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ENGLISH CODE MIXING ON THE ADVERTISEMENT TEXTS OF *HOTEL 99 JEMBER*

THESIS

Written by

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ENGLISH DEPARTMENT

FACULTY OF HUMANITIES

UNIVERSITAS JEMBER

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Presented to the English Department
Faculty of Humanities, Universitas Jember
as One of Requirements to Obtain
the Award of Sarjana Degree
in English Studies

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2019

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DEDICATION

With Sincerity and love, I proudly dedicate this thesis to:

1. My greatest Ayah Riyadi and Ibu Maskum Aindiyah, thank you very much for love, support, motivation and never ending prayer;
2. My teacher and lecturers, thank you very much for advice, guidance, patience, support and motivation;
3. My best friend Anistya Sirin Humairoh, thank you very much for kindness, love and help;
4. My Alma Mater of Faculty of Humanties, Universitas Jember.

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MOTTO

"The limits of my language are the limits of my world"

(Ludwig Wittgenstein)

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DECLARATION

I hereby state that the thesis entitled **"English Code Mixing on the Advertisement Texts of *Hotel 99 Jember*"** is an original piece of writing. I certify that the analysis and the research described in this thesis have not been submitted for any other degree or any publication.

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

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APPROVAL SHEET

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Day/Date : Monday, 15 July 2019

Place : Faculty of Humanities, Universitas Jember

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All praise to Allah, I am able to finish the thesis because of His blessing and mercy. I also would like to thank to those who have given their great and helpful contributions in doing my thesis. They are:

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4. All of English Departments staffs who help me in completing all requirements;

Finally, I do hope that the thesis may give beneficial and valuable contributioan for those who concern with linguistics.

Jember, 15 July 2019 Eka Mirwadiva

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SUMMARY

English Code Mixing on the Advertisement Texts of *Hotel 99 Jember*; Eka Mirwadiva, 150110101022; 2019: 75 pages, English Department, Faculty of Humanities, Universitas Jember.

This study concerns with the phenomenon of code mixing that occurs in the advertisement texts of *Hotel 99 Jember*. The object of this study is twenty advertisement texts of *Hotel 99 Jember* which are indicated using English code mixing to promote the hotel. These advertisement texts are posted in the official Instagram @hotel.99.jember. Theory of code mixing by Muysken (2000) is applied in this study. Further, this study also uses the proposition of Zohreh and Monireh (2013) about the reasons for using English code mixing in the advertisement.

This study applies qualitative research. The data are taken from twenty advertisement texts of *Hotel 99 Jember* that contain of code mixing. They are collected through document, questionnaire and interview methods. Then, the advertisement texts are analysed using theory of code mixing from Muysken (2000) who states that there are three types of code mixing namely *insertion, alternation* and *congruent lexicalization.* Further, the results of interview is analysed using the proposition of Zohreh and Monireh (2013) who find that the reasons for using English code mixing in the advertisement are attracting attention, persuasion, prestige and technology.

The results of this study show that there are three types of code mixing processes that occur in the twenty advertisement texts of *Hotel 99 Jember*. Those are i*nsertion, alternation* and *congruent lexicalization*. In this study, *alternation* type is dominantly used by the advertiser rather than the other types. Further, the occurrence of English code mixing in the advertisement texts does not give significant effect to the attention of the guests. However, it is interesting to still keep using English code mixing to promote the hotel because there are five out of

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thirty guests who are aware to the English code mixing used in the advertisement texts. Moreover there are two guests who are interested in staying in the *Hotel 99 Jember* because of the English code mixing used in the advertisement texts.

In addition, in this study there are four reasons of using English code mixing. They are attracting attention, persuasion, prestige and technology. It is in line with the study of Zohreh and Monireh. Moreover, the other results of this study show that the other reasons exist as the reasons of using English code mixing. They are efficient words, going public, showing identity, marketing strategy and long term investment. These are stated by the interviewees. By using English code mixing, the advertiser tries to attract the readers with the interesting promotion.

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CHAPTER 1. INTRODUCTION

This chapter presents a general idea of the whole study to give a clear definition related to the topic of this study. The topic is about the phenomenon of code mixing which occurs in the advertisement texts of *Hotel 99 Jember*. This chapter contains six subchapters. They are background of study, research topic, research problem, research questions, research purposes and research organization.

1.1 Background of Study

Code mixing is a phenomenon when lexical and grammatical structures from two languages appear in one sentence. According to Muysken (2000:1) "code mixing happens where lexical items and grammatical features from two languages appear in one sentence without changing the topic of conversation." Code mixing phenomenon spreads very widely along with the globalization era. It happens both in the written or spoken texts. It most commonly appears in the multilingual country such as Indonesia. As multilingual societies, Indonesian people are possible to use two languages.

Mostly, Indonesian people mix the local languages such as Javanese and Madurese with Indonesian as the official language. Nowadays, along with the development of technology it is also common for Indonesian to mix English as an international language with Indonesian utterances. It is commonly found when they use social media such as Youtube, Instagram, Facebook, Twitter, Line, WhatsApp, Telegram etc.

Most people with various backgrounds such as public figures, educated people, businessmen, sellers, selebgram and so on do English code mixing into Indonesian when they post status in Twitter, Line, Facebook, and Instagram. Besides, many youtoubers do English code mixing in their Youtube channels.

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Furthermore, along with the development of technology the sellers or businessmen do English code mixing to promote their product, service and the brand name through social media such as Instagram.

Recently, the phenomenon of English code mixing is detected on the advertisement texts of *Hotel 99 Jember*. The advertiser mixes English words within Indonesian utterances to promote the hotel. Then, the advertiser promotes the advertisement texts through official Instagram. The advertiser told that the use of English code mixing in the advertisement texts is intentionally appeared to affect the guests' attentions and to make them interested in the facilities being promoted.

According to Bachtia and Ritchie (2006: 19) "English is the important linguistic vehicle for the global advertisement." It means the occurrence of English code mixing in the advertisement texts of *Hotel 99 Jember* shows that English becomes the important role in the advertising world. Additionally, Piller (2003: 17) states that "English is the most commonly used language in advertising especially in non-English speaking countries or multilingual countries." It is the evidence that English has a power in the advertising world in a multilingual country such as Indonesia.

Hotel 99 Jember is the one of newly established hotels in Jember. The grand opening of *Hotel 99 Jember* took place on 9th September 2018. The name 99 is taken from the date and the month when the hotel was opened. This hotel is established to give the best quality services. Having tagline "Best Guest House in Jember" this hotel is located at Jl. Darmawangsa 99 Jubung Sukorambi Jember. The location is near Tawang Alun bus station. The hotel with the adorable price has many facilities such as Air Conditioning, internet Hi-Speed Wifi, 55 rooms, prayer room and resto cafe.

To promote the hotel, the advertiser posts the advertisement through Traveloka, Pegipegi and official Instagram @hotel.99.jember. Through this Instagram the advertiser posts the advertisement texts using English code mixing. This is the example.

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> ”Haloo **traveller, weekend** sebentar lagi nih, masih bingung cari hotel untuk menginap? **Booking** segera @hotel.99.jember”

From the advertisement text above, the advertiser is inserting some English words namely **traveller**, **weekend** and **booking** into Indonesian utterances. To address **travellers, weekend and booking** the advertiser prefers to use English words rather than Indonesian words to attract customers’ attentions. This phenomenon is categorized as English code mixing.

By this explanation, the advertisement texts of *Hotel 99 Jember* are chosen as the object of study because this phenomenon is interesting. As it is told by the staff that most guests of *Hotel 99 Jember* are local people from Jember and other cities such as Denpasar, Banyuwangi, Lumajang, Pasuruan, Surabaya and etc, but, the advertiser still inserts some English words in the advertisement texts.

The use of English code mixing on the advertisement texts of *Hotel 99 Jember* is very attractive. However, the mother tongue of local guests is not English. Furthermore, most local guests are salesmen and local travellers. Thus, the advertiser uses English code mixing in the advertisement texts without knowing the background of the guests. By this condition, this study is conducted to investigate this phenomenon intensely.

1.2 Research Topic

The topic of this study is the phenomenon of English code mixing which occurs in the advertisement texts of *Hotel 99 Jember*. The code mixing phenomenon is under sociolinguistic study.

1.3 Research Problem

Hotel 99 Jember is a newly built hotel in Jember which is located at Jl. Darmawangsa 99 Jubung Sukorambi Jember. This hotel is classified as *Melati*

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class. The facilities are Air Conditioning, internet Hi-Speed Wifi, 55 rooms, praying room and resto cafe. The guests of *Hotel 99 Jember* are generally the local people who work as salesmen, travellers, businessmen and government official.

Because the hotel is still new, the promotion is highly spread through Traveloka, Pegipegi and official Instagram. The advertisement texts in Instagram are interesting because some English words are found there. Seeing that most guests are local people, the occurrence of English in the advertisement texts becomes the interesting phenomenon.

Additionally, the mother tongue of local guests is not English. Therefore, it is interesting to see why the advertiser still uses some English words in the advertisement texts, to know whether the occurrence of English words in the advertisement texts affect the guests' attention or not and to find out the reasons for using English code mixing in the advertisement texts.

