

**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**  
*(Studi tentang Penggunaan Bahasa Inggris Alih Kode dan Campur Kode pada Iklan Televisi Indonesia dan Pengaruhnya Terhadap Mahasiswa Jurusan Sastra Inggris Fakultas Sastra Universitas Jember Angkatan 2014/2015 sebagai Konsumen)*

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**Abstract**

This study deals with English code switching and code mixing which occur 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. The classification of code switching and code mixing are based on the theory proposed by Hamers and Blanc (2004). The data are transcripts of television advertisements which are shown in September to November 2015 and questionnaires which are filled by students of English Department Faculty of Letters, Jember University. This study aims to investigate the types of code switching and code mixing used in Indonesian television advertisements and to indicate the influence of code switching and code mixing used in Indonesian television advertisements which affect the English Department Faculty of Letters, Jember University students' preference as the consumers to choose a certain product. This study uses two methods namely qualitative and quantitative method. The findings show that intersentential switching is the type of code switching which is mostly used in the advertisements. Beside, in code mixing, the insertion process is used more rather than the alternation process. There are five reasons of consumers to choose a certain product namely because of the quality of the product, the sense and appearance of the product, the willing to try something new, the advertisements contain English code switching and code mixing and the price of the product.

**Keywords:** Television Advertisements, Code Switching, Code Mixing, the Influence to the Consumers

**Abstrak**

*Studi ini berhubungan dengan alih kode dan campur kode Bahasa Inggris yang muncul pada iklan televisi Indonesia dan pengaruhnya terhadap mahasiswa Jurusan Sastra Inggris Fakultas Sastra Universitas Jember angkatan 2014/2015 sebagai konsumen. Pengklasifikasian alih kode dan campur kode ini didasarkan pada teori dari Hamers and Blanc (2004). Data yang digunakan adalah transkrip dari iklan televisi yang tayang pada bulan September sampai November 2015 dan kuesioner yang diisi oleh mahasiswa Jurusan Sastra Inggris Fakultas Sastra, Universitas Jember. Tujuan dari penelitian ini adalah untuk mengetahui tipe-tipe alih kode dan campur kode yang digunakan pada iklan televisi Indonesia dan mengetahui pengaruh penggunaan alih kode dan campur kode dalam iklan televisi Indonesia terhadap kecenderungan mahasiswa Jurusan Sastra Inggris Fakultas Sastra Universitas Jember dalam memilih produk tertentu. Penelitian ini menerapkan dua metode yaitu metode kualitatif dan kuantitatif. Hasil dari penelitian ini menunjukkan bahwa intersentential switching adalah tipe dari alih kode yang paling sering digunakan dalam iklan. Disamping itu, pada campur kode, proses insertion lebih sering digunakan daripada proses alternation. Ada lima alasan konsumen memilih suatu produk yaitu karena kualitas produk, aroma dan penampilan produk, keinginan untuk mencoba sesuatu yang baru, iklan produknya mengandung alih kode dan campur kode Bahasa Inggris dan harga produk.*

**Kata Kunci:** Iklan Televisi, Alih Kode, Campur Kode, Pengaruh pada Konsumen

**Introduction**

Hamers and Blanc (1989:35) define code switching as “the alteration between language A and language B in the same utterance”. Code switching occurs when someone who is able to use two or more languages to speak and (s)he switches one language into the other in the same utterance.

The analysis is begun by grouping the advertisements based on the theory stated by Hamers and Blanc (2004) which follow Poplack (1980). According to the theory, there are three types of code switching based on the place of the occurrence namely extra-sentential, intersentential, and intrasentential switching.

On the other hand, 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”. Code mixing is the insertion of words, articles, prepositions, conjunctions, and adverbs from one language into a sentence in the other language which does not deal with the grammatical rules. There is a dominant language used in a sentence which can be called as base language. The inserted language is called embedded language. The analysis is started by grouping the advertisements by applying the theory stated by Hamers and Blanc (2004) which follow Muysken (1995). According to the theory, there are two types of code switching based on the process of the occurrence namely insertion and alternation.

