

ENGLISH USE IN THE ADVERTISEMENT TEXTS OF HOTEL 99 JEMBER

^a Agung Tri Wahyuningsih, ^b Wisasongko, ^c Eka Mirwadiwa
^{a,b,c} English Department, Faculty of Humanities, Jember University
e-mail: agungtri.wahyuningsih@gmail.com

ABSTRACT

Advertisement is one of short functional texts used to gain customers' attention. Its visual portray determines whether this persuasive passage will successfully grab the interest of readers and direct them to finally use the product or ignore it. Batchia and Ritchie (2006: 19) proposes that "English is important vehicle for global advertisement". Additionally, Piller (2003: 17) states that "English is the most commonly used language in advertising especially in non-English speaking countries or multilingual country." These two intriguing ideas of using English in advertisement direct the advertiser of *Hotel 99 Jember* to insert some English Code. Through its official Instagram (hotel.99.jember) the advertiser publicly publishes some postings about the hotel. Those postings attract the researchers' curiosity to know why English is existing there and what the benefits of English insertions to the hotel are. Laying on Zohreh and Monireh's finding (2013: 87), this investigation is conducted to match the four influencing reasons (gaining attention, persuasion, prestige, and technology) affecting the advertiser to put English in the advertisement texts. Interview is chosen as the way to investigate the advertiser's reasons. Further, customers' responses are also the case examined in this research. By having customers' responses, it is worth to know whether English use effectively influences them to choose the hotel or not. Finally, this research is not only beneficial to the researchers to deeply study about English use but also for the hotel to thoroughly know the effect of their advertisement texts in Instagram.

Keywords: English Use, Advertisement Text, English Code, Customers' Response.

INTRODUCTION

English use is now becoming attractive to Indonesian people. Onishi (2010) found an Indonesian family who sent their children to private school where English was the main language of instruction which brought them to speak English more fluently than Indonesian official language and its primary reason was the social standing. For the same reason, Sadtono's study (2013: 46) revealed that Indonesian people thought that English would lift their social status up into middle or upper class. Further, Mutisari and Mali (2017: 100) discovered that "...the participants tended to have very positive perceptions of English as a means to reach out to the international communities and to support the communicative functions of the Indonesian language." All findings show that people seem proud to possess highly social status when they are able to reach their outside world and English is the tool. The phenomena contribute the permeation of English use into Indonesian language, including the use of English in advertisement.

Advertisement is one of ways to communicate to the consumers. It is beneficial either for the company or the consumers. The company may get a shortcut to promote their products, and the consumers may get more information about the various products useful for them. By seeing its mutually reciprocal corresponding, an advertisement is better designed ravishingly. It should lure the consumers for it will increase revenues. One of ways to bring it into existence is the use of English. English as international language will color the advertisement so that it can attract consumers' attention. As it is mentioned by Piller (2013: 12) that English is a common language used in advertisement by people whose native tongue is not English. Additionally, Batchia and Ritchie (2006: 19) stated that English is important for global advertisement since it can be accessed by anyone around the globe. Mutiara's research (2014) on English use in advertisement of language center in Indonesia showed that English use gave big effect toward the customers' choice although this was not the main reason. English was said to represent modernity and prestige.

This article discusses the use of English in advertisement texts of *Hotel 99 Jember*. *Hotel 99 Jember* is a newly built hotel located at Jalan Darmawangsa 99 Jubung Sukorambi Jember. It was firstly opened on September 9, 2018. This hotel is considered as belonging to *melati* class with facilities: 55 rooms, air conditioning, internet Hi-Speed Wifi, praying room, and resto café. Most guests are local people who work as salesmen, travelers, business men, and government officials. As this hotel is still new, the promotion is highly spread. The promotion is widely expanded through some social media platforms such as *traveloka*, *pegipegi*, and *instagram*. Farther, despite their local guests, the hotel displays the advertisements texts with some English codes inserted. Hence this investigation is focusing on the reasons why the advertisers insert some English codes and on the s' response towards the use of English codes in the advertisement texts.

RESEARCH METHOD

This data of this research are taken from advertisement texts as the English codes are listed; from interview script to know the reasons why the advertisement texts consist of English codes; and from questionnaires distributed to guests to know the effects of English use. Advertisement texts are taken from the official instagram of *Hotel 99 Jember* (<https://www.instagram.com/hotel.99.jember/>). Interview is done to match whether Zohreh and Monireh's finding (2013: 87) on four reasons (gaining

attention, persuasion, prestige, and technology) are also being the reasons why the advertiser inserts English codes. Therefore, these following questions are set.