1.4 Research Questions

Based on the problem of this research above, these following questions are needed to be answered:

1) What types of code mixing are used on the advertisement texts of *Hotel 99 Jember*?
2) How does English code mixing in the advertisement texts affect the guests' attentions?
3) What are the reasons influencing the advertiser to use English code mixing?

1.5 Research Purposes

Based on the research questions above, this study will be conducted to reach some purposes as follows:

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1) To find out the types of code mixing used on the advertisement texts of *Hotel 99 Jember*.
2) To know whether English code mixing in the advertisement texts affects the guests' attentions or not.
3) To find out the reasons influencing the advertiser to use English code mixing.

1.6 Research Organization

This study consists of five chapters. Chapter one is introduction. It presents the background of study, research topic, research problem, research questions, research purposes and research organization. Then, the second chapter is literature review. It presents previous studies and theoretical reviews to support this study. After that, the third chapter is research methods. It presents type of research, research strategy, data collection, data processing and data analysis. Next, the fourth chapter is result and discussion. It discusses the analysis data of this study and the results. The last chapter is conclusion. It draws the conclusion of the analysis in this thesis.

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CHAPTER 2. LITERATURE REVIEW

To reach the goals of this study, this study presents previous studies and theoretical framework in this chapter. The previous studies are used to support and to develop the researcher's idea. Meanwhile, theoretical frameworks such as code mixing and the factors influencing the use of English code mixing in the advertisement texts are established to support the analysis of this research.

2.1 Previous Studies

The first previous study used as the guidance for this research is an article written by Mujiono, Wilujeng, and Suhartono (2017). They analysed the types of code mixing (CM) performed by Outbound Call (OBC) Center Agents and the reasons influencing OBC Center Agents implementing CM in their call center activities. They collected data by using conversation, observation, and interview to the OBC Center Agents. Then, this study used an approach based on the process of insertion into a matrix or base language, alternation between languages and congruent lexicalization.

The findings of the study revealed that reasons of Outbound Call (OBC) Center Agents used CM were participant roles and relationship, situational factors, message-intrinsic factors, language attitudes, dominance and security. Then, the research also found that English codes occurred in different situations in order to appreciate customer, to persuade customer, to avoid the weakness of products, to follow-up new customer, to build the customers' beliefs and to attract the customers. The contribution of the first previous study is the method used to collect data. It is an interview method. The purpose is to know the reasons for using code mixing.

The second previous research is a study conducted by Jayanti (2017). She analysed code mixing used by online shopping beauty sellers on the promotion

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texts. She uses qualitative method to analyse data and she distributes questionnaires to collect data. The data were taken from Instagram of four online shopping beauty sellers in Jember. Then, the data are analysed by using Muysken theory of code mixing and Weinreich theory of the factors that influence the sellers to use code mixing. As the results, she found three types of code mixing process used in the promotion texts. Those are insertion, alternation and congruent lexicalization. In this study, insertion is dominantly used by the sellers rather than other processes.

Furthermore, there are some factors that influence the sellers to use code mixing. They are social value, low frequency of word and introduction or development of new culture. This second previous study gives some contributions to this study. First, this second previous study develops the writer's idea to analyze code mixing phenomenon but the writer focuses on the analysis of English code mixing in the advertisement texts of *Hotel 99 Jember*. The next contribution is the use of questionnaire method to collect data. Then, the third contribution is the theory used from Muysken (2000) to analyze the type of code mixing.

The third previous study is an article written by Zohreh and Monireh (2013). They investigated the role and impact of English in printed magazine advertisements by examining the quantitative result. They analysed 261 advertisements. The result shows that English has always used in Persian magazine advertisements to representing attracting attention, persuasion, prestige and technology. However, using English in Persian magazine advertisements is culturally and linguistically forced. Culturally, the English used in Persian magazine advertisement is only to introduce the name and e-mail address. Linguistically, the English used in Persian magazine advertisement mostly consists of easy vocabulary to understand.

The contribution of the third previous study to this study is the theory used to identify the reasons influencing the use English code mixing in the advertisement texts. They are attracting attention theory from Piller (2000) and Gerristen (2007), persuasion theory from Gerristen (2007), prestige theory from

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Martin (2002) and Gomez (2010) and technology theory from Kelly and Holmes (2005).

2.2 Theoretical Reviews

2.2.1 Code Mixing

As it has been mentioned in the background of study above, code mixing is a phenomenon which commonly appears in the multilingual country such as Indonesia. It occurs when the speaker mixes lexical and grammatical structures from two languages in one sentence. Mc Kay and Homberger's (1997: 59) mention that "code mixing is quite common in multilingual societies around the world when the speaker uses two languages being mixed." For example, Indonesian people as multilingual societies mix two languages such as Indonesian as their official language with Javanese language as their local language in their utterances in daily conversation.

Besides, the phenomenon of code mixing occurs both in written and spoken texts as communicative strategy in multilingual societies. It is in line with Hoffman (1991: 106) who mentions "code mixing is a strategy of communication used by speakers of a language who transfer element or rule from other language to their own language." He proposes that code mixing is used as communicative strategy in particular purposes such as the use of English words which are inserted into Indonesian utterances by the speaker to attract the listener. For instance, a salesman uses English and Indonesian language as strategy to offer their product to the customers.

In specific definition, Muysken (2000: 1) defines that "code mixing as all cases where lexical items and grammatical features from two languages appear in one sentence without changing the topic of conversation." From this definition, he intends that code mixing is the use of lexical and grammatical features from more than one language within a sentence or a clause. This definition is completely supported by Bathia and Ritchie (2004: 337) who mention that code mixing refers

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to mixing of various linguistic units (morphemes, words, modifiers, phrases, clauses and sentences) mostly from two participating grammatical systems within a sentence.

2.2.2 The Type of Code Mixing

According to Muysken (2000: 3) "code mixing is divided into three types, they are insertion, alternation and congruent lexicalization." The explanation is described as follow.

1. Insertion

The first type of code mixing is insertion. This type deals with the process of insertion of lexical items from one language into a sentence in another language. Muysken (2000:3) states that "insertion is process of material (lexical items or entire constituents) from one language into a structure from the other language." The insertion type can be divided to several forms as follows.

a. Insertion of word

Insertion of word occurs when words from another language are inserted in the one utterance. The words are noun, verb, adjective, conjunction or others. For example:

> *Sudah ada rencana liburan akhir tahun? Jangan lupa* ***booking*** *kamarmu jauh-jauh hari ya, pasti kita masih ada promo akhir tahun*

From the example above, the base sentence is Indonesian with italic texts. Meanwhile, the insertion of word is English word with bold text (**booking**). The English word **booking** is inserted into Indonesian utterances. Thus, it is called as insertion of word.

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b. Insertion of phrase

Insertion of phrase occurs when a phrase form (noun phrase, verb phrase, adjective phrase, adverb phrases and prepositional phrase) from another language is inserted into one utterance of base language. For example:

> *Selamat berakhir pekan, jangan lupa mampir ya untuk kalian yang lagi berlibur di kota Jember* ***book now*** *(0331) 5103 xxx.*

From the example above, the base sentence is Indonesian with italic texts. Meanwhile, the insertion of phrase is English phrase with bold text (**book now**). It is inserted into Indonesian utterances. Thus, it is named as insertion of phrase.

c. Insertion of hybrid

Hybrid is a combination of word pieces. Insertion of hybrid occurs when the speaker inserts a piece of word from the two different languages into one utterance. For example:

> *Nikmati* **weekend-*mu*** *dengan berlibur ke kota Jember dan menginap di @hotel.99.jember*

From the example above, the base sentence is Indonesian with italic texts. Meanwhile, the insertion of hybrid is English words with bold text (**weekend-mu**). The word of **weekend**-mu is classified as hybrid because the writer inserts a piece of word **weekend** from English and **–mu** from Indonesian. It is inserted into Indonesian utterances. Thus, it is classified as insertion of hybrid.

d. Insertion of word reduplication

Word reduplication is a morphemic process where the morpheme is repeated either completely or partially. Insertion of word reduplication occurs when there is

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repetition or double words from another language are inserted in utterance. For example:

Selamat hari senin, apakah kalian
fine-fine *aja? Jangan lupa mampir*
di @hotel.99.jember

From the example above, the base sentence is Indonesian with italic texts. Meanwhile, the word reduplication is English words with bold text (**fine-fine**). The words are inserted into Indonesian utterances. Hence, it is categorized as insertion of word reduplication.

2. Alternation

The second type of code mixing is alternation. Muysken (2000:5) mentions that "in the case of alternation, there is true switch from one language to the other, involving both grammar and lexicon." Alternation occurs when structures of two languages are alternated both grammatical items and lexical forms. For example:

We serve you better, *selamat*
datang di Hotel 99 Jember.
Nikmati promosi khusus kami

From the example above, the base sentence is Indonesian with italic texts. It gets alternation from English clause with bold texts **(we serve you better).** This process is called as alternation because the writer alternates English language into Indonesian as base sentence. The clause "**we serve you better**" is classified as main clause. It is truly switched from Indonesian to English language and it constructs Indonesian grammatical form.

