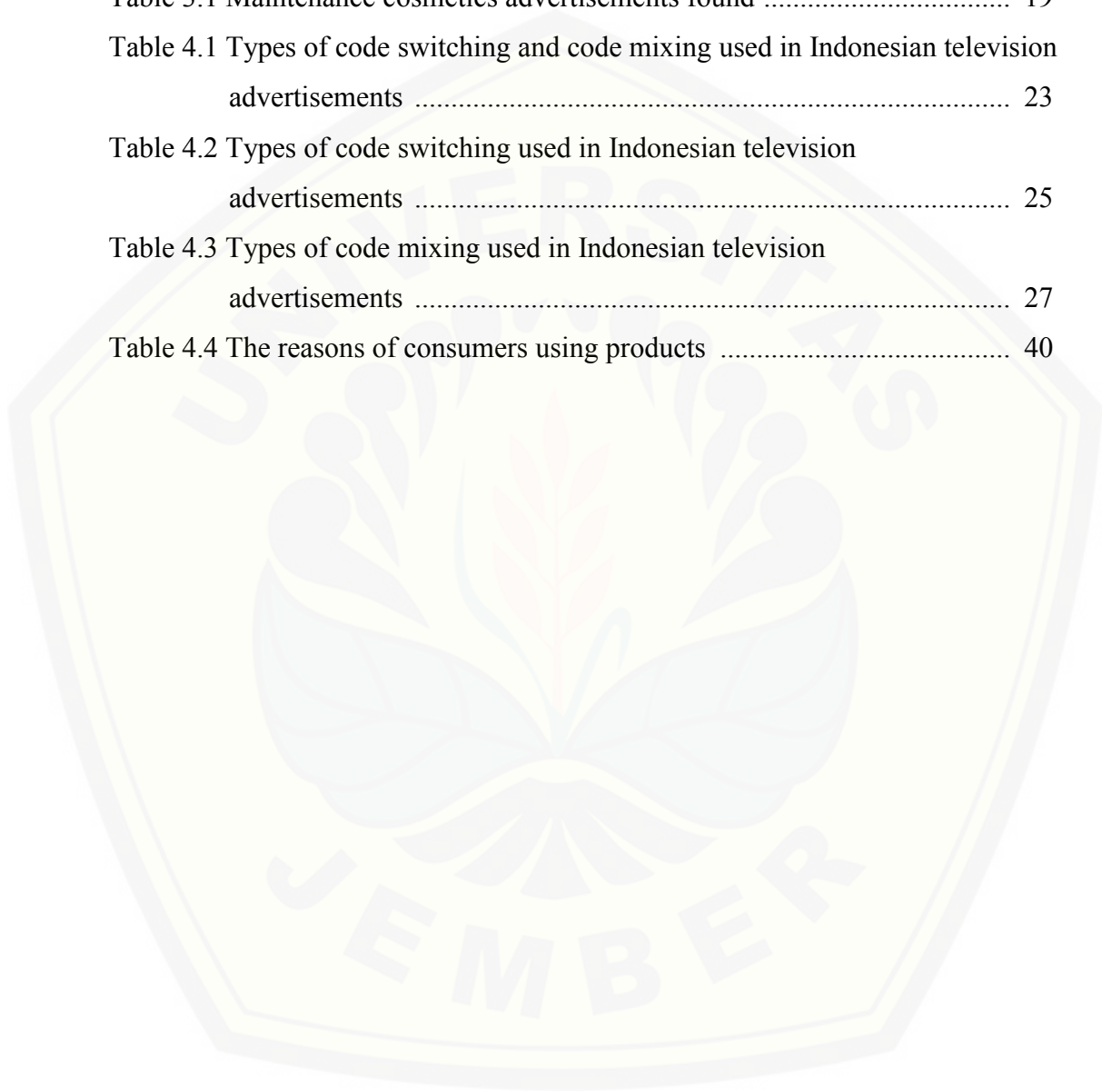
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## CHAPTER 1. INTRODUCTION

In this chapter, the general idea of the whole study will be explained to give a clear description why the research is worth conducting, what the object of the study is, and what theories are employed. Therefore, it is necessary to know background of the study, research topic, research problems, research questions, research purposes, significance of the study and organization of the thesis. Those points will be discussed further as follows.

### 1.1 Background of the Study

Language is a communication tool used by human which makes human different from other creatures inhabitants of the Earth. Human use language to express inner thoughts and emotions, communicate with others, fulfil human needs, etc. Robinson (2003:2) states "... in the nature of communication with speech or writing that its delivery and reception is sequential". As Robinson stated, there are two types of communication, speech and writing. In the process of transferring messages, speech or spoken language is transferring the messages from the speaker to the hearer, and written language is transferring the messages from the writer to the reader.

There are a lot of languages used in the world. A country may have more than one language spoken by its people. The people who are able to use more than one language are called bilinguals or multilinguals. According to Myers-Scotton (2006:2), "bilingualism is the term for speaking one or more languages ...multilingualism, too – speaking more than two languages". As multilingual country, Indonesia has more than two languages. Indonesian people use many languages to communicate. There are local languages, national or official languages, and international languages or foreign languages.

Along with the technology which develops rapidly and becomes sophisticated, English as foreign language nowadays is often used by Indonesian

people besides official language - Bahasa Indonesia and local languages – Javanese, Madurese, Balinese, etc. English is also used in the schools, offices, smart phones, supermarkets, and media. In media, either the electronic or printed media, they commonly use English, especially in advertisement. Advertisement is one of ways to promote products to consumers.

Advertisements could use printed media or electronic media. Newspapers, magazines, and catalogues stand for printed media, while radio, internet, and television as the electronic media. In Indonesia, many advertisements use English code switching and code mixing.

From this phenomenon code switching and code mixing is the topic of this study. The object of this study is chosen from television advertisements in Indonesia. The reason in choosing television advertisements is because television is media which is influential in people's lives. From the informations which are shown by television, people can get many things for their live. Khandai and Agrawal (2012:75) stated that, “television is generally acknowledged as the most powerful advertising medium and reached a very broad spectrum of consumers”. Therefore, the daily habits of the people can be influenced by the impressions on television program. In this case, cosmetic advertisement is chosen as the object of research.

Nowadays, cosmetics are a thing which is commonly used by people to support their appearance and performance. Not only women who use cosmetics but also men are applying cosmetics in their live. This study discusses the advertisements of cosmetic in television. In Indonesian television, there are many cosmetic advertisements which use English. Bahasa Indonesia as national language frequently is switched or mixed with English. Therefore, this phenomenon is very interesting to discuss in this study.

This study is conducted on the whole dialogue on the cosmetic advertisements in Indonesian television which are aired on September to November 2015. The cosmetic advertisements are chosen from several television channel. They are Indosiar, SCTV (Surya Citra Televisi Indonesia), RCTI (Rajawali Citra Televisi Indonesia), Trans Tv, Trans7, Global Tv, MNCTV



(Media Nusantara Citra Televisi), Tv one and Metro Tv. There are 43 cosmetics advertisements contain English code switching and code mixing. English code switching and code mixing are often expressed on the slogan, the product's feature and characteristic, and the main message of advertisements. The cosmetic advertisements chosen do not correspond with the rules of grammar and structure in order to attract people's attention. Hence, the audiences can imagine the products and memorize them in mind. Moreover, there is possibility to share it with other people.

