CODE MIXING ON ADVERTISEMENT IN INDONESIA

M. Khoiri[1], Susandi[2], Ahsani Maulidina[3],
I Wayan Numertayasa[4