3. Congruent Lexicalization

Congruent lexicalization occurs when the mix elements from two languages appear to share grammatical structure in one utterance. Muysken (2000:6) states that "congruent lexicalization refers to a situation where two languages share

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grammatical structure which can be filled lexically with element from either language." This definition means that the grammatical structure is constructed from two languages and the lexical items from two languages appear randomly. For example:

> ***Hello travellers**, nikmati harga khusus dan promo dari #Hotel99Jember untuk reserfasi dan **booking** hubungi segera: **Call us** (0331) 5103 xxx. **Book now**! IG: @hotel.99.jember*

From the example above, the base sentence is Indonesian with italic texts. In this utterance, English words **hello travellers**, **booking, call us** and **book now** appear randomly within Indonesian utterance. From this explanation, this type of code mixing is classified as congruent lexicalization. It is because English lexical items from two languages appear randomly in suitable place as a lexical class in English and it does not break the Indonesian grammatical structure.

2.2.3 The Reasons for Using English Code Mixing

According to the study of Zohreh and Monireh (2013: 87) there are some factors influencing the advertiser to use English code mixing in the advertisement texts. They are attracting attention, persuasion, prestige and technology. The explanation is described as follow:

1. Attracting Attention

The greatest purpose of an advertisement is attracting attention of the readers. One of strategies is using English code mixing. It is because English is an international language that is possible to contact people around the world. It is in line with Piller (2000: 153) who mentions that the primary aim of English use in

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advertisement is to attract a reader's attention. It can be concluded that the use of English in the advertisement texts will attract the readers' attention easily.

In addition, Gerristen (2007: 219) defines that advertisements are expected to be attention if English occurs in advertisement. Thus, the occurrence of English in the advertisement text has a power to get attention of the readers. It is clearly shown that to get more attention of the readers, the advertiser should insert English language on the advertisement. By this explanation, attracting attention becomes the reason to do English code mixing.

2. Persuasion

The second reason to use English code mixing is persuasive value. The advertiser makes the advertisement absolutely has purpose to convince the readers. It means the kind of language used in the advertisement should be considered by the advertiser. For example is inserting some English words in the advertisement texts. The purpose is to persuade the readers towards the product or services which are promoted. It is in accordance with Gerristen (2007: 315) who mentions that inserting English words in the advertisement would have an additional persuasive effect.

By this reason, inserting English words in the advertisement texts exactly increases the persuasive value toward product or service which is being promoted. Therefore, using English code mixing becomes the appropriate reason for persuasive purpose.

3. Prestige

The occurrence of English words in the advertisement can be included as the exclusive register of "prestige" in the advertising world. Martin (2002:375) states that "English serves as a sign of modernity, technological superiority and

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prestige." The occurrence of English is functioned to add an extra value of the advertisement. This extra value is called as prestige.

Additionally, Gomez (2010: 52) clarifies that when the advertisers use English words in the advertisement, they reach two final goals. The first is to increase the value of prestige to the product or the brand name advertised. The second is to enhance the advertisement's ability to draw attention. A simple example is the naming of "coffee milk" has an extra value rather than "kopi susu". By these explanations, to reach goals of the advertisement the advertiser should show up the prestige value through using English words. Thus, the product has high position to the market and to the customers' attention.

4. Technology

Technology is very dominant context in the advertising world. Modernity and globalization have brought technology into everyday life. Technology is a domain in advertising where English words are used frequently. Nowadays, technology is used as tools to promote advertisement through internet and social media such as Instagram, Twitter, Facebook, WhatsApp etc. The occurrence of internet and social media can be accessed by people around the world. By this condition, the advertiser should use English to contact lots of people.

Kelly and Holmes (2005: 125) state that "the domains where English words appear most frequently in the advertisement texts which caused by international market, fashion and advanced technology." It means that along with the development of technology, English is most frequently used in the advertisement texts. It cannot be inevitable because the advertisement is presented to the reader with different societies. Thus, English as an international language is possible to contact all societies.

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CHAPTER 3. RESEARCH METHOD

To answer the research questions, this study provides research method in this chapter. The research method covers type of research, research strategy, data collection, data processing and data analysis.

4.1 Type of Research

The type of this study is qualitative research. This study analyses code mixing phenomenon which occurs on the advertisement texts of *Hotel 99 Jember*. The data are texts of advertisement which are promoted through official Instagram @hotel.99.jember. By this explanation, this study is categorized as qualitative research. It is in accordance with Denscombe (2007: 248) who defines "qualitative research relies on transforming information from observations, reports and recording into data in form the written word, not number."

This definition is appropriate to the type of this study because this study analyses text information or written word. The text is non-numeric data. It is advertisement texts which are indicated using English code mixing. By analysing text, this study explores the occurrence of code mixing into each type. Then, this study finds out the reasons of the use of English code mixing and the effect of English code mixing to the attentions of guests. All data are not related to numeric data.

3.2 Research Strategy

The research strategy used in this research is a case study. This study takes one case. Then, it is investigated intensely. The case of this research is the phenomenon of code mixing which occurs in the advertisement texts of *Hotel 99*

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Jember. This study only takes one place as an object study because this study wants to focus to the object. Therefore, this research strategy is defined as a case study.

This is supported by Denscombe (2007: 36) who argues that "case studies focus on one (or just a few) instances of a particular phenomenon with a view to providing an in-depth account of events, relationships, experiences or processes occurring in that particular instance." The use of case studies has become extremely widespread in social research, particularly with small scale research. Thus, the case study is an appropriate strategy to this study because this study belongs to small scale research.

3.3 Data Collection

In this study, the methods used to collect data are documents, questionnaires and interview. Denscombe (2007: 230) mentions that "documents can be obtained via internet such as web pages, email, or home pages and they can be treated like online documents." Along with this definition, this study collects the data through printing out 20 advertisements from https://www.instagram.com/hotel.99.jember/ which are indicated using English code mixing.

Next, this study collects data by distributing questionnaires to the guests of *Hotel 99 Jember*. Denscombe (2007: 175) mentions that "questionnaire is designed to collect the information which can be used subsequently as data analysis." The purpose is to know whether the occurrence of English code mixing in the advertisement texts which posted in Instagram affects the guests' attentions or not. The questionnaires are distributed to 30 guests of *Hotel 99 Jember* during 30 days. The questionnaires are put in the front office of *Hotel 99 Jember*. Then, the front office staff asks the guests to fill the questionnaires when the guests are check in or check out.

Afterwards, this study collects data through interview to the manager, advertiser and front office staff of *Hotel 99 Jember*. This kind of interview is

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semi-structured interview. It is supported by Denscombe (2007: 176) who defines "semi-structured interview is prepared to be flexible in terms of the topics are considered and perhaps more significantly, to let the interviewer develop ideas and speak more widely." This kind of interview is purposed to know the reasons why they use English code mixing on the advertisement texts. In this interview, the clear questions are arranged to be answered.

3.4 Data Processing

After collecting the data, the data will be processed with these following steps. The first is classifying code mixing into each type. In this process, it uses Muysken's theory (2000: 3) as written in the theoretical framework. He divides the types of code mixing into three types. They are *insertion, alternation* and *congruent lexicalization.* The classified data are tabulated.

Afterwards, the process is verifying the results of questionnaires. Then, it is following by describing each question of the questionnaire and its purpose. Then, the last process is classifying the guests' answers to know how English code mixing affects the guest's attention. The results are tabulated.

Then, after conducting the interview, the next section is transcribing the results of interview. Then, the next is identifying the reasons of using English code mixing. It is related to the finding of Zohreh and Monireh (2013: 87) who state the reasons are attracting attention, persuasion, prestige and technology as written in the theoretical framework.

3.5 Data Analysis

After the data are completely processed, the data will be analyzed. This study uses two techniques in analyzing data. They are descriptive and interpretative techniques. The descriptive technique is used to analyze and

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describe the types of code mixing. They are insertion, alternation and congruent lexicalization types. It is based on theory from Muysken (2000).

Then, the interpretative technique is used to analyze the results of questionnaires and the results of interview that has been transcribed. By this technique, it is used to interpret the effect of English code mixing to the attentions of guests. Besides, it is used to interpret the reasons of the advertiser to use English code mixing. It is related to attracting attention theory from Piller (2000) and Gerristen (2007), persuasion theory from Gerristen (2007), prestige theory from Martin (2002) and Gomez (2010) and technology theory from Kelly and Holmes (2005).

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CHAPTER 5. CONCLUSION

This thesis discusses about the phenomenon of English code mixing that occurs on the advertisement texts of *Hotel 99 Jember*. Theory of code mixing from Muysken (2000) and theory of the reasons for using English code mixing from Zohreh and Monireh (2013) are applied in this study.

Based on the data analysis, the results show that there are three types of code mixing used on the advertisement texts of *Hotel 99 Jember*. They are *insertion, alternation* and *congruent lexicalization* types. Those types are found in twenty advertisement texts which are analyzed. It means the theory from Muysken (2000) works on this study. The number of *insertion* type used is eighteen. In this type, the English words used are dominantly a command word namely **booking.**

Then, the number of *alternation* type is twenty three. This type becomes the dominant type which appears from the twenty advertisement texts of *Hotel 99 Jember.* In some advertisement texts, the process of *alternation* appears twice or more. The persuasive words namely **book now** and **booking now** mostly used in this type. In the last type, *congruent lexicalization* occurs six times in six advertisement texts. It is the smallest number compared the other types. The kind of English words used in this type is some greeting clauses such as **hello travellers** and **happy weekend guys.**

Furthermore, the data from the questionnaire show that there are five out of thirty guests who are aware of the English code mixing used in the advertisement texts. Moreover, there are two guests who are interested in staying in the *Hotel 99 Jember* because of the English code mixing used in the advertisement texts. It means that the English code mixing used in the advertisement texts does not give significant effect to the attention of the guests in choosing *Hotel 99 Jember* to stay. It is proven by the total guests who are interested in staying in the *Hotel 99 Jember* is smallest.