No.	Questions	Purposes
1.	Menurut pendapat Anda, apakah alasan menggunakan bahasa Inggris di teks iklan untuk menarik perhatian tamu?	to dig out the information about the reasons why the advertiser inserts some English codes – whether the four reasons match with the finding of Zohreh and Monireh or not.
2.	Menurut pendapat Anda, apakah alasan menggunakan bahasa Inggris di teks iklan untuk meyakinkan tamu?	
3.	Menurut pendapat Anda, apakah alasan menggunakan bahasa Inggris untuk menambah nilai Hotel 99 Jember?	
4.	Menurut pendapat Anda, apakah alasan menggunakan bahasa Inggris dikarenakan perkembangan teknologi?	
5.	Menurut pendapat Anda, apakah ada alasan lain penggunaan bahasa Inggris selain keempat alasan tadi?	to reveal more reasons that may not be on Zohreh and Monireh's finding

Questionnaires are distributed to guests on May 2019. The researchers got 30 guests who were willing to answer the questionnaire. The following are the questions on the questionnaire that are designed to know the response of guests towards the use of English codes in the advertisement texts.

No.	Questions	Purposes
1.	Dari mana Anda tahu Hotel 99 Jember? a. Instagram c. Google Maps b. Traveloka&Pegipegi d. Lain-lain	To know whether the guests gain the information of hotel from Instagram, Traveloka & Pegipegi, Google Maps or others.
2.	Mengapa Anda tertarik untuk bermalam di Hotel 99 Jember? a. Iklan b. Lokasi c. Harga & Fasilitas	To know the reason why the guests are interested in staying in the Hotel 99 Jember. It asks the guests' answer whether they are interested in staying the Hotel 99 Jember because of advertisement, location or the price and facilities
3.	Jika Anda melihat iklan Hotel 99 Jember di Instagram, apakah Anda memperhatikan jika ada bahasa Inggris yang diselipkan? a. Ya b. Tidak	If the guests choose point A (Instagram) in the question number 2, the guests will continue to answer the questions number 3 & 4. The question number 3 has a purpose to know whether the guests are aware of the English use in advertisement texts which are posted in Instagram.
4.	Apakah bahasa Inggris yang digunakan di iklan tersebut mempengaruhi Anda untuk bermalam di Hotel 99 Jember? a. Ya b. Tidak	Meanwhile, the question number 4 has purpose to know whether they are attracted to the English use in the advertisement texts so that they choose Hotel 99 Jember to stay.
5.	Menurut Anda apakah Hotel 99 Jember memiliki lokasi yang strategis? a. Ya b. Tidak	If the guests choose point B (Lokasi) in the question number 2, the guests will continue to answer the questions number 5. The question number 5 has a purpose to know whether the guests are attracted to the hotel because of the location of the hotel. It asks the guests' answers whether the location of Hotel 99 Jember is exact or not.
6.	Apakah tarif menginap di Hotel 99 Jember terjangkau? a. Ya b. Tidak	If the guests choose point C (Harga & Fasilitas) in the question number 2, the guests will continue to answer the questions number 6 & 7. The question number 6 has a purpose to know whether the guests are attracted to the hotel because of the price which is offered by the hotel. It asks the guests' answers whether the price to stay in the Hotel 99 Jember is affordable or not.
7.	Apakah fasilitas di Hotel 99 Jember memadai? a. Ya b. Tidak	Meanwhile, the question number 7 has a purpose to know whether the guests are attracted to the hotel because of the facilities which are served in the hotel. It asks the guests' answers whether the facilities in the Hotel 99 Jember are satisfying or not.

THE RESULT AND DISCUSSION

A. The English Codes in Advertisement Texts

Based on the analysis on the 20 advertisement texts in Instagram, these are the English codes found. There are some codes are repeated.

No.	English Codes	Number of Occurrence
1.	Booking	15
2.	Book now	16
3.	Booking now	1
4.	Guys	4
5.	Refresh	1
6.	Weekdays	1
7.	Weekend	1
8.	Moment	1
9.	Rain	1
10.	Travelers	1
11.	Hello travelers	1
12.	Happy Friday good vibes	1
13.	Happy weekend guys	1
14.	Have a nice weekend good people	1
15.	Start from 80k/night	1
16.	Wee serve you better	1
17.	Whats' up travellers and backpackers	1
18.	Yeaah it's Friday now	1
		50