This study is conducted by using code switching and code mixing theory proposed by Hamers and Blanc (2004) through his book entitled "Bilinguality and Bilingualism". This study also applies the other supporting theories namely theory of bilingualism and multilingualism, theory of code, and theory of advertisement. Those theories are applied in cosmetic advertisements which are chosen to classify the types of code switching and code mixing which appear in advertisements. Additionally, the influence on consumers of code switching and code mixing used in chosen advertisements especially in consumers' preference to choose a certain product is also discussed. English Department Students in year of 2014/2015 in Faculty of Letters, Jember University are the participants of this research as the consumers.

## **1.2 Research Topic**

The topic of this study is code switching and code mixing occurred in advertisements especially cosmetic advertisements in Indonesian television. The theory of code switching and code mixing related to their classifications are applied to work with the data. In addition, this study discusses the students' preference as the consumers to choose a certain product. This research is under the study of sociolinguistics.

### 1.3 Research Problems

In Indonesia nowadays, the use of English in television advertisements is very common. The application of English as code to switch and mix is not only used by imported products, but also the original products of Indonesia. The number of English code switching and mixing in Indonesian television advertisements at least can affect people of Indonesia. With regard to this phenomenon, there are two problems which come up, namely how many English code is used in advertisements and do English influence consumers to choose the product? Therefore, this study attempts to find out the types of code switching and code mixing in Indonesian television advertisements. This study also examines the influence of using code switching and code mixing, specifically to the English Department Students' preference as the consumers to choose a certain product.

### 1.4 Research Questions

Based on research problems above, this study is conducted to give appropriate answer to the following questions:

1. What are the types of code switching and code mixing used in Indonesian television advertisements?
2. Do code switching and code mixing affect English Department students' preference as the consumers to choose a certain product? Why?

### 1.5 Research Purposes

Based on research questions above, this study has two purposes namely:

1. to investigate the types of code switching and code mixing used in Indonesian television advertisements
2. to indicate the influences of code switching and code mixing used in Indonesian television advertisements which affect the English

Department students' preference as the consumers to choose a certain product

### **1.6 Significance of the Study**

The finding of this study hopefully can be useful not only for consumers who use the product but also for producers who make advertisements especially cosmetics advertisements. For consumers, the significance is about the preference of choosing products, whether they are influenced by the advertisements or not. From the side of producers, the result of this study can be the inspiration and input to make the following cosmetic advertisements.

### **1.7 Organization of the Thesis**

This thesis consists of five chapters. The first chapter, chapter one is introduction which consists of background of the study, research topic, research problems, research questions, research purposes, significance of the study and organization of the thesis. The next chapter is chapter two which deals with previous studies and theoretical frameworks. The method used to conduct the study, type of research, data collection, data processing, and data analysis are discussed in chapter three. Furthermore, in chapter four the discussion and the result of the research are explained clearly. The last chapter, chapter five is the conclusion of the research.

## CHAPTER 2. LITERATURE REVIEW

This chapter deals with previous studies and theoretical frameworks. Previous studies show the gap and give contribution in conducting research which relate to the study of code switching and code mixing, and the impact of advertisements on consumers. On the one hand, theoretical frameworks explore the theories used in the study. Theoretical frameworks discuss the definition of code switching, the type of code switching, the definition of code mixing, the type of code mixing, and advertisement. Those theories are used to analyse the sociolinguistic phenomena of code switching and code mixing in Indonesian television advertisements, especially cosmetic. Moreover, this study also examines the influence of using code switching and code mixing to the English Department students' preference as the consumers to choose a certain product. The clearer explanation about each point is discussed as follows.

### 2.1 Previous Studies

There are two previous studies which contribute to this study. The first previous study is a thesis written by Norlaili (2012). In this thesis, she discussed about the English code switching and code mixing used in television advertisements in Indonesia. She focused on the advertisements which occurred in the year of 2012. Furthermore, she explains the contribution of her work in language teaching.

In conducting her research, Norlaili used the theory proposed by Charlotte Hoffman (1991) and Janet Holmes (2000) to classify code switching and code mixing in the advertisements she found. She classified the advertisements into three types of code switching and three types of code mixing. The types of code switching are intrasentential switching, intersentential switching, and tag switching. In addition, the types of code mixing are intrasentential mixing, intralexical mixing, and involving a change of pronunciation. Besides, the reasons

of using code switching and code mixing are also explained in her thesis. The reasons are talking about particular topic, being emphatic about something (express solidarity), emphasizing something by using interjection, clarifying something by using repetition, clarifying the speech content for the interlocutor, expressing group identity, softening or strengthening request or command, and obeying lexical need.

In her findings, code switching and code mixing exist in 74 advertisements. For code switching, there are 9 advertisements which contain intra sentential switching. Inter sentential switching is found in 15 advertisements and tag switching is discovered within 3 advertisements. In code mixing, there are 45 advertisements which exist intra sentential mixing. Intra lexical mixing and involving a change of pronunciation are found only in one advertisement. Moreover, she also explains the contribution of her study in language teaching. In language teaching, the study can be the source and material for teachers to make the students become familiar and understand more about the second language. Furthermore, the students can give the interpretation about bilingualism.

The second previous study is an article written by Singh (2012). This study worked on the impacts of advertisement brand preferences of aerated drinks on consumers in India. Furthermore, the consumers' perceptions regarding the most effective media for advertisements are discussed in this study. In addition, the researcher explains the influences of celebrity endorsement on the consumers' buying behaviour.

In this study, the data were collected from 150 respondents through questionnaire. The result shows that, the most preferred brand was "Thumps Up". The second was "Coca Cola" and followed by "Mountain Dew". The majority of the respondents used the respective brands because of the quality not the choice of brand or price of the product. In addition, the most liked media of advertisements is television followed by internet and outdoor media. Moreover, celebrity endorsement has a positive effect on the perception of the respondents.

The first previous study has different objects from this study. The objects in the first previous study are Indonesian television advertisements which

occurred in the year of 2012, while this study chooses more specific type of advertisement namely cosmetic advertisements found in September to November 2015. Another difference is that the last goal of the study. The last goal of this study is to find the influence of code switching and code mixing in advertisements on consumers' preference of choosing product along with the reasons. Meanwhile, the goal of the first previous study is to reveal the contributions of code switching and code mixing in advertisements on language teaching. The first previous study has contribution to this study. It gives an image to conduct this study by showing the types of code switching and code mixing. Even though using a different theory, this study still has the same types of code switching namely tag switching (extra-sentential switching), intersentential switching, and intrasentential switching.

The second previous study has different object and topic from this study. The object in the third previous study is advertisements of beverage products in India namely aerated drinks, while this study is focused on cosmetic advertisements in Indonesia. The topic discussion in the third previous study is the impact of brand preference on consumers, while this study chooses code switching and code mixing in advertisement and the influence on consumers' preference in choosing the products. The contribution of the second previous study to this study is the second previous study explains the way to collect data from participants through questionnaire. Hence, this study uses questionnaire to collect data from participants to reveal the influence of English code to switch and mix in Indonesian television advertisements on consumers' preference to choose a certain product.