From the further analysis, the results of interview show that the proposition of Zohreh and Monireh (2013:87) who mention the reasons for using English code mixing in the advertisement texts are attracting attention, persuasion, prestige and

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technology works on this study. However, the other results of interview show that the other reasons exist as the reasons of using English code mixing. They are efficient words, going public, showing identity, marketing strategy and long term investment. These are stated by the interviewees.

As the conclusion, there are various reasons for using English code mixing on the advertisement texts of *Hotel 99 Jember*. Additionally, the manager, the advertiser and the front office staff stated that English code mixing is used in order to make the hotel into well-known even though it has been existing less than a year. They also stated that this English code mixing used becomes a pride when this hotel develops into *Star* class hotel in the future.

Finally, after doing research and analysis of English code mixing phenomenon, this study creates a new hope. It is expected to give contribution to the readers a better understanding of code mixing phenomenon by the application of code mixing theory in this study. Moreover, it can be an additional reference for those who are interested in code mixing topic.

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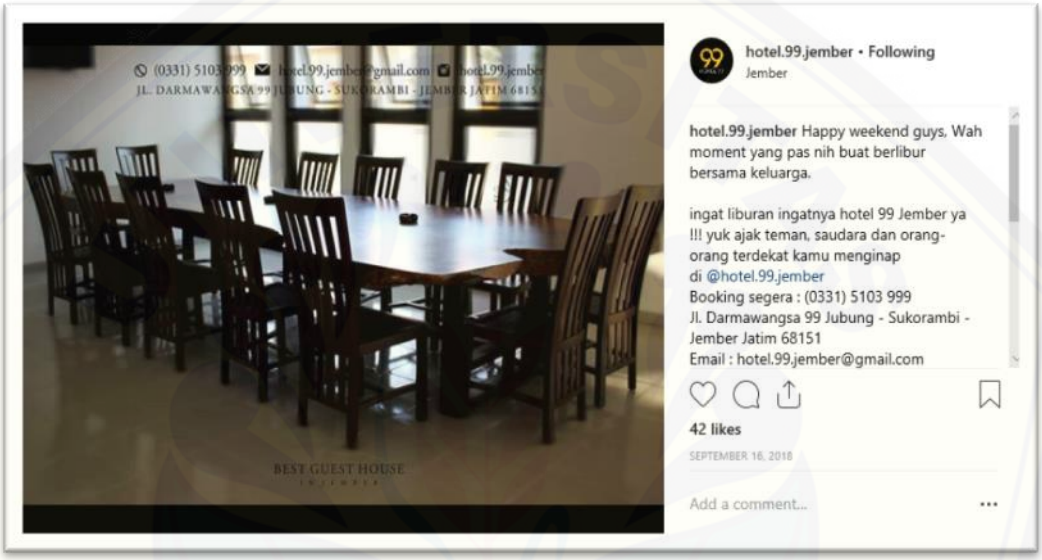
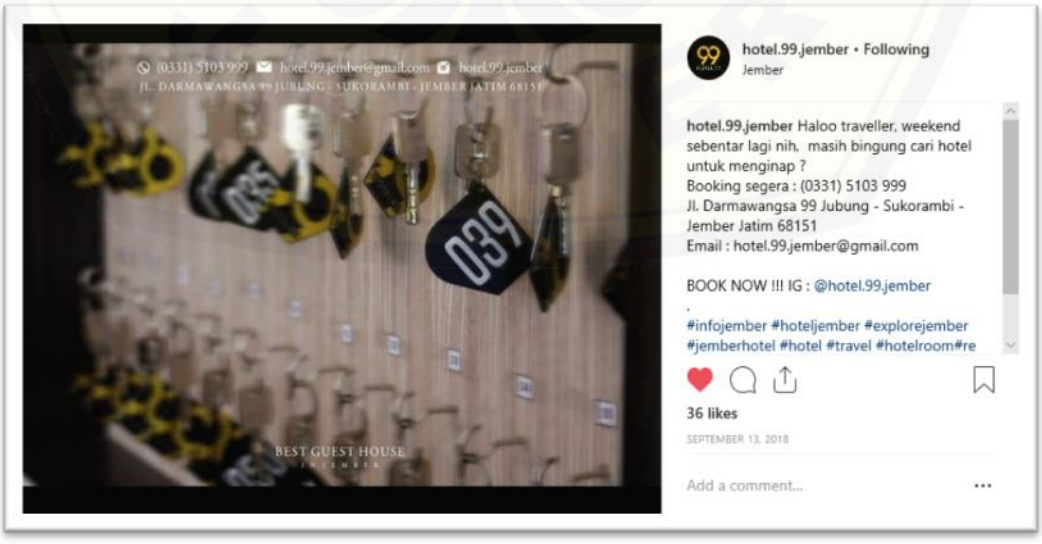
APPENDICES

APPENDIX 1. The Print Out of Advertisements

Advertisement 1



Advertisement 2



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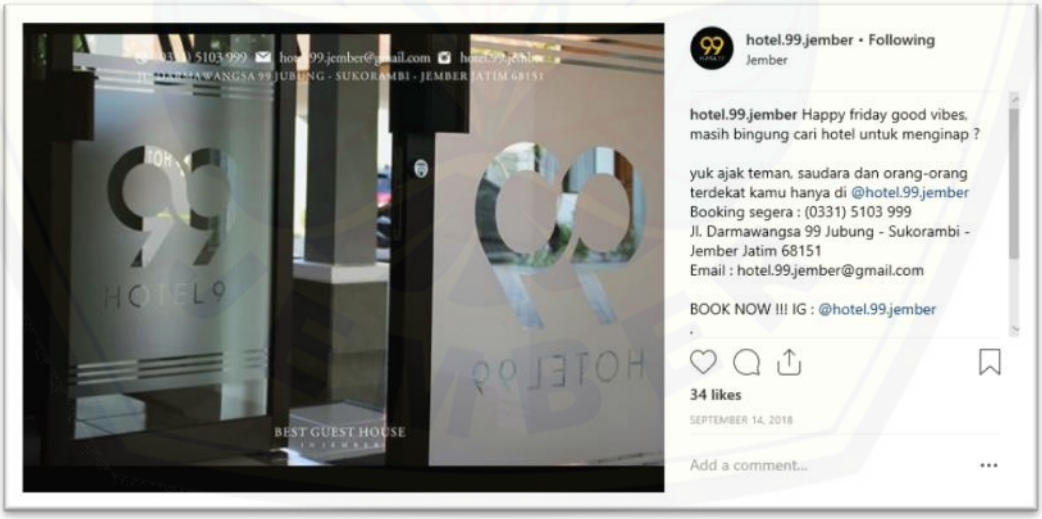
Advertisement 3

Advertisement 4



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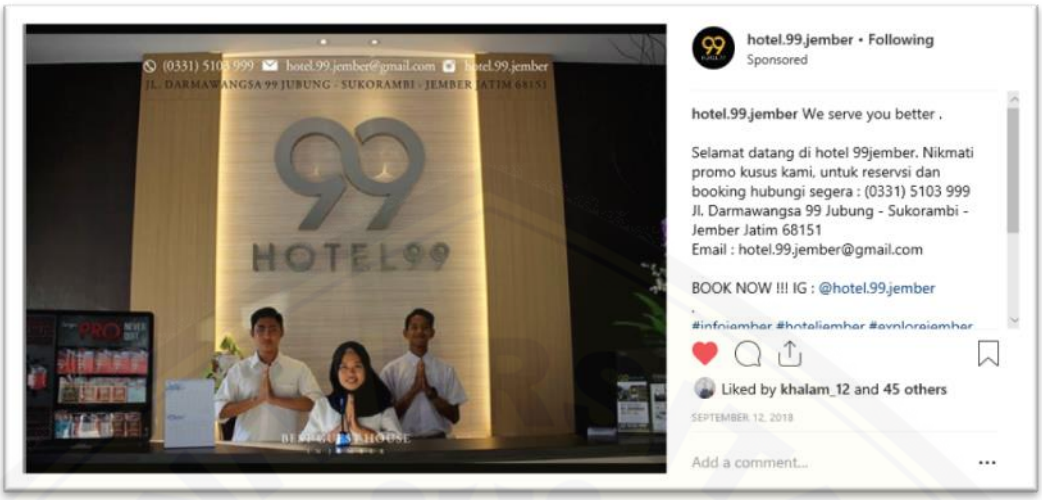
Advertisement 5