This study takes Indonesian television advertisements as the object. It is used because 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. With regard to this phenomenon, there are two problems which come up, namely what English codes are used in advertisements and whether English influence consumers to choose the product. Based on that problems, there are two research questions raised:

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?

Based on those problems, the purposes of doing this study are to investigate the types of code switching and code mixing used in Indonesian television advertisements and to indicate the influence 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.

### Research Methodology

This study applies two method namely qualitative and quantitative method. Qualitative method is used to describe the types of code switching and code mixing in television advertisements chosen. On the other hand, quantitative method is used to count the English Department students’ preference as the consumers in choosing products. The result will be in the form of percentage.

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 recording the advertisements, the process is transcribing the advertisements and classifying each type of code switching and code mixing which are found in advertisements. Besides, after spreading questionnaire, the next job is grouping the participants who use and don’t use the products and elaborating the data to see the relation between code switching and code mixing and English Department students’ preference as the consumers to choose the products.

### Results

As the results, there are 7 advertisements which contain code switching and 118 advertisements which contain code mixing. The results of the analysis are shown in the following table.

#### 1. Types of code switching and code mixing

Code	Type	Number	TOTAL
Code Switching	Extra-sentential	1	7
	Intersentential	6	
	Intrasentential	0	
Code Mixing	Insertion	81	118
	Alternation	37	

From the table above, there are several types of code switching and code mixing used in the chosen advertisements. There are 7 advertisements which contain code switching. There is only one advertisement contains 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 ingredients of the products. The analysis is explained in the following table.

#### 2. References of mixed codes

Reference of Mixed Codes	Number	Percentage
The quality of the products	57	48.31%

The ingredients of the products	26	22.03%
The kinds of the products	22	18.64%
Others	13	11.02%
<b>TOTAL</b>	<b>118</b>	<b>100,00%</b>

From the table above, there are 57 codes which belong to the quality of the products, 26 codes which include to the ingredient of the products, 22 codes which belong to the kinds of the products and 13 codes of other types of words.

The questionnaire shows that there are several reasons behind the preference to choose a certain product by the consumers. The reasons are shown in the table below.

### 3. The Reasons of consumers to use the products

Reason	Number	Percentage
The quality of the products	36	37.50%
The sense and appearance of the products	13	13.54%
The willing to try something new	12	12.50%
The English code switching and code mixing	11	11.46%
The price of the products	5	5.21%
Others	19	19.79%
<b>TOTAL</b>	<b>96</b>	<b>100,00%</b>

From the table above, 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 the advertisements contain 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.

## Discussion

Hamers and Blanc (1989:35) define code switching as “the alteration between language A and language B in the same utterance”. Code switching occurs when someone who is able to use two or more languages to speak and (s)he switches one language into the other in the same utterance. The analysis is begun by grouping the advertisements based on the theory stated by Hamers and Blanc (2004) which follow Poplack (1980). According to the theory, there are three types of code switching based on the place of the occurrence namely extra-sentential, intersentential and intrasentential switching.

Extra-sentential switching occurs when there is an insertion of a tag, exclamation, or phrases from one language

into an utterance from another language. The tags can be at the beginning or the end of the sentence. Extra-sentential switching is found in advertisements chosen. The sentence below shows extra-sentential switching found in advertisement.

- *Cuma sampo, no way!* (Only shampoo, no way!)

The example shows the extra-sentential switching which occurs after the base language. The base language is Indonesian and written in italic, while the tag is in English, written in bold italic texts.

Intersentential switching is the second type of code switching. Holmes (2000:38) states that “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”. Intersentential switching exists between at least two clauses or sentences. The sentences below show extra-sentential switching found in advertisements.