## **2.2 Theoretical Framework**

### **2.2.1 Bilingualism and Multilingualism**

In the world, many countries have more than one language. The people of the countries which have more than one language usually speak not only in one language but more than one or two. The phenomenon of people having more than

one code (language) is called bilingualism or multilingualism (Wardough, 1986:101). Spolsky (1998:45) defines a bilingual as “a person who has some functional ability in the second language.” To make the terms bilingualism and multilingualism clearly, Myers-Scotton (2006:2) points out that “bilingualism is the term for speaking one or more languages ...multilingualism, too – speaking more than two languages.” This means that, the person who uses two languages to communicate is named bilingualism. Meanwhile, someone who speaks more than two languages is called multilingualism.

Hoffman (1991:3) states that “in many countries and communities, bilingualism is a normal requirement for daily communication and not a sign of any particular reason”. In other words, since the members of a bilingual community vary in the capacity of mastering the languages used in the community, they have to be able to set a condition where they can communicate effectively. This condition leads them to do code switching and code mixing.

### **2.2.2 Code**

In everyday interaction, people have much varieties of codes to use to communicate. People usually choose different codes in different situation. For instance, when talking about work or school at home, they may use the language that is related to those fields rather than the language used in daily language communication at home.

According to Wardough (1986:101) a code can be defined as “a system used for communication between two or more parties used on any occasions.” Stockwell (2002:8-9) states that a code is “a symbol of nationalism that is used by people to speak or communicate in a particular language, or dialect, or register, or accent, or style on different occasions and for different purposes.” When two or more people communicate, it means that they employ a code. In addition, people are usually required to select a particular code when they speak. People may decide to switch from one code to another and mix code sometimes in the utterances.

## **2.2.3 Code Switching**

### **2.2.3.1 Definition of Code Switching**

According to Hudson (1996:51) “code switching is the inevitable consequence of bilingualism or multilingualism”. Hamers and Blanc (1989:35) define code switching as “the alteration between language A and language B in the same utterance”. When someone in bilingual or multilingual community speaks in one language and then switches into another language in the same utterance, it is called code switching.

Gumperz (1982:59) defines code switching as “the juxtaposition within the same speech exchange of passages of speech belonging to two different grammatical systems or sub-systems”. According to Romaine (1994) in Hamers and Blanc (2004:259) “... code-switches often resemble borrowings in brevity and in being fitted into the syntax of another language”. Following the theory, in code switching phenomenon, each language has different grammatical structure when it is used. The speaker will choose the appropriate language to communicate to fit the situation then switch the language to another. In this study, the source language is called base language, and the inserted language is named embedded.

### **2.2.3.2 Types of Code Switching**

Following Poplack (1980), Hamers and Blanc (2004:259) distinguished code switching into three types. They are extra-sentential switching, intersentential switching, and intrasentential switching.

#### **a. Extra-sentential switching**

The first type of code switching is extra-sentential switching. This type is also known as emblematic switching. Besides, it is commonly called as tag switching. Holmes (2000:35) states that “the switch is simply an interjection, a tag, or a sentence filler in the other language which serves as an ethnic identity marker”. There is an insertion of a tag, exclamation, and certain set phrases from one language into an utterance which is from another language. The tags can be at



the beginning or the end of the sentence. The following sentences are the examples of extra-sentential switching.

- *It's okay, no problem, **ya nggak?*** (It's okay, no problem, isn't it?)

[English–Indonesian]

(Jendra, 2010:75)

- *Poliorea salsa, **isn't it?*** (Nice sauce, isn't it?)

[Greek–English]

(<http://homepage.ntlworld.com/vivian.c/SLA/codeswitching.htm>)

Those examples show the extra-sentential switching which occurs after the base language. The first example is the switch from English to Indonesian. The base language is in English and written in italic, while the tag is in Indonesian and written in bold italic texts. Meanwhile, the second example is the switch from Greek to English. The base language is in Greek and written in italic, while the tag is in English and written in bold italic texts.

#### **b. Intersentential switching**

The second type of code switching is intersentential switching. This type happens between clauses and occurs at the beginning or the end of the clause. According to Holmes (2000:38) “in this case, an entire clause or sentence is in one language, but the speaker switches to another language for a sub clause or sentence”. In addition, Goh (1979:63) states “this switching should take place between at least two clauses, which also can be mean two sentences”. It means that intersentential switching is not limited to the insertion of one or two words. The followings are the example of intersentential switching.

- *Maine बहुत bardas kiya hai **but now it's getting too much.***

(I have withstood a lot but now it's getting too much.)

[Hindi–English]

(<http://homepage.ntlworld.com/vivian.c/SLA/codeswitching.htm>)

- *Sometimes I'll start a sentence in English y termino en espanol.*  
(Sometimes I'll start a sentence in English and finish it in Spanish.)  
[English-Spanish]

(Poplack (1980) in Hamers and Blanc, 2004:259)

Those examples present the intersentential switching. In the first example the shift occurs between clauses. The base language is in Hindi which is written in italic, and it switches to English which is written in bold italic texts. In the second example, intersentential switching occurs in sub clause. It switches from English to Spanish. The base language is in English and written in italic texts, while the embedded is in Spanish written in bold italic texts.

### c. **Intrasentential switching**

This type of language alternation has been termed classic code switching by Scotton (1993) or alternational code switching by Muysken (2000), but is most widely known as intrasentential code switching. According to Goh (1979:63), “the speaker may switch parts of clauses, lexical items, or even morphemes”. In this case, the speaker may switch the utterance in parts of clauses, lexical items, or even morphemes into the other language variety. Poplack (1980) in Hamers and Blanc (2004:260) states “intrasentential code-switching, where switches of different types occur within the clause boundary, including within the word boundary”. Intrasentential switching is code switching within the clause or sentence. The shift is done in the beginning, middle or the end of sentence or clause and has no limitation for the insertion of one or two words. The followings are some examples of intrasentential switching.

- *I started going like this, y luego decla look at the smoke coming out my fingers.* (I started going like this, and then he said look at the smoke coming out my fingers.)  
[English-French]

(<http://homepage.ntlworld.com/vivian.c/SLA/codeswitching.htm>)

- ***Kio ke six, seven hours te school de vic spend karde ne, they are speaking English all the time.*** (Because they spend six or seven hours a day at school, they are speaking English all the time.)

[Punjabi-English]

(Romaine (1995) in Hamers and Blanc, 2004:259)

Those examples indicate the intrasentential switching. The base languages are written in italic texts. In both sentences, the shift occurs in the middle or within the sentence. The embedded is written in bold italic texts. In the first example, the sentence switches from English to French. Meanwhile, the second sentence switches from Punjabi to English.

## 2.2.4 Code Mixing

### 2.2.4.1 Definition of Code Mixing

When we talk about code switching, it is often followed by code mixing because there is a continuum between code switching and code mixing. Bokamba (1989) in Ayeomoni (2009:91) states that:

“code mixing is the embedding of various linguistic units such as affixes (bound morphemes), words (unbound morphemes), phrases and clauses from a co-operative activity where the participants, in order to infer what is intended, must reconcile what they hear with what they understand”.