Advertisement 6

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Advertisement 7

Advertisement 8

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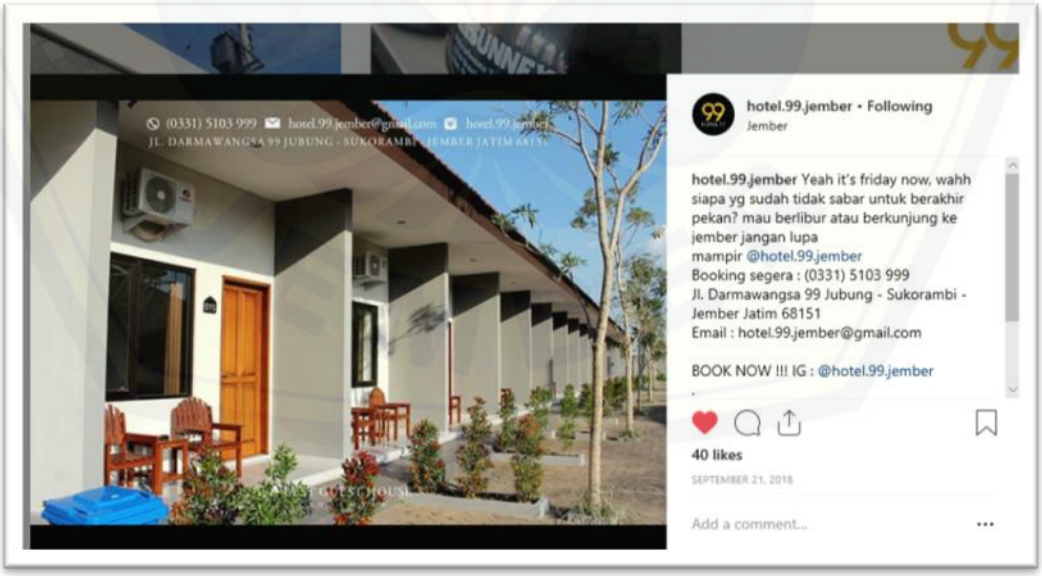
Advertisement 9

Advertisement 10



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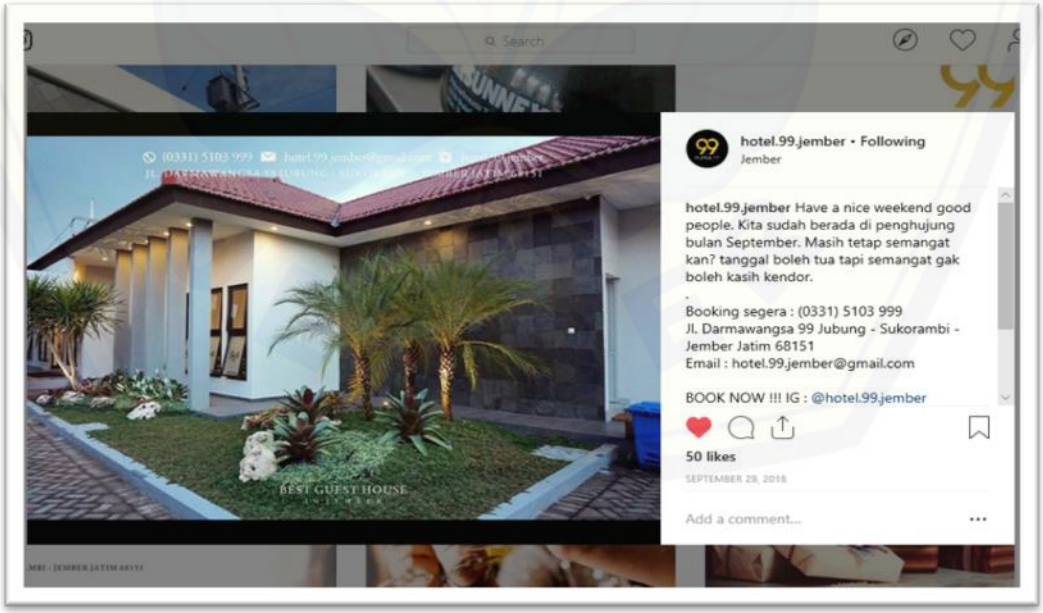
Advertisement 11

Advertisement 12



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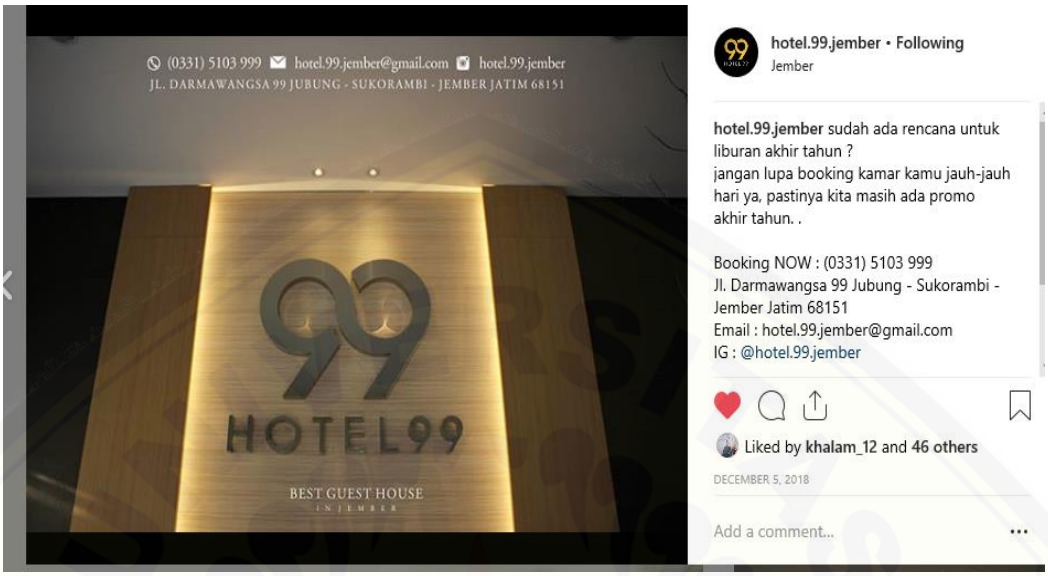
Advertisement 13



Advertisement 14

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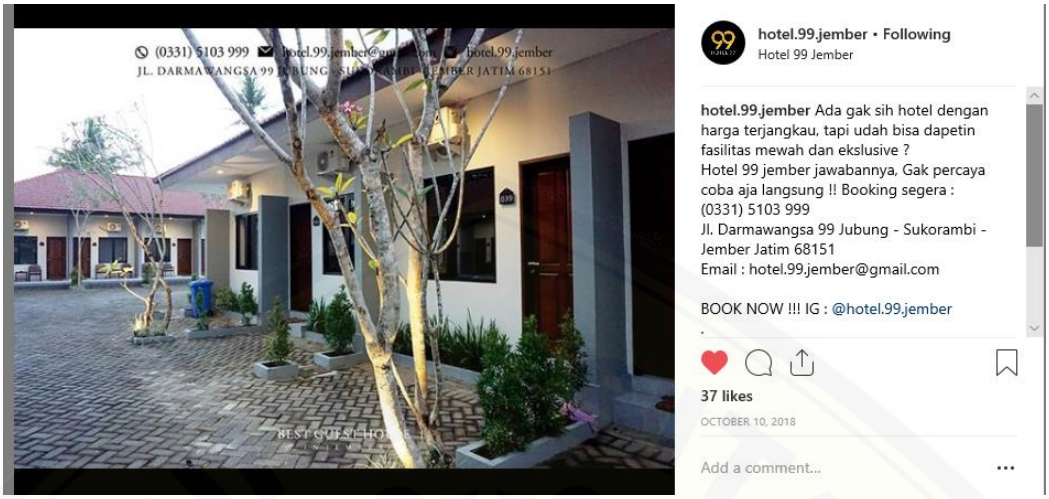
Advertisement 15

Advertisement 16

Digital Repository Universitas Jember

Advertisement 17



Advertisement 18

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Advertisement 19

Advertisement 20

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APPENDIX 2. Advertisement Texts

No	Advertisement Texts
1.	**Happy weekend guys,** wah **moment** yang pas nih buat berlibur bersama keluarga. Ingat liburan ingatnya Hotel 99 Jember ya!!! Yuk ajak teman saudara dan orang terdekat kami menginap di @hotel.99.Jember. **Booking** segera. (0331) 5103 xxx.
2	Haloo **travellers**, **weekend** sebentar lagi nih, masih bingung cari hotel untuk menginap? **Booking** segera (0331) 5103 xxx. **Book Now**! IG: @hotel.99.jember.
3.	**Whats' up travellers and backpackers** seluruh nusantara, nikmati fasilitas mewah dengan harga terjangkau hanya di @hotel.99.jember. **Booking** segera (0331) 5103 xxx. **Book now**! IG: @hotel.99.jember.
4.	**Happy Friday good vibes**, masih bingung cari hotel untuk menginap? Yuk ajak teman, saudara dan orang-orang terdekat kamu hanya di @hotel.99.jember. **Booking** segera (0331) 5103 xxx. **Book now**! IG: @hotel.99.jember.
5.	**We serve you better**, selamat datang di Hotel 99 Jember. Nikmati promosi khusus kami, untuk reservasi dan **booking** hubungi segera (0331) 5103 xxx. **Book now**! IG: @hotel.99.jember.
6.	Selamat tahun baru hijriah 1 Muharram 1440 H #Hotel99Jember untuk reservasi dan **booking** hubungi segera (0331) 5103 xxx. **Book now**! IG: @hotel.99.jember.
7.	Wah gak terasa udah ketemu **weekday** lagi nih, yuk yang lagi penat dengan kesibukan mampir sambil menikmati kopi dari @hotel.99.jember. Yuk ajak teman, saudara dan orang-orang terdekatmu untuk menginap di @hotel.99.jember. **Booking** segera (0331) 5103 xxx.
8.	**Hello travellers,** nikmati harga khusus dan promo dari #Hotel99Jember untuk reserfasi dan **booking** hubungi segera: Call us (0331) 5103 xxx.