- *Saatnya bersinar tanpa khawatir polusi, because my skin is my world.* (It's time to shine without without the worry of pollution, **because my skin is my world.**)
- *Gak lengket di kulit, wanginya nempel sepanjang hari. It's a preview gel.* (It's not sticky in skin, the fragrance is durable in all day. **It's a preview gel.**)

Those examples show the intersentential switching which occurs after the base language. The base language is Indonesian and written in italic, while the tag is in English, written in bold italic texts.

The last type of code switching is intrasentential switching. Goh (1979:63) states that in intrasentential switching, “the speaker may switch parts of clauses, lexical items, or even morphemes”. Intrasentential switching occurs within a clause or sentence. There is no intrasentential switching in advertisements chosen.

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”. Code mixing is the insertion of words, articles, prepositions, conjunctions, and adverbs from one language into a sentence in the other language which does not deal with the grammatical rules. There is a dominant language used in a sentence which can be called as base language. The inserted language is called embedded language.

The analysis is started by grouping the advertisements by applying the theory stated by Hamers and Blanc (2004) which follow Muysken (1995). According to the theory, there are two types of code switching based on the process of the occurrence namely insertion and alternation.



The first type of code mixing is insertion. Muysken (2000:3) states that "...the insertion of an alien lexical or phrasal category into a given structure". It can be concluded that this type deals with the insertion of words, articles, prepositions, conjunctions, and adverbs from one language into the structure from the base sentence in the other language. The embedded is done in the beginning, or middle of sentence or clause. It has no limitation for the insertion of one or two words or more. The sentences below show insertion process of code mixing found in advertisements.

- *Dettol **lasting fresh** tidak seperti sabun biasa, dettol melawan kuman penyebab bau hingga dua belas jam.*
- *Biore dengan **caring foam** kulit lembut nggak takut kering.*
- *Clear men **deep cleans** tak ada lagi ketombe.*
- *Mengandung **oxygen fuse** dan nutrisi yang dibutuhkan rambut.*
- *Dengan **zinc mineral** untuk mencegah ketombe dan **pro-nutri essence** yang mencegah kerontokan rambut.*

Those examples show the insertion process of code mixing. The base language Indonesian with italic text and the embedded language is English noun phrase, written in bold italic text.

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 type, code mixing occurs when one language is alternated to the other language. In this case, a word, phrase, article, preposition, conjunction, or adverbs from one language is replaced by another language. The embedded exists in the end of sentence or clause. The sentences below show alternation process of code mixing found in advertisements.

- *Awali ceriamu bersama eskulin **cologne gel**.*
- *Paduan optimal untuk pagi cantik cerah, **wardah lightening series**.*
- *Kepercayaan diri berawal dari tresemme **stall care**.*
- *Bikin rambutmu lebih lembut dengan **sunsilk conditioner**.*
- *Senyum terus dengan nivea men **whitening cooling mud foam**.*

Those examples show the alternation process of code mixing. The base language, Indonesian is written with italic text and the embedded language is English noun phrase, written in bold italic text.

2. The Influence of Code Switching and Code Mixing on English Department Students in Year of 2014/2015 in Faculty of Letters Jember University as the Consumers

After gaining the data from the participants through questionnaire, the analysis is commenced by revealing the influence of code switching and code mixing on the students as the consumers. The questionnaire is used to know the consumers' preference to choose a certain product, whether they are influenced by English code switching and code mixing or not. Through questionnaire, the other reasons of choosing product are also revealed.

There are several reasons behind the preference to choose a certain product by consumers namely the quality of the products, the sense and appearance of the products, the willing to try something new, the advertisements contain English code switching and code mixing, the price of the product and the other reasons to choose a certain product.

## Conclusion and Suggestion

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. 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. As the conclusion, 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.

In addition, hopefully this study gives more understanding about code switching and code mixing in Indonesian television advertisements specifically cosmetic advertisements. Moreover, this study gives contributions to the other students as a reference in the study of code switching and code mixing.

## Acknowledgement

Our sincere gratitude is hereby extended to lecturers, staffs of Faculty of Letter, my parents, my family, and all my

friends who have guided me and helped me with love and support to finish this study.

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