Among 18 English codes found on the advertisement texts, the two highest numbers of occurrence are *Booking* and *Book now*. Those two English codes are the terms that are very common in reserving room in a hotel. The word *book* means “to arrange a place on a flight, a room in a hotel, a ticket for an event, etc. for a particular time in the future” (<https://dictionary.cambridge.org/dictionary/english/book>). In most of the advertisement texts, the advertiser invites the readers to stay in the hotel by using a specific request utterance book with its various word formation (*booking*, *book now*, and also *booking now*). Other English codes that are frequently used are the addressing terms for guests. The hotel addresses them with varied forms: *guys* (5), *traveler/s* (3), *vibes* (1), *good people* (1), *backpacker* (1), and *you* (1). All addressing terms show the friendliness of the hotel because all terms are commonly used informally. Nordquist (2019) explains that “terms of address may be formal (Doctor, The Honorable, His Excellence) or informal (honey, dear, you). Formal terms of address are often used to recognize academic or professional accomplishments, while informal terms of address are often used to show affection or closeness.” This indicates that the hotel will comfort the guest as a family. Further, some English codes used are pointing out the common time to stay in hotel, namely Friday (which is the last weekdays) and *weekend*. The word *Friday* seems to be the reminder that holiday or *weekend* will be coming. Travelers or backpackers usually spend their weekend by going somewhere. The hotel offers the comfortable place to spend their night. This offering sounds decent since it is accompanied by the statement *we serve you better*. The other statement in the advertisement text that pampers the guests is *start from 80k/night*. The price of the hotel is quite affordable, so travelers and backpackers will not be broke. Finally,

English codes can be a useful instrument to picturing the hotel. *Hotel 99 Jember* is a new hotel which offers the comfort of home and gives the warm welcomes.

B. The Reasons of English Use in Advertisement Texts

Further, this research is also aimed at revealing the reasons why the advertiser inserts some English codes. This purpose is achieved by conducting interview. The result of interview strongly fortifies Zohreh and Monireh's finding. The advertiser mentions all 4 reasons. Here is the answer of the first question on the interview (*Menurut pendapat Anda, apakah alasan menggunakan bahasa Inggris di teks iklan untuk menarik perhatian tamu? – Do you think that the use of English in advertisement texts is for attracting the guests' attention?*).

“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 Istanbul 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 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 Istanbul and Kuala Lumpur gave their 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.”)*

The result of interview above obviously presents the intention of English code use. It is purposely used for attracting the readers' attention. The advertiser's answer implies that his expectation of the advertisement meets the purpose. It does not merely attract local guests but also overseas. Two overseas people gave response toward their advertisement in Instagram.

The next question is *“Menurut pendapat Anda, apakah alasan menggunakan bahasa Inggris di teks iklan untuk meyakinkan tamu?” – Do you think that the use of English in advertisement texts is for persuading guests? The following is the advertiser's answer.*

“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*.”)

The advertiser confirms that English use in advertisement is for persuading the readers. This is in line with Gerristen’s proposition (2007: 315) that inserting English words in the advertisement would have an additional persuasive effect. Some readers were influenced by the advertisement texts. They contacted the hotel to confirm which means that the goal of advertising the hotel is achieved.

The following question is “*Menurut pendapat Anda, apakah alasan menggunakan bahasa Inggris untuk menambah nilai Hotel 99 Jember?*” – Do you think that the use of English in advertisement texts gives more values to the hotel? Here is the answer.

“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 at my first time in Jember in 2013, all café’s menu were still using Indonesian but now I hardly see café’s menu in Jember using Indonesian. Most of them are using English. In 2013, *kopi hitam* cost two thousand rupiahs. Now the name changes into “black coffee” and the price is IDR 5k. Then, *koptail* costs 10k. Besides, it seems great when we are hanging out in the brother’s café although the taste of coffee is actually same with the other coffee shops. So, it becomes the interesting phenomenon, isn’t it? Along with the booming era of creative industries, the English use raises the prestige. It even works 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.”)

Gomez (2010:52) clarifies that when the advertisers use English words in the advertisement, they reach two final goals: to increase the value of prestige to the product or the brand name advertised and to enhance the advertisement's ability to draw attention. The result of the interview shows that the advertiser's answer meets the first goal of Gomez namely to increase the value of prestige. The advertiser explains that the use of English codes gives more impact on economic value. Comparing price on the menus using different languages.

C. The Reasons of English Use in Advertisement Texts

The results of distributing questionnaire to the thirty guests of *Hotel 99 Jember* show that there are nine out of thirty guests who know the information about *Hotel 99 Jember* from Instagram. Then, the total of guests who know *Hotel 99 Jember* from Traveloka and Pegipegi are also nine people. Meanwhile, the guests who know the information of *Hotel 99 Jember* from Google Maps are four people. Lastly, the total guests who know *Hotel 99 Jember* from the other information are eight people. They get the information from their friends, telephone to the hotel and from brochure.