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	Book now! IG: @hotel.99.jember.
9.	Selamat hari minggu **travellers**, bagaimana **weekend** kalian? Tetap semangat untuk besok yang kembali lagi di rutinitas kerja. **Booking** segera (0331) 5103 xxx.
10.	**Yeaah it's Friday now,** wah siapa yang sudah tidak sabar untuk berakhir pekan? Mau berlibur atau berkunjung ke Jember jangan lupa mampi ke @hotel.99.jember. **Booking** segera (0331) 5103 xxx. **Book now**! IG: @hotel.99.jember.
11.	Gimana **weekdays** kalian **guys**? Masih tetap semangat kan? Yuk **refresh** segera dari penatnya rutinitas pekerjaan bersama @hotel.99.jember. **Booking** segera (0331) 5103 xxx. **Book now**! IG: @hotel.99.jember.
12.	**Have a nice weekend good people,** kita sudah berada di penghujung bulan September. Masih tetap semangat kan? Tanggal boleh tua tapi semangat gak boleh kasih kendor. **Booking** segera (0331) 5103 xxx. **Book now**! IG: @hotel.99.jember.
13.	Sudah ada rencana liburan akhir tahun? Jangan lupa **booking** kamarmu jauh-jauh hari ya, pasti kita masih ada promo akhir tahun. **Booking now** (0331) 5103 xxx.
14.	Halo **guys** kita lagi ada info menarik nih PROMO khusus akhir tahun, dapetin fasilitas mewah dari harga 80.000/malam udah bisa nikmatin air panas & fasilitas lainnya. **Book now** (0331) 5103 xxx.
15.	November **rain**, walau musim hujan udah tiba gak nyurutin niat kalian untuk berlibur kan **guys**? **Book now** (0331) 5103 xxx.
16.	Selamat berakhir pekan, jangan lupa mampir ya untuk kalian yang lagi berlibur di kota Jember. **Book now** (0331) 5103 xxx.
17.	Ada gak sih hotel mewah dengan harga terjangkau tapi udah bisa dapetin fasilitas mewah mewah dan eklusive? Hotel 99 Jember jawabannya. Gak percaya? Coba aja langsung **booking** segera (0331) 5103 xxx. **Book now** IG: @hotel.99.jember.
18.	Selamat hari senin, selamat beraktifitas kembali semangat gak boleh

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	kendor ya **guys. Booking** segera (0331) 5103 xxx. **Book now** IG: @hotel.99.jember
19.	PROMO akhir tahun **start from 8Ok/night. Book now** (0331) 5103 xxx.
20.	Selamat Hari Ibu, kau adalah perempuan spesial di hatiku sekarang dan selamanya. **Book now** (0331) 5103 xxx.

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APPENDIX 3. Questionnaire Form

Kamar No :

Tanggal masuk :

Tanggal Keluar :

Jawablah pertanyaan-pertanyaan berikut sesuai dengan pendapat Anda.

Daftar pertanyaan:

1. Dari mana Anda tahu *Hotel 99 Jember*?
   a. Instagram b. Lain-lain: ……

2. Mengapa Anda tertarik untuk bermalam di *Hotel 99 Jember* karena iklan di Instagram *Hotel 99 Jember ?*
   a. Ya b. Tidak

3. Jika Anda melihat iklan *Hotel 99 Jember* di Instagram, apakah Anda memperhatikan jika ada bahasa Inggris yang diselipkan?
   a. Ya b. Tidak

4. Apakah bahasa Inggris yang digunakan di iklan tersebut mempengaruhi Anda untuk bermalam di *Hotel 99 Jember*?
   a. Ya b. Tidak

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APPENDIX 4. The Form of Identity of The Participant

The identity of the participant

Name :

Address :

Job :

Phone :

This identity is arranged to get validation data for composing the thesis that is entitled **"English Code Mixing on The Advertisement Texts of *Hotel 99 Jember*".**

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APPENDIX 5. Interview Guidelines

1. Apakah Anda dengan sengaja menyelipkan bahasa Inggris pada teks iklan di Instagram?
2. Mengapa Anda lebih memilih bahasa Inggris untuk diselipkan daripada bahasa lainnya?
3. Menurut pendapat Anda, apakah penggunaan bahas Inggris di dalam teks iklan sesuai meskipun mayoritas tamu *Hotel 99* tamu lokal?
4. Apakah alasan Anda menggunakan bahasa Inggris di teks iklan untuk menarik perhatian tamu? Jelaskan alasan tersebut.
5. Apakah alasan Anda menggunakan bahasa Inggris di teks iklan untuk tujuan meyakinkan tamu? Jelaskan alasan tersebut.
6. Apakah alasan Anda menggunakan bahasa Inggris di teks iklan untuk menambah nilai dari *Hotel 99* yang Anda promosikan? Jelasakan.
7. Apakah alasan Anda menggunakan bahasa Inggris di teks iklan dikarenakan perkembangan teknologi? Jelaskan alasan tersebut.
8. Selain ke empat alasan di atas, apakah Anda memiliki alasan-alasan lain dalam menggunakan bahasa Inggris pada teks iklan di Instagram?
9. Apakah tujuan Anda menggunakan bahasa Inggris pada teks iklan sudah tercapai?
10. Bagaimana pengaruh bahasa Inggris yang digunakan di teks iklan yang Anda promosikan terhadap tamu *Hotel 99*?

Researcher.

Eka Mirwadiva

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APPENDIX 6. The Quotations of Interview

Quotation 1

The researcher: *"Menurut pendapat Anda, apakah alasan menggunakan bahasa Inggris di teks iklan untuk menarik perhatian tamu?"*

("In your opinion, is the reason to use English code in the advertisement text to attract attention?")

The manager: "*Iya, betul. Alasan penggunaan bahasa Inggris di teks iklan memang bertujuan untuk menarik perhatian tamu. Karena tamu yang menginap tidak hanya dari Jawa Timur. Ada yang dari Bali, Jogja bahkan pernah dua kali dari luar negeri. Oleh karena itu bahasa Inggris sangat dibutuhkan untuk membantu pemahaman mereka terhadap Hotel 99 Jember.*
Selain itu.tamu yang menginap disini tidak semua selalu dari kalangan menengah ke bawah, ada juga dari pengusaha dan pegawai pemerintahan. Beberapa dari mereka ada yang long stay disini selama 2 minggu bahkan kemaren pengusaha dari Jogja yang dinas di Puger long stay disini selama satu bulan. Jadi, penggunaan bahasa Inggris ini sangat membantu untuk menarik perhatian mereka untuk menginap disini."

("Yes it is right. The reason to use English in the advertisement text is to attract guests' attentions. It is because the guests who stay here do not only come from East Java. They come from Bali, Jogja and ever there were guests coming from other countries who stayed here twice.

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Therefore, English is very needed to help them understand towards *Hotel 99 Jember*.")

Besides, the background of the guests who stay here are not only from lower class, but also there are from businessman and government official. Some of them stayed long for 2 weeks. Moreover, there were businessmen who came from Jogja and had a duty in Puger stayed here for one month. Thus, this English use is very helpful to attract their attention to stay here.")

Then, it is followed with interview to the advertiser of *Hotel 99 Jember*.

The researcher: *"Apakah alasan Anda menggunakan bahasa Inggris di teks iklan untuk menarik perhatian tamu?"*

("Is your reason for using English code in the advertisement texts to attract the guests' attention?")

The advertiser: *"Iya benar. Beberapa perusahaan yang aku pegang semua iklannya aku selipkan bahasa Inggris. Karena jika kita punya sebuah usaha apa saja target pasarnya adalah universal. Apa lagi ini yang di jual adalah hotel dan alat promosinya adalah Instagram disana semua orang bisa melihatnya dengan sangat mudah. Jadi, bahasa Inggris sangat membantu untuk menarik perhatian tamu tidak hanya dari tamu lokal tapi ada juga dari Instanbul dan Kuala Lumpur kemaren yang memberikan respon iklan di Instagram kemaren. Jadi saya memang sengaja menyelipkan bahasa Inggris pada teks iklan, ya untuk mengikuti jaman juga sih. Kalau anak muda bilang sih biar hits. Jadi mereka akan*

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tertarik untuk menginap di Hotel 99 Jember khususnya para backpackers."

("Yes, it is right. I am handling some companies and I intentionally insert English words in all the advertisements because whatever the businesses are we should set them universally targeted. Moreover, this advertisement sells hotel's services and the tool to promote is Instagram. All people can access it very easily. Therefore, the English use is very helpful to attract the attention of the guests who are not only from local area but also overseas. Yesterday, 2 overseas people from Instanbul and Kuala Lumpur response on our Instagram. Hence, I intentionally insert English words in the advertisement to follow the development of era or the young people commonly mention it with the term "hits". So, they will be interested in staying in the *Hotel 99 Jember* especially backpackers.")