Furthermore, Spolsky (1998:49) states that “code mixing involves the insertion of a single utterance, a single word and a partial phrase from another language which does not have grammatical structure”. It can be concluded that code mixing is the insertion of lexical items from one language into a sentence in other language which does not deal with the grammatical rules. The inserted items are mostly in the form of function words, articles, prepositions, conjunctions, and adverbs. In addition, there is a dominant language used in a sentence.

Appel and Muysken (2005:118) pointed out “intra sentential switching is often called by code mixing”. Hamers and Blanc (1989) in Hamers and Blanc (2004:260) also called intra sentential switching by code mixing. “....code-mixing

can be embedded in code switching, but not the reverse” (Hamers and Blanc, 2004:270). In this case, code mixing can be intrasentential switching. Hence, code mixing can be said to be a part of code switching, yet code switching is not. Recently, Jendra (2010) gives a clear explanation that code switching and code mixing is different. Jendra (2010:79) states that the difference between code switching and code mixing exists in grammatical items which are involved to change. If clause and sentence are involved in the process of changing, it is code switching. On the other hand, code mixing occurs when there is phrase, word, morpheme or phonemes from another language inserts to the base language.

#### 2.2.4.2 Types of Code Mixing

According to Muysken (1995) cited by Hamers and Blanc (2004:260), there are two types of code mixing. They are insertion and alternation.

##### a. Insertion

The first type of code mixing is insertion. This type deals with the insertion of lexical items from one language into the structure from the base sentence in the other language. “...the insertion of an alien lexical or phrasal category into a given structure” (Muysken, 2000:3).

For example:

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

[Spanish-English]

(Pfaff (1979) in Muysken, 2000:5)

- *Kalau dong **tukan bikin voor acht personen** dek orang cuma ngaga dong makan.* (When they (cook), it is always for eight people, and then they only look at it, they eat.)

[Moluccan Malay-Dutch]

(Huwaë (1992) in Muysken, 2000:4)

Those examples show the insertion of code mixing. The first example is English phrase inserted to Spanish. The base sentence is Spanish with italic text and the embedded language is English phrase with bold italic text. In the second example, the sentence in Moluccan Malay gets insertion from Dutch phrase. The italic text is the base sentence, while the embedded sentence is the text in bold italic.

#### b. Alternation

The second type of code mixing is alternation. Muysken (2000:4) states that “...code mixing is akin to the switching of codes between turns or utterances”. In this case, code mixing occurs when one language is replaced by the other language.

For example:

- *Les femmes et le vin, **ne ponimayu***. (Women and wine, I don't understand.)

[French-Russian]

(Timm (1978) in Muysken, 2000:5)

- *Andale pues **and do come again***. (That's all right then, and do come again.)

[Spanish-English]

(Gumperz and Hernández-Chavez(1971) in Muysken, 2000:5)

Those sentences show the alternation of code mixing. The first sentence mixes French and Russian language. The base language is French with italic texts gets insertion from Russian clause in bold italic texts. In the second example, the sentence mixes English and Spanish language. The embedded language is in English written in italic texts insert to the base language in Spanish with bold italic text.

### 2.2.5 Advertisement

According to American Marketing Association “advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor”. Nesbit (1992:12) argues that “in its simplest sense, the word advertising means drawing attention to do something, or notifying or informing somebody of something”. It can be concluded that advertisement is a tool in the sales and business to promote the product including goods and services. The major aim of advertisement is to attract on buying behaviour of consumers.

Many kinds of advertisements can be used to promote products. This study chooses cosmetic advertisements in Indonesian television which are shown in September to November 2015. Based on the article written by Titi Juati posted on Friday, October 12<sup>th</sup> 2012, cosmetic products in Indonesia are distinguished into two types, namely maintenance and decorative cosmetic. Maintenance cosmetic or commonly called by skin care is used to take care of beauty and healthy of skin including hair, for instance soap, shampoo, conditioner, body lotion, facial foam, serum, mask (hair, facial, eye, and lips), deodorant, perfume, and scrub. On the other hand, decorative cosmetic also known as make-up is applied to the physical appearance, for example lipstick, face powder, mascara, eye shadow, eye liner, eye brow, shading, blush on, nail polish, hair colour, foundation, concealer, cleanser, and toner. Not all of those cosmetics will be the object of this study. Yet, this study specifically focuses on the maintenance cosmetics. The reason is because every product in maintenance cosmetics has advertisement, while only several products in decorative cosmetics which have advertisements in Indonesian television.

## CHAPTER 3. RESEARCH METHOD

This chapter deals with the method used to conduct the study. The method is used as a guide to obtain the data, analyse the data accurately, and produce the good results of the study. This chapter covers four points which include type of research, research strategy, data collection, data processing, and data analysis. The further explanation of each point will be discussed as follows.

### 3.1 Type of Research

This study uses two methods namely qualitative and quantitative method. In qualitative, the analysis of data will be served in the form of interpretation or description. Mackey and Gass (2005:162) state that “qualitative can be taken to refer to research that is based on descriptive data that does not make (regular) use of statistical procedures”. In conducting this study, qualitative method is used to describe the types of code switching and code mixing in television advertisements chosen.

Besides, quantitative serves the analysis of data in the form of number. Denscombe (2007:248) says that “quantitative research tends to be associated with numbers as the unit of analysis”. This study uses quantitative to count the English Department students’ preference as the consumers in choosing products. The result will be in the form of percentage.

### 3.2 Research Strategy

According to McMilan (1992:90) “field research is used to name the research which is done in the field and find out the frequency, variability, average, and percentage relevant to the object of the research”. This study applies field research. Field research is used in almost the whole of the research. It is used to collect the data through recording the advertisements in television. Moreover,

asking questions through questionnaire to the English Department students as the consumers to identify the consumers' preference in choosing products also uses this strategy.

### **3.3 Data Collection**

There are two ways to collect the data in this research, namely recording and questionnaire. Both recording and questionnaire are working to collect the data before being analysed and finding the result of the research. The further explanation about how and when recording and questionnaire are applied will be discussed below.

#### **3.3.1 Recording**

In Online Oxford Dictionaries "recording is the action or process of recording sound or a performance for subsequent reproduction or broadcast". Bloor and Wood (2006:16) stated that "the recording of audio data through devices such as tape recorders has been a significant development within qualitative research, replacing the researcher's handwritten notes". It means that the recording can ease researchers in collecting data because the researcher can get more accurate data through the transcript of the recording without having to write notes.

Therefore, this research uses recording as a way to collect data. In this study, recording is used to record the advertisements from the television. The instrument to record the object is mobile phone. The recording process is done on September until November 2015. There are 43 advertisements of maintenance cosmetics found and recorded.