Then, in the second question the results presents the total guests who are interested in staying in the *Hotel 99 Jember* because of the occurrence of advertisement in Instagram are seven people. Then, the guests who are interested in staying in the *Hotel 99 Jember* because of the location of the hotel are three people. Last, the number of the guest who are interested in staying in the *Hotel 99 Jember* because of the price and the facilities which are offered by the hotel are twenty people.

In the question number 3, it is answered by the guests who choose poin A (Instagram) in the question number 2. Thus, the result shows that the total of guests who are aware of the English use in advertisement texts which are posted in Instagram are five people. Meanwhile, the guests who are not aware towards the English use in advertisement texts posted in Instagram are two guests.

Next, in the question number 4, it is also answered by the guests who choose point A (Instagram) in the question number 2. The results show that the number of guests who are attracted to the English use in the advertisement texts so that they choose *Hotel 99 Jember* to stay are two guests. Meanwhile, the guests who are not attracted to the English use in the advertisement texts are five people.

Then, in the question number 5 it is answered by the guests who choose point B (Location) in the question number 2. The result shows that there are two guests who are attracted to the hotel because of the location of the hotel which is strategic. Then, there is one guest who is not attracted to the hotel because the guest argues that the hotel's location is not strategic .

In the next question, it is a question number 6. It is answered by the guests who choose point C (Price and Facilities) in the question number 2. The result shows that there are twenty guests who agree that the price to stay in the *Hotel 99 Jember* is affordable. These are the big number which represents the hotel's price is cheap enough to the guests.

Next, in the last question (question number 7), It is also answered by the guests who choose point C (Price and Facilities) in the question number 2. The result shows that there are eighteen guests who agree that the facilities which are served by the hotel

are satisfying. Meanwhile, there are two guests who disagree that the facilities which are served by the hotel are satisfying. This becomes correction to the hotel to correct the facilities.

It can be concluded that the occurrence of English code mixing in the advertisement texts of which are posted in the official Instagram @hotel.99.jember does not attract the guests' attention. It is proven by the results that although there are nine guests out of thirty guests who know *Hotel 99 Jember* from Instagram, the guests who are aware of the English use in advertisement texts which are posted in Instagram are five out of thirty people. Then, there are only two out of thirty people who are interested in choosing *Hotel 99 Jember* to stay because of the English use in the advertisement texts.

Most of the guests are interested in staying in the *Hotel 99 Jember* because of the price and the facilities which are offered by the hotel. It shows that the number of guests who are interested in staying in the *Hotel 99 Jember* because of the affordable price are twenty people. Further, the number of guests who are interested in staying in the *Hotel 99 Jember* because of the satisfied facilities are eighteen people. Those are the big number to reach. However, there are still two guests who are disappointed to the facilities of *Hotel 99 Jember*. This condition becomes a correction to the hotel. Thus, the hotel should repair the facilities both in tools services and also staff services.

Last, from the results of distributing the questionnaires, it is a good idea to maintain the hotel's services which get positive responses from the guests. Besides, by these questionnaires, the hotel knows in what part that this hotel needs to be repaired. As it is mentioned before that there are still some guests who are not satisfied with the hotel's facilities. It becomes the home work for the hotel. If the hotel improves the facilities, the guests may choose *Hotel 99 Jember* to stay again. Besides, it is possible that the guests who are satisfied to *Hotel 99 Jember* will recommend *Hotel 99 Jember* to their families or friends. If it happens, the hotel's tagline that "Best Guest House in Jember" is really proven.

Additionally, although this hotel is still new and it is a *Melati* class hotel, the English use in the advertisement texts is a good beginning. Since this hotel is promoted with using some English words, the audience who visit the official Instagram @hotel.99.jember are not only from local people but also from other countries such as Turkey, Malaysia and Singapore. So, English is used to contact people around the world. It is stated by the advertiser who controls Instagram.

On the other hand, the result of the questionnaires shows that there are some guests who are aware of the English use in the advertisement texts. Moreover, there is a guest who is interested in staying in the *Hotel 99 Jember* because of the English use in the advertisement texts. It means that the English use in the advertisement texts is interesting. Besides, when this hotel is developing in the five or ten years later, it is possible to make this hotel into Star class hotel. Therefore, the English use is very useful to add the value of this hotel.

D. Prestige

The third reason for using English code mixing is prestige. Martin (2002: 375) states that "English serves as a sign of modernity, technological superiority and prestige." By this statement, the occurrence of English is functioned to add an extra value of the advertisement. This extra value is called as prestige. It is used to promote all products such as fashion, make up, food and kind of services such as property, education, health and absolutely hotel services.