This is the interview to the front office staff of *Hotel 99 Jember*.

The researcher: ***"****Menurut pendapat Anda, apakah alasan menggunakan bahasa Inggris di teks iklan untuk menarik perhatian tamu?"*

("In your opinion, is the reason for using English to attract the guests' attention?")

The front office staff: *"Iya, betul. Itu sangat menarik perhatian tamu. Karena bahasa Inggris di teks iklan menggunakan bahasa yang common seperti "guys". Ini sangat cocok untuk kaum millennial apa lagi teks iklannya di posting di Intagram*

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dimana mayoritasnya anak muda yang mengunjugi. Kemudian, contoh lain adalah penggunaan kata "book now" ini sangat mudah sekali diterima para tamu dan kata-kata tersebut memang wajib dimunculkan karena kita menjual hotel. Jadi penggunaan bahasa Inggris lebih menarik tamu untuk segera membooking Hotel 99 Jember."

("Yes, it is right. It strongly attracts the guests' attention. It is because the English use in the advertisement texts is a common word such as "guys". It is very appropriate to millennial generation. Moreover, the advertisement is posted in Instagram where the majorities are young people who visit it. Then, another example is the use of words "book now". It is very acceptable by the guests and those words are a must to appear because this advertisement sells hotel's services. Therefore, the English use obviously attracts the guests to book *Hotel 99 Jember*.")

Quotation 2

The researcher: *"Menurut pendapat Anda, apakah alasan menggunakan bahasa Inggris di teks iklan untuk meyakinkan tamu?"*

("In your opininon, is the reason to use English code in the advertisement text to persuade the customers?")

The manager: "*Iya, bisa. Karena penggunaan bahasa pada iklan sangat berpengaruh. Apalagi pemasarannya kan online. Semua orang bisa mengakses. Di samping itu, sekarang kan jaman*

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milenial, anak muda bahkan orang tua tidak hanya menggunakan satu bahasa untuk komunikasi. Bahkan sekarang ini bahasa Inggris dijadikan bahasa utama oleh anak muda.

Jadi, ketika iklan dibuat dengan background yang menarik dan menggunakan bahasa Inggris, maka iklan ini akan membuat mereka yakin. Apalagi iklan ini kan diposting di Instagram, dan Instagram kebanyakan diakses oleh anak muda. Ini akan sangat berpengaruh karena bisa jadi mereka bilang ke orang tua atau ke keluarga untuk menginap di Hotel 99 karena tampilan iklan oke dan bahasanya menarik. Jadi, penggunaan bahasa Inggris ini meyakinkan tamu."

("Yes, it is correct**.** It is because the language used in the advertisement texts is very influencing. Moreover, it is marketed online. All people can access it. Besides, now is millennial era. Both young and old people do not only use one language to communicate. Even nowadays, English is used as the main language by the young people or millennial generation.

Therefore, when the advertisement is created with the interesting background and using English, the advertisement will make them sure. Moreover, this advertisement is posted in Instagram. It is mostly accessed by young people. This condition is very influencing. They will tell their family to stay here because the advertisement has a good design and the language used is interesting. So, this English use works to persuade the guests.")

Then, it is followed with interview to the advertiser of *Hotel 99 Jember*.

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The researcher: *"Apakah alasan Anda menggunakan bahasa Inggris di teks iklan untuk meyakinkan tamu?"*

("Is your reason for using English code to persuade the guests?")

The advertiser: *"Iya, benar. Jadi selain saya menulis teks iklan dengan menyelipkan bahasa Inggris seperti "we serve you better" saya juga memasang highlight di Instagram yang isinya price list dan fasilitas Hotel 99 Jember. Dari sini respon customer sangat banyak, banyak DM masuk yang bertanya bagaimana cara booking, dimana lokasinya, apa benar harganya start from 80k dan sebagainya. Jadi alasan saya menggunakan bahasa Inggris membuat mereka yakin tentang fasilitas yang di tawarkan di Hotel 99 Jember. dan tentunya untuk memengaruhi mereka untuk menginap di Hotel 99 Jember."*

("Yes, it is right. I do not only write the advertisement texts by inserting English words such as "we serve you better" but also I make a highlight in Instagram @hotel.99.jember. The content is price list and facilities which are offered. Here, it gets many responses from the customers. There are many direct messages asking about the correct price (does the price really start from 80k/night?) Therefore, my reason for using English is to make them sure to the facilities which are offered by the hotel and of course to influence them to stay in the *Hotel 99 Jember."*)

This is the interview to the front office staff of *Hotel 99 Jember*.

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The researcher: *"Menurut pendapat Anda, apakah alasan menggunakan bahasa Inggris di teks iklan untuk meyakinkan tamu?"*

("In your opinion, is the reason for using English code to persuade the customers?")

The front office staff: *"Iya, menurut saya sangat meyakinkan. Itu karena di dukung dari design gambar yang bagus dan bahasa yang digunakan menarik. Itu semua cukup meyakinkan para tamu untuk menginap disini. Selain itu, harganya juga tertulis, alamatnya juga lengkap, ada e-mailnya, ada nomor telepon nya. Semua tertulis lengkap di dalam iklan. Jadi, para tamu pasti yakin dengan iklan tersebut dan pasti mereka akan terpengaruh untuk menginap disini."*

("Yes, I think it is a persuasive. It is supported by good design and the language use which is interesting. Those all are enough to make the guest sure to stay here. Besides, the price is shown, the address is also written completely, including an e-mail and also a telephone number. These all are written completely in the advertisement texts. So, the guests will believe to the advertisement and it persuades them to stay here.")

Quotation 3

The researcher: *"Menurut pendapat Anda, apakah alasan menggunakan bahasa untuk menambah nilai Hotel 99 Jember?"*

Digital Repository Universitas Jember

("In your opinion, is the reason for using English code in the advertisement texts to add value or prestige of *Hotel 99 Jember?"*)

The manager: *"Pastinya iya. Jangankan iklan hotel sekarang aja lowongan pekerjaan menggunakan bahasa Inggris seperti "we are hearing for". Selain itu, menu di kafe pun sekarang kebanyakan menggunakan bahasa Inggris dan harganya bisa berubah. Contohnya kopi susu yang awalnya harganya lima ribu rupiah menjadi sepuluh ribu rupiah ketika di tulis coffee milk. Apalagi ini hotel yang dijual, jadi penggunaaan bahasa Inggris di iklan pastinya sangat menambah nilai jualnya."*

("Yes, of course. Not only hotel's advertisement, nowadays the job vacancy is also using English such as "we are hearing for". Besides, mostly, the café's menu is also using English and the price becomes different. For example, the price of *kopi susu* whose price is five thousand rupiahs becomes ten thousand rupiahs when it is named as *coffee milk*. Moreover, this advertisement sells hotel's services. The English use really adds the value of this hotel.")

Then, it is followed with interview to the manager of *Hotel 99 Jember*.

The researcher: *"Apakah alasan Anda menggunakan bahasa Inggris di teks iklan untuk menambah nilai Hotel 99 Jember?"*

("Is your reason for using English code to add value or prestige of *Hotel 99 Jember?")*

Digital Repository Universitas Jember

The advertiser: *"Iya bener sekali. Dulu di tahun 2013 ketika saya pertama kali di Jember menu-menu di kafe masih menggunakan bahasa Indonesia. Tapi sekarang saya hampir tidak menjumpai menu-menu tersebut dengan menggunakan bahasa Indonesia. Kebanyakan semua menggunakan bahasa Inggris. Dulu 2013 kopi hitam dibandrol dengan harga dua ribu rupiah sekarang ganti nama menjadi "black coffee" harganya menjadi IDR 5k kemudian "koptail" dibandrol harga IDR 10k. Terus menjadi keren juga ketika kita ngopi di brothers café padahal semua sama seperti warung kopi lainnya. Nah ini menjadi sebuah fenomena yang menarik kan? Semakin berkembangnya jaman industri kreatif menggunakan bahasa Inggris untuk meningkatkan prestige tadi. Nah apa lagi ini sekelas hotel. Penggunaan bahasa Inggris sangat membantu untuk menambah nilai Hotel 99 Jember meskipun masih baru dan belum satu tahun berdiri."*

("Yes. It is exactly correct. When I was first time in Jember at 2013, all café's menu were still using Indonesian but now I am almost never know all cafe's menu in Jember using Indonesian. Most of them are using English. In 2013, kopi hitam is branded with the price two thousand rupiahs. Now the name changes into "black coffee" and the price becomes IDR 5k. Then, koptail is branded with price 10k. Besides, it seems great when we are hanging out in the brother's cafe although the taste of coffee is actually same with the other coffee shops. So, it becomes the interesting phenomenon, isn't it? Moreover, this is used to promote hotel. This English use is very useful to add value or prestige of *Hotel 99 Jember* although this hotel is still new and it has been existing less than a year.")

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This is the interview to the front office staff of *Hotel 99 Jember*.

The researcher: *"Menurut pendapat Anda, apakah alasan menggunakan bahasa Inggris di teks iklan untuk menambah nilai Hotel 99 Jember?"*

(In your opinion, is the reason to use English code in the advertisement texts to add value or prestige of *Hotel 99 Jember?")*

The front office staff: *"Iya betul sekali. Penggunaan bahasa Inggris sangat menambah nilai dari Hotel 99 Jember karena orang Jember pun tidak semua tahu Hotel 99 Jember. Tapi penggunaan bahasa Inggris di teks iklan malah menarik foreigner dari Prancis dan Arab. Kemaren kita kedatangan tamu dari Prancis dan Arab yang transit mau ke Bali dan tahu Hotel 99 dari Instagram. Jadi meskipun hotel ini masih kelas Melati, tapi penggunaan bahasa Inggris sangat menambah nilai jual dari Hotel 99 Jember."*

("Yes, it is exactly correct. The English use totally adds value or prestige of *Hotel 99 Jember* because not all Jember people know *Hotel 99.* However, the English use in the advertisement texts attracts the attention of foreigner from France and Arabian. Last time, we served the guests from France and Arabian who transit here before they will go to Bali. They know *Hotel 99 Jember* from Instagram. Thus, although this hotel is still *Melati* class, but the English use totally adds value of *Hotel 99 Jember.")*

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Quotation 4

The researcher: *"Menurut pendapat Anda, apakah alasan menggunakan bahasa Inggris dikarenakan perkembangan teknologi?"*

("In your opinion, is the reason of using English code because of the development of technology?")

The manager: *"Pastinya iya. Karena sekarang ini kan jaman untuk go public dan bahasa Inggris adalah bahas Internasional. Jadi seiring dengan perkembangan teknologi bahasa Inggris otomatis digunakan. Selain itu, hotel ini juga menggunakan Traveloka, Pegipegi dan Instagram sebagai alat untuk go public. Jadi bahasa Inggris harus digunakan karena semua orang dapat mengaksesnya.*"

("Yes, of course. It is because nowadays it is a go public era and English is an international language. Thus, along with the development of technology, English is spontaneously used. Besides, this hotel uses Traveloka, Pegipegi and Instagram. Those are the tools to promote this hotel and English is a must to use.")

Then, it is followed with interview to the advertiser.

The researcher: *"Apakah alasan Anda menggunakan bahasa Inggris di teks iklan dikarenakan perkembangan teknologi?"*

("Is your reason for using English code in the advertisement texts because of the development of technology?")

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The advertiser: *"Iya, benar. Saya sudah bilang tadi Instagram cakupannya universal. Tidak hanya orang Indonesia tapi juga dari luar negeri bisa mengaksesnya. Nah, Instagram ini kan hasil produk perkembangan technology. Jadi Instagram adalah alat yang tepat untuk promosi. Karena kita bisa melihat insight nya. Berapa orang yang mengunjungi, berapa orang yang mengikuti. Apakah pengikutnya lebih banyak laki-laki atau perempuan. Berapakah rentan umurnya. Disini semua bisa dilihat secara jelas. Selain itu saya juga main hastag di Instagram seperti #hotelmurah, #likeforlike, #hotelcantik dan sebagainya. Dari hastag tersebut membuat insight Hotel 99 bertambah banyak. Nah semua ini dikarenakan perkembangan technology.*

("Yes, it is correct. I have told before that Instagram is universal. It is not only accessed by Indonesian people but also people from the other countries. Instagram is the product of the development of technology, isn't it? So, it is an appropriate tool to promote the hotel because we can control the insight about how many people who visit it, how many people who follow, are the followers dominantly men or women and how old are they. These all are presented clearly. Besides, I also write hastag such as *#hotelmurah, #likeforlike, #hotelcantik and so on.* By these hastags the insight of *Hotel 99* increases. These all are because of the development of technology."

This is the interview to the front office staff of *Hotel 99 Jember*.

Digital Repository Universitas Jember

The researcher: *"Menurut pendapat Anda, apakah alasan menggunakan bahasa Inggris di teks iklan dikarenakan perkembangan teknologi?"*

("In your opinion, is the reason for using English code in the advertisement texts because of the development of technology?")

The front office staff: "*Iya, benar. Menurut saya alasan menggunakan bahasa Inggris di teks iklan adalah karena perkembangan teknologi karena hotel ini menggunakan Instagram sebagai alat umtuk promosi. Instagram adalah media yang bisa diakses semua orang di dunia. Jadi, bahasa Inggris sangat dibutuhkan. Karena bahasa Inggris adalah bahasa Internasional. Jika teks iklan tidak menggunakan bahasa Inggris, maka di Instagram ada keterangan "see the translation". Jadi untuk memudahkan pemahaman seluruh orang di dunia lebih baik menggunakan bahasa Inggris. Ini adalah efek dari perkembangan teknologi.*

("Yes, it is right. In my opinion, the reason for using English in the advertisement texts is because of the development of technology. It is because this hotel uses Instagram as a tool to promote. Instagram is a media that can be accessed by all people in the world. Thus, English is very needed because English in an international language. If the advertisement texts are not using English, Instagram will appear a statement "see translation". Therefore, to make people around the world understand easily, it is better to use English. This is the effect of the development of technology."

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Quotation 5

The researcher: *"Menurut pendapat Anda, selain empat alasan tersebut, apakah alasan lain untuk menggunakan bahasa Inggris di teks iklan?"*

(In your opinion, apart from the four reasons above, what is another reason for using English code mixing in the advertisement texts?")

The manager: *"Penggunaan bahasa Inggris di iklan itu sangat tepat karena bahasa Inggris itu singkat dan mengena. Komposisi iklan yang bagus didukung oleh desain yang bagus dan kalimat yang singkat, padat tapi mengena. Nah bahasa Inggris ini sangat tepat seperti istilah booking, kata ini simple tapi sangat mengena*".

("Yes, there is another reason. The English use in the advertisement texts is absolutely appropriate because English is simple and persuasive. The composition of the good advertisement is supported by great design and the simple word but persuasive. Here, English is the right choice such as the using term "booking". It is simple but persuasive.")

Quotation 6

The researcher: *"Kemudian, apakah alasan lain untuk menggunakan bahasa Inggris di teks iklan?"*

Digital Repository Universitas Jember

(Then, what is another reason for using English code mixing in the advertisement texts?")

The manager: *"Iya, selain itu, alasan untuk menggunakan bahasa Inggris itu untuk go public, agar Hotel 99 Jember dikenal banyak orang. Meskipun hotel ini masih baru tapi kita mau show up bahwa kita ada di kota Jember."*

("Besides, the reason for using English in the advertisement texts is to go public, to make this hotel famous to many people. Although this hotel is still new, we want to show up that we are ready to serve in Jember city.") From this statement, it is clearly shown that the English use to make this hotel go public and exist among many hotels in Jember.")

Quotation 7

The researcher: ***"****Selain ke empat alasan di atas, apakah Anda memiliki alasan-alasan lain dalam menggunakan bahasa Inggris pada teks iklan di Instagram?"*

(Apart from the four reasons above, do you have other reasons for using English code mixing in the advertisement texts advertisement texts on Instagram?")

The advertiser: "*Saya sengaja menggunakan bahasa Inggris karena saya dari sastra Inggris. Selain itu mau menunjukkan bahwa yang bikin iklan ini anak muda, makanya bahasanya bahasa Ingris, keren gitu.kan?"*

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("I intentionally use English in the advertisement texts because I am from English department. Besides, I want to show that the advertisement is created by young people. So, the language is English. It is interesting, isn't it?")

Quotation 8

The researcher: *"Kemudian, apakah alasan lain untuk menggunakan bahasa Inggris di teks iklan?"*

(Then, what is another reason for using English code mixing in the advertisement texts?")

The advertiser: *"Akhir-akhir ini banyak sekali bisnis yang menggunakan pasar online. Jadi harus ada strategi marketing yang digunakan agar bisa bersaing dengan yang lain salah satunya dengan menggunakan bahasa Inggris ini."*

("Nowadays, there are many businesses which are using online market. Thus, it should have marketing strategy to compete with the others by using English in this advertisement text.")

Quotation 9

The researcher: *"Kemudian, apakah alasan lain untuk menggunakan bahasa Inggris di teks iklan?"*

Digital Repository Universitas Jember

(Then, what is another reason for using English code mixing in the advertisement texts?")

The advertiser: *"Alasan utama saya menggunakan bahasa Inggris di teks iklan Hotel 99 Jember adalah untuk investasi jangka panjang. Tidak masalah sekarang Hotel 99 Jember masih berkelas Melati karena masih baru berdiri. Tapi sangat mungkin jika 5 atau 10 tahun ke depan Hotel 99 Jember menjadi hotel berbintang seperti Dafam, Royal atau mungkin Aston. Jadi nanti akan menjadi kebanggan, karena sejak awal berdiri hotel ini sudah menggunakan bahasa Inggris untuk promosi."*

("The main reason for using English in the advertisement texts is long term investment. It is okay now that *Hotel 99 Jember is* still *Melati* class because this hotel is still newly established. However, it is very possible that in five or ten years later this hotel will be same class as Dafam Lotus, Royal Hotel or maybe Aston Hotel. If it happens, it becomes a pride for *Hotel 99 Jember* because since this hotel is firstly established, English is used to promote.")