Table 3.1 Skin care cosmetics advertisements found

<b>Kind</b>	<b>Brand</b>
SOAP	Dove
	Lux
	Dettol
	Giv
	Biore
SHAMPOO	Clear men
	Dove
	Head and shoulders
	Tresemme
	Sunsilk
CONDITIONER	Sunsilk
	Pantene
	Dove
BODY LOTION	Biore
	Citra wakame
	Marina
	Vaseline
	Nivea
FACIAL FOAM	Nivea men
	Pond's men
	Pond's
	Garnier
SERUM	Garnier
	Vaseline
	Wardah
	Nivea
	Pond's

MASK	Ellips
	L'Oreal
	Viva
	Makarizo
DEODORANT	Dove
	Nivea
	Nivea men
	Rexona
PERFUME	Axe
	Izzi
	Eskulin
	Vitalis
SCRUB	Biore whitening scrub
	Men's biore
	Purbasari
	Herborist
<b>TOTAL</b>	<b>43</b>

### 3.3.2 Questionnaire

According to Denscombe (2007:155) “questionnaires rely on written information supplied directly by people in response to questions asked by the researcher”. There are two types of questionnaire namely open and closed questionnaire. Denscombe (2007:165-166) states that:

“open questions are those that leave the respondent to decide the wording of the answer, the length of the answer and the kind of matters to be raised in the answer ... closed questions structure the answers by allowing only answers which fit into categories that have been established in advance by the researcher”.

This study applies both open and closed questions. Open questions are used to know the reasons of participants to choose products. Meanwhile, in closed

question, the participants are asked to choose one or more of available alternative answers given in question sheets.

In this research, there are four questions of questionnaire, divided into two parts namely closed question and open question. The first part is closed questions which are existed in question number one, two and three. The second part is open question in question number four. The questionnaire is designed with the aim to steer the participants into the problem of discussion so that the participants can directly answer the questions without coming out the topic.

In question number one, the participants are asked to choose one or more products in the question sheet. The product chosen by the participants must be used or ever used. This question has a goal to know the participants who use and not use the product of the 43 television advertisements.

Question number two is used to know whether the participants have ever seen the television advertisements of the products in question number one or not. Furthermore, question number three is about the participants' knowledge of code switching and code mixing within the advertisements.

The second part of the questionnaire is the question number four. This part is open question. In this question the participants are given the alternative answer before they answer the question. The alternative answer is to know whether the participants agree or disagree with the reason given. Then, they must give the true answer by their own reason. This part has purpose to know the reason of the participants to choose the products in question number one.

The participants of this study are the students of English Department in Faculty of Letters, Jember University in year of 2014/2015 who use and have ever used the products. They are chosen because they have possibility to choose products which contain English words in the advertisements. Basically, they are freshman students of English Department. Freshman also known as newcomer or novice is used to name a university student in first year. As the new students in a new place they have desirability to study and comprehend their environment. Often, they are proud of their position in college, especially in English Department. Thus, they use English in their daily life of their own. In this

research, questionnaires spread to the participants on February until March 2016. The total of participants is 96 students. There is assumption to give rating to the result. If the number of participants is about 1-32 people the result is low, 33-64 people the result is middle, and 65-96 people the result is high.

### **3.4 Data Processing**

The followings are the steps which are performed in processing the data of the study:

#### **1. Advertisement**

Television advertisements of maintenance cosmetic is recorded by using mobile phone. After recording advertisements, the process is followed by transcribing the advertisements which are recorded. The next step is classifying each type of code switching and code mixing which are found in advertisements.

#### **2. Participants**

Questionnaires are spreaded to the 96 participants. After spreading questionnaire, the next step is collecting the question sheets which are answered. Then, the next step is grouping the participant who use and do not use the products.

### **3.5 Data Analysis**

Firstly, the data are counted based on each type of code switching and code mixing. Then, the data from questionnaire are elaborated to see the relation between code switching and code mixing and English Department students' preference as the consumers to choose the products.

## CHAPTER 5. CONCLUSION

Based on the data analysis, it is found that there are several types of code switching and code mixing used in the advertisements chosen. The types of code switching used to analyse are extra-sentential switching, intersentential switching and intrasentential switching. From 43 advertisements which are chosen, there are 7 advertisements which contain code switching. Extra-sentential switching is found in only one advertisement. There are 6 advertisements which used intersentential switching and no advertisement which contain intrasentential switching. Thus, intersentential switching is the type of code switching which is mostly used in the advertisements. Besides, the advertisements chosen are also classified into the types of code mixing. The types of code mixing used in the advertisements chosen are insertion and alternation. There are 118 mixed codes derived from 81 codes of insertion and 37 codes of alternation. Those codes are found within 43 advertisements which are chosen. As the result, the insertion process is used more rather than the alternation process. From the result, code mixing is frequently used rather than code switching. It is assumed that the reasons why bilinguals mix their languages because they feel proud of their ability to use English as foreign language.

Additionally, the further analysis shows that the codes which are often mixed are the quality and the ingredient of the products. The further analysis shows that the codes which are often mixed are the kind of the products, the quality of the products and the ingredient of the products. In advertisements chosen, there are 57 codes which are belong to the quality of the products, 26 codes which included to the ingredient of the products, 22 codes which belong to the kind of the products and 13 codes of another kind of words.

Based on the data from the questionnaire, there are several reasons behind the preference to choose a certain product by consumers. As the participants, there are 96 students who give contribution to fill the questionnaire. From the total of participants, there are 36 participants who have reason because of the quality of

the products. It means that there are 37.50% of the total participants choose this reason. The second reason is the sense and appearance of the products. The participants who give this reason are 13 participants or 13.54%. The participants who choose the products because of the willing to try something new are 12 participants, means 12.50%. There are 11 participants who agree with the alternative answer in the questionnaire that they choose the products because the advertisements contain English code switching and code mixing or 11.46% of the total participants. There are only 5 students or 5.21% who have reason because the price of the products. There are 19 students who give another reason to choose a certain product. As the result, the reason which is mostly used by the participants to choose products is because of the quality of the products which are used by consumers.

As the conclusion, there are 11 participants who are influenced by English code switching and code mixing which are shown in television advertisements. It means that there are 11.46% of the total participants. From the assumption (see chapter 3) the rate of the result is low, means that there is low influence of English code switching and code mixing in Indonesian television advertisement on the students' preference as the consumers to choose a certain product.

From the further analysis, it is found that there is relation between English code switching and code mixing in Indonesian television advertisements and the reason of consumers to choose a certain product. It can be seen from the quality of the products. The quality of the products is the kind of words which is most frequently used in Indonesian television advertisements. It is almost a half of mixed codes, it is 48.31%. Besides, the quality of the products is the reason which is mostly used by the participants to choose a certain products, it is 37.50% of the total participants.

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APPENDICES

QUESTIONNAIRE

1. Dari produk - produk di bawah ini, manakah yang pernah atau sedang anda gunakan?

(beri tanda  pada pilihan anda)

- |  |   |
|--|---|
| <input type="checkbox"/> Dove body wash                                  | <input type="checkbox"/> Dettol lasting fresh                         |
| <input type="checkbox"/> Lux soft touch                                  | <input type="checkbox"/> Biore body wash                              |
| <input type="checkbox"/> Giv white body wash                             | <input type="checkbox"/> Clear men                                    |
| <input type="checkbox"/> Head and shoulders                              | <input type="checkbox"/> Dove volume nourishment                      |
| <input type="checkbox"/> Sunsilk black shine                             | <input type="checkbox"/> Tresemme                                     |
| <input type="checkbox"/> Pantene three minute miracle conditioner        | <input type="checkbox"/> Pond's white beauty lightening facial foam   |
| <input type="checkbox"/> Dove conditioner                                | <input type="checkbox"/> Citra wakame gel lotion                      |
| <input type="checkbox"/> Biore body lotion                               | <input type="checkbox"/> Nivea whitening body lotion                  |
| <input type="checkbox"/> Marina UV white hydro cool                      | <input type="checkbox"/> Vaseline healthy white insta fair            |
| <input type="checkbox"/> Pond's men                                      | <input type="checkbox"/> Nivea men whitening                          |
| <input type="checkbox"/> Garnier pure active                             | <input type="checkbox"/> Garnier night complete serum                 |
| <input type="checkbox"/> Pond's age miracle serum                        | <input type="checkbox"/> Sunsilk conditioner                          |
| <input type="checkbox"/> Nivea body serum                                | <input type="checkbox"/> Vaseline body serum                          |
| <input type="checkbox"/> Wardah lightening serum and night cream         | <input type="checkbox"/> Makarizo advisor hair repair & hair recovery |
| <input type="checkbox"/> Ellips vitamin hair mask                        | <input type="checkbox"/> Viva white clean and mask                    |
| <input type="checkbox"/> L'Oreal paris total repair five (TRS) hair mask | <input type="checkbox"/> Rexona advanced whitening deodorant          |
| <input type="checkbox"/> Dove whitening deodorant                        | <input type="checkbox"/> Eskulin cologne gel                          |
| <input type="checkbox"/> Nivea extra whitening advanced care deodorant   | <input type="checkbox"/> Nivea men black and white deodorant          |
| <input type="checkbox"/> Vitalis   | <input type="checkbox"/> Axe black                                    |
| <input type="checkbox"/> Izzi  | <input type="checkbox"/> Purbasari whitening                          |

- Herborist  Biore whitening scrub  
 Men's biore double scrub

2. Pernahkah anda melihat atau mengetahui iklan televisi dari produk - produk tersebut?

- Ya  Tidak

3. Jika ya, tahukah anda bahwa iklan televisi dari produk - produk tersebut mengandung English-Indonesian code switching (alih kode) dan code mixing (campur kode)?

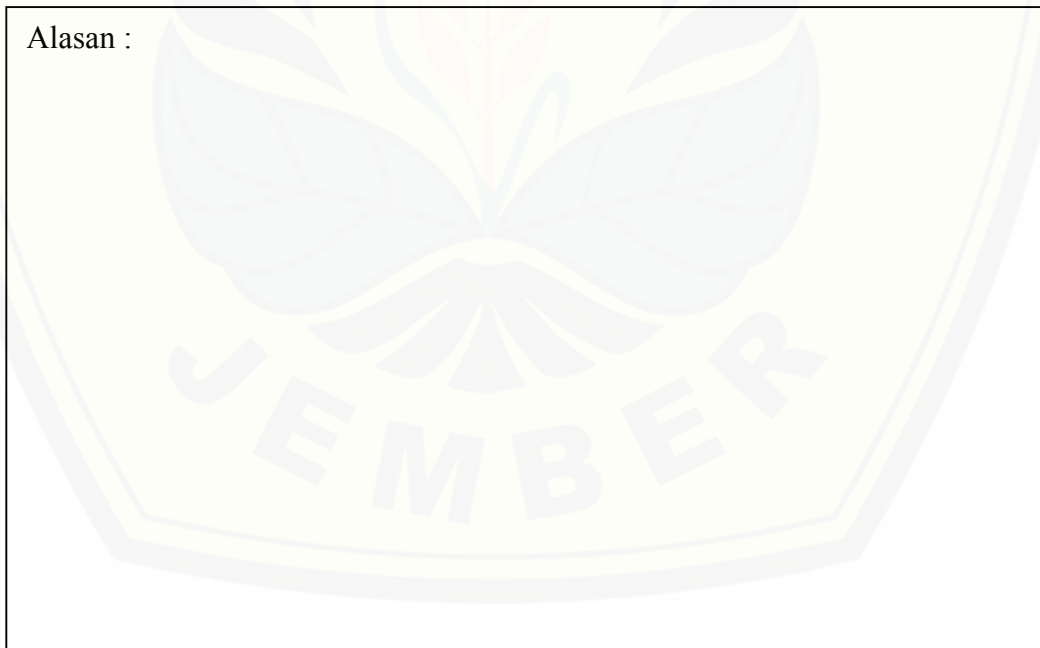
- Ya  Tidak

4. Jika ya, apakah alasan anda memilih produk tersebut karena iklan televisinya mengandung English-Indonesian code switching (alih kode) dan code mixing (campur kode)?

Jika tidak, sebutkan alasan lain!

- Ya  Tidak

Alasan :



**ADVERTISEMENTS TRANSCRIPT****• SOAP****1. Dove**

Dove atau susu, mana yang melembabkan lebih baik?

Katty mencoba mandi susu dan Titi mandi menggunakan dove *body wash* dengan teknologi *nutrient moisture*.

Membuat kulit lebih halus dan kenyal.

Dove *body wash*, melembabkan kulit lebih baik dari susu.

**2. Lux**

Mawar Perancis memikat. Tiap sarinya diekstrak sempurna.

Lux *soft touch*.

Mandi dengan keharuman parfum mawar Perancis untuk kulit menggoda.

*Just only lux*.

**3. Dettol**

Riset mengatakan keringat yang bercampur dengan kuman menjadi penyebab bau badan.

Dettol *lasting fresh* tidak seperti sabun biasa, dettol melawan kuman penyebab bau hingga dua belas jam.

Anda pun tetap wangi dan segar sepanjang hari.

Dettol, seratus persen yakin.

**4. Giv**

Kulitku *always HD*.

Dengan giv *white body wash* miliki kulit *HD*.

Cerah, halus, kenyal, putih menyeluruh *high definition*.

Giv *white body wash, beauty in high definition*.

**5. Biore**

Artist 1 : Anak baru ya?

Artist 2 : Yaah kering.

Artist 1 : Pake biore baru aja.

Narrator : Biore dengan *caring foam* kulit lembut nggak takut kering.

- **SHAMPOO**

1. **Clear men**

Ketika kamu terkena debu dan polusi, kamu butuh clear men.

Dengan *carbon active*, membersihkan kulit kepala secara menyeluruh.

Tak ada lagi ketombe.

Clear men *deep cleans*, tak ada lagi ketombe.

2. **Dove**

Ingin menutrisi rambutmu tanpa membuatnya lepek?

Dove *volume nourishment* baru!

Mengandung *oxygen fuse* dan nutrisi yang dibutuhkan rambut.

Rambut lembut tidak lepek dan tampak hingga sembilan puluh lima persen lebih bervolume.

Baru! Dove *volume nourishment*.

3. **Head and shoulders**

Para juara selalu memilih dengan lebih baik.

Itulah mengapa pilihan nomer satu FC Barcelona adalah Head and shoulders.

Yang menghilangkan ketombe lebih baik dari *shampoo* anti ketombe terkemuka.

Pilihan nomer satu FC Barcelona, Head and shoulders.

4. **Tresemme**

Artist 1 : Kepercayaan diriku berawal disini. Semua berawal dari rambut bebas ketombe dan tanpa rambut rontok.

Narrator : Kepercayaan diri berawal dari tresemme *stall care*.

Dengan *zinc mineral* untuk mencegah ketombe dan *pro-nutri essence* yang mencegah kerontokan rambut.

Artist 1 : Lihat! Tak ada lagi ketombe dan rambut rontok.

Artist 2 : Velo! Siap?

Artist 1 : Pastinya. Tanpa ketombe dan rambut rontok sekarang aku siap untuk pemotretan.

Narrator : Tresemme, rambut indah salon setiap hari.

## 5. Sunsilk

Artist 1 : Aku Karina Salim dan kilauku tak terhentikan.

Saat tampil di atas panggung, saat bersama sahabat, hingga saat bersama keluarga, kilau rambut hitamku selalu mendukungku.

Artist 2 : Untuk rambut hitam yang dapat membuatmu tampak berkilau di situasi, saya mengkreasikan sunsilk *black shine* dengan urang aring *pro-complex*.

Artist 1 : Berkilaulah tanpa henti disetiap situasi, sunsilk *black shine*.

## • CONDITIONER

### 1. Sunsilk

Artist 1 : Wah rambut kamu halus banget kayak kuas bedak, sedangkan rambutku super kering dan kusut.

Artist 2 : Bikin rambutmu lebih lembut dengan sunsilk *conditioner*.

Aku pakai sunsilk *conditioner* setiap sehabis keramas untuk menutrisi rambutku. Hanya dengan lima kali keramas rambutku jadi lebih lembut dan tidak kusut.

Artist 1 : Oh mau dong rambutnya sehalus kuas bedak.

Artist 2 : Pakai saja sunsilk *conditioner* setiap sehabis keramas.

Dikreasikan bersama Thomas Taw.

### 2. Pantene

Yakin rambut kamu cukup kuat untuk ini, ini dan ini. Untuk rambut rusak begini aku perlu lebih dari *shampoo* ku. Aku perlu Pantene *three minute miracle conditioner* baru.

Formula *Pro-Vnya* meresap ke inti rambut. Membantu memperbaiki tiga bulan kerusakan rambut yang *shampoo* sendiri tidak bisa. Rambut lebih kuat, lebih lembut, dan berkilau.

Cuma sampo, *no way!* Aku selalu pakai Pantene *three minute miracle conditioner*.

### 3. Dove

Tau kan dari dulu aku suka gonta-ganti gaya rambut terus. Sehat-sehat aja kan. Pakai Dove *conditioner* tiap habis keramas.

Dove *conditioner* efektif menutrisi dan merawat rambut sejak pemakaian pertama. Dove *conditioner*.

## • BODY LOTION

### 1. Biore

Sama seperti bunga, keindahan kulitmu juga harus terlindungi.

Baru! Biore *body lotion* dengan teknologi anti polusi.

Melembabkan dan mencegah kulit kusam akibat debu dan kotoran.

Tidak lengket, cepat menyerap, kulit lembab indah terlindungi.

Saatnya bersinar tanpa khawatir polusi. *Because my skin is my world.*

### 2. Citra wakame

Sejak pakai hijab, aku nggak pakai *lotion* lagi, karena takut lengket.

Sampai ku temukan citra wakame.

*Gel lotion* yang bisa mencerahkan kulit tanpa rasa lengket.

Sehingga di cuaca yang panas dan lembab pun, aku tetap merasa segar dan nyaman.

Tidak lengket sama sekali.

Kulitku cerah tanpa rasa lengket.

### 3. Marina

Tidak ada yang berjuang untuk *passion*mu selain dirimu sendiri.

Kerja keras, usaha, dan latihan setiap hari untuk membantu bakatku.

Dan marina *UV white hydro cool* dengan *seaweed*, *lime*, dan vitamin B3 inovasi baru *body lotion* yang memberi hidrasi dingin.

Cepat meresap, tidak lengket.

Kulit tampak cerah merata dan terlindungi.

Ketika keberhasilanku menginspirasi, itulah makna kecantikan untukku.



#### 4. Vaseline

Vaseline *healthy white insta fair* membuat kulitmu tampak empat kali lebih cerah seketika.

Membantu memperbaiki kulitmu agar tampak lebih cerah.

Kulit tampak empat kali lebih cerah seketika.

Vaseline, kekuatan memperbaiki.

#### 5. Nivea

Kulit sehalus ini dapat kusam dan gelap saat terkena matahari.

Baru! Nivea *whitening body lotion* dengan *white bio active* dan *berry extract*, bantu cerahkan kulitmu.

*UVA UVB filternya* mencegah kulit kembali gelap.

Nivea *whitening body lotion*, cantik itu terawat.

Niveamu dalam kemasan baru.

Lebih cantik, lebih menawan.

### • FACIAL FOAM

#### 1. Nivea men

Eh, kok nggak senyum? Eh, senyum dong.

Muka kaku, karena pakai sabun pria berbahan keras memang bikin susah senyum. Baru! Nivea men *whitening cooling mud foam* dengan *cooling mud formula* efektif mengontrol minyak berlebih. Sepuluh kali mencerahkan tanpa muka kaku.

Ih jangan senyum ah.

Senyum terus dengan nivea men *whitening cooling mud foam*.

Nivea men, *it starts with you*.

#### 2. Pond's men

Aksi seharian menguras energi wajah.

Wajah kusam dan lelah.

*Advance pond's men energy charge*, wajah cerah, berenergi.

Seratus pesen *recharge*.

Pond's men, *my ultimate face charger*.

### 3. Pond's

Wajah cerahmu hilang?

Sebenarnya tidak.

Pond's *white beauty lightening facial foam*, membersihkan sel kulit mati yang menutupi wajah cerahmu.

Menggantikannya dengan jutaan sel kulit baru.

Kutemukan kembali wajah cerahku.

Inilah janji Pond's.

### 4. Garnier pure active

Masi ingat Tasya kan. Dulu aku galau karena enam masalah kulit. Jerawat, minyak, pori besar, kemerahan, bekas jerawat, komedo. Untung ada.

Baru! Garnier *pure active* dengan bahan aktif anti bakteri *salicylic acid* dan *blueberry* alami, lawan jerawat, minyak, komedo, pori besar, kemerahan, dan bekas jerawat sejak hari pertama.

Enam masalah lewat semua. Wajah bebas jerawat dan minyak dan lebih cerah. Galau? Enggak lah yaw. Garnier *pure active*. Sayangi dirimu.

Garnier

### • SERUM

#### 1. Garnier

Satu minggu lagi *opening*. Tapi kulitku putihnya lama, kayak kura-kura.

Baru! *Serum cream*. Garnier *night complete* dengan *serum white cream* bekerja cepat kulit tiga tingkat lebih putih cerah dengan perlindungan SPF.

Putih cerah dalam satu minggu.

Garnier *night complete serum cream*.

#### 2. Vaseline

Memperkenalkan *body serum* baru dari vaseline.

*Serum* membantu melindungi kulit dari bahaya sinar matahari.

Dengan SPF tiga puluh, SPF tertinggi dari kekuatan merawat vaseline.

Untuk kulit cantik dan cerah terbaik dari vaseline.

### 3. Wardah

Waktunya istirahat waktunya jadikan kulit lebih cerah.

Wardah *lightening serum* dan *lightening night cream*, dengan *seven active white complex plus AHA*.

Paduan optimal untuk pagi cantik cerah.

Wardah *lightening series*.

### 4. Nivea

Artist 1 : Selamat malam semuanya.

Artist 2 : Jullie!

Wow, kulitmu seharian masih cerah dan lembut.

Artist 1 : *All day all night*.

Rahasiaku nivea *body serum* yang melindungi dan meregenerasi kulitku secara menyeluruh.

Narrator : Pertama di Indonesia nivea *night whitening body serum* yang meresap dan menutrisi kulit lebih dalam, kulit lebih cerah dan lembut.

Artist 1 & 2 : *All day all night*.

Narrator : Baru! Nivea *night whitening body serum*.

### 5. Pond's

Kekuatan yang membantu mempercepat regenerasi kulit.

Pond's *age miracle serum* dengan ultra konsentrasi.

Setiap tetes mengandung konsentrasi tinggi, *retinol booster* dan AHA.

Melawan kerutan, garis halus, dan flek hitam.

Lihat bedanya, terasa muda lagi dan kelihatan cantik seperti beberapa tahun yang lalu.

Kulit tampak hingga sepuluh tahun lebih muda.

Pond's *age miracle serum*.

- **MASK**

1. **Ellips**

Ingin rambut sehat dan kuat?

Cukup dua menit.

Baru! Ellips vitamin *hair mask* dengan *pro-keratin* kompleks.

Beda dari perawatan rambut lain, ellips menutrisi hingga ke dalam rambut.

Cukup seminggu sekali rambut sehat bernutrisi.

Ellips *vitamin hair mask*.

2. **L'Oreal**

Ingin bebas lima masalah rambut? Cukup satu menit.

Masker *total repair five* dari L'Oreal paris dalam satu menit merawat intensif.

Bantu atasi lima masalah rambut.

Rambutku terasa kuat. Lima masalah satu solusi.

Hanya empat ribu lima ratus rupiah.

Karena kita begitu berharga.

3. **Viva**

Viva *white clean and mask*.

*Cleanser* sekaligus masker dalam satu kemasan.

Pakai sebagai *cleanser* atau diamkan tiga menit sebagai masker.

Wajah terawat kencangnya, bersih, lentur, bercahaya.

Viva *white clean and mask*.

4. **Makarizo**

Rahasia rambut sehatku yang indah berawal dari siapa dulu yang merawat.

Makarizo *hair repair* dan *hair recovery*.

*Hair repair*, masker rambut efektif memperbaiki rambut rusak.

*Hair recovery*, *serum* yang begitu melindungi rambut di setiap helainya.

Rambut terlindungi dan terawat karena Makarizo. *You wanna try?*

- **DEODORANT**

1. **Dove**

Tahukah kamu, mencukur bulu ketiak menyebabkan iritasi sehingga kulit ketiak menghitam dan kasar.

Dove *whitening deodorant* dengan seperempat *moisturizing cream* menutrisi dari dalam untuk mencerahkan dan menghaluskan dalam tujuh hari.

Serta menjaga tetap kering dan segar.

Tak ada mencerahkan dan menghaluskan kulit ketiak sebaik dove.

Kulit ketiak lebih cerah dan halus dalam tujuh hari.

2. **Nivea**

Tubuhku selalu ku rawat.

Tapi mencukur, menggores kulit sehingga membuatnya tipis dan tidak rata.

Ditambah deo berbahan keras bikin ketiak gelap.

Nivea *extra whitening advance care deodorant* dengan ekstrak mutiara dan vitamin C yang mengecilkan pori – pori kulit.

Ketiak tampak lebih cerah dan terasa halus dalam tujuh hari.

Perawatan mengagumkan untuk kulit ketiakmu.

Baru! Nivea *extra whitening deodorant*.

3. **Nivea men**

Pakai deo biasa, ketiak tetap basah tinggalkan noda kuning.

Baru! Nivea men *deodorant* hindari iritasi kulit, cegah noda kuning dan bau badan.

Nivea men *black and white deodorant*.

Nivea men, *it starts with you*.

4. **Rexona**

Enggak percaya diri karena kulit ketiak gelap dan berkeriat?

Rahasiaku rexona *advanced whitening*.

*Deodorant whitening* nomor satu di Indonesia.

Makin sering digunakan terbukti makin mencerahkan.

Dengan minyak biji bunga matahari dengan kekuatan mencerahkannya.

Mencerahkan mulai dalam tujuh hari.

Kamu pun bebas bergerak.

Rexona *advanced whitening*, setia setiap saat.

- **PERFUME**

1. **Axe**

Di dunia yang semakin hingar bingar.

Coba yang sebaliknya.

Memperkenalkan axe *black* baru, wanginya kalem dan mewah.

Diciptakan oleh ahli parfum terbaik dunia.

Axe *black* baru.

Jadilah tenang.

2. **Izzi**

Artist 1 : *Get izzi get love. My first crush.*

Artist 2 : Dimanakah dia?

Narrator : Baru! Izzi *first crush*.

Harumnya unik bisa deketin cintamu dan dia. *Get izzi get love.*

3. **Eskulin**

Awali ceriamu bersama eskulin *cologne gel*.

Gak lengket dikulit wanginya nempel sepanjang hari.

Awali ceriamu bersama eskulin *cologne gel*.

Gak lengket dikulit wanginya nempel sepanjang hari. *It's a preview gel.*

Eskulin *cologne gel* wanginya nempel terus.

4. **Vitalis**

Vitalis *body sense* dengan wangi yang tahan lama.

Pancarkan pesonamu dan raih bintangmu.

Vitalis *body sense*.

- **SCRUB**

1. **Biore whitening scrub**

Sibuk terus seharian, kapan sempat merawat kulit?

Mandi dengan biore *whitening scrub*.

Kulit kusam jadi luruh karena kerja butiran *scrubnya*.

Kulit cerah?

Bisa kok tiap hari.

## 2. Men's biore

Tantangan adalah tradisi.

Men's biore *double scrub cool oil clean* dengan sepuluh ribu *micro scrubs*.

*Green scrubnya* bersihkan minyak dan *white scrubnya* angkat kulit kusam.

Wajah bersih hingga pori, *extra cool. So, keep moving and face it like a man.*

## 3. Purbasari

Artist 1 : Aku malu, lihat ibu putih.

Artist 2 : Dari muda ibu pakai lulur putih Purbasari.

Sekarang giliranmu.

Narrator : Lulur putih purbasari dengan ekstrak *whitening*.

Artist 1 : Kulit putih dan sehat.

Narrator : Lulur putih Purbasari.

## 4. Herborist

Artist 1 : Aduh kulitku kusam, kasar lagi.

Artist 2 : Pakai lulur bali herborist lebih cepat mulusnya.

Narrator : Hanya herborist dengan bahan-bahan alami plus *whitening*.

Mengangkat sel kulit mati dalam hitungan detik.

Lebih cepat mulusnya.

Wangi lebih lama.

Herborist lebih cepat mulusnya.