Moreover, 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.

Those statements above are in line with the result of interview. The manager, the advertiser and the front office of *Hotel 99 Jember* also agree that the reason to use English is to add a value of the *Hotel 99 Jember*. They state that although this hotel is still new, the English use in the advertisement texts helps them to exist as other hotels in Jember.

E. Technology

Technology is a domain in advertising where English words are used frequently. Nowadays, technology is used as tool 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, the English use cannot be inevitable. The result of interview also shows that the manager, advertiser and the front office staff state that the English use in advertisement texts is influenced by the development of technology. Moreover, the advertisement is promoted in Instagram.

F. Other Reasons

a. Efficient Words

The manager of *Hotel 99 Jember* adds that the reason for using English code in the advertisement texts is because English word is a simple language that can cover some Indonesian word. He states that "*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*".

("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 term "booking". It is simple but persuasive.")

From the statement above the other reason why it should use English in the advertisement texts because English is efficient to use.

b. Going Public

The manager of *Hotel 99 Jember* mentions that the other reason for using English code in the advertisement texts is because *Hotel 99 Jember* wants to go public. Moreover, this advertisement is posted in Instagram which can be accessed by all people around the world. He states that "*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 is used to make this hotel go public and exist among many hotels in Jember.

c. Showing Identity

The advertiser states that “*saya sengaja menggunakan bahasa Inggris karena saya dari sastra Inggris. Selain itu mau menunjukkan bahwa yang bikin iklan ini anak muda, makanya bahasanya bahasa Inggris, keren gitu.kan?*” (“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?”)

From this statement, it shows that the reason for using English is to show the identity of the advertiser. It is because he is still young and he is from English department. Thus, he inserts some English codes to create the advertisement very interesting and attracting the readers.

d. Marketing Strategy

The advertiser also states that the other reason for using English in the advertisement texts is marketing strategy need. There are many businesses and entrepreneurs which are using online market as a media of promotion. Therefore, it is important to create marketing strategy to compete with the others by inserting English codes in the advertisement texts.

He states “*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.”)

e. Long Term Investment

The advertiser states that “*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 kebanggaan, karena sejak awal berdiri hotel ini sudah menggunakan bahasa Inggris untuk promosi.*”

(“The main reason for using English in the advertisement texts is for 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 in the 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.”)

From that statement, it clearly shows that the reason for using English in the advertisement is a long term investment. It is because in doing business we should set them in one or two decade later. In other words, we should think long term investment.

By these findings, it can be concluded that the reasons of *Hotel 99 Jember* for using English code mixing in the advertisement texts are various. Although English codes which are inserted in the advertisement texts do not give significant effects, it is a good idea to still keep using English as the reasons are closely related to the purpose

of building the hotel, namely being well-known and five-star hotel. So far, it has been proven that the number of guests is increasing.

In the first month the hotel was visited by ten guests but now all rooms are fully booked every day. Moreover, the front office said there is double or triple check-in in one room. Although the hotel has fifty five rooms but the guest book reaches sixty guests. Therefore, it is important to maintain this achievement.

CONCLUSION

This study discusses about the analysis of English code mixing phenomenon that occurs on the advertisement texts of *Hotel 99 Jember*. Theory of code mixing from Muysken (2000) and the proposition of reasons for using English code mixing from Zohreh and Monireh (2013) are applied in this study. It is used to analyse the type of code mixing used, and to find out the reasons for using English code mixing.

Based on the analysis in this study, 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** are 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 shows that there are five out of thirty guests who are aware of the English use in the advertisement texts. Moreover, there are two guests who are interested in staying in the *Hotel 99 Jember* because of the English use in the advertisement texts. It means the English use in the advertisement texts is interesting although it does not give significant effect to the attention of the guests in choosing *Hotel 99 Jember* to stay.

Most of the guests are interested to stay in the *Hotel 99 Jember* because of the price and the facilities which are offered by the hotel. Therefore, from the results of distributing the questionnaires, it is a good idea to maintain the hotel's services which get positive responses from the guests. The guests are satisfied to *Hotel 99 Jember*. They will recommend *Hotel 99 Jember* to their families or friends.

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 (attracting attention, persuasion, prestige and technology) work on this study. However, the other result of interview shows that the other reasons exist as the reasons of using English code mixing. They are efficient words, go 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*. It is a good beginning because English is used to promote since this hotel is newly established. Although this hotel is *Melati* class, it is possible for this hotel to develop into Star class hotel in the future. Therefore,

this English code mixing used on the advertisement texts makes the hotel becomes well-known even though it has been existing less than a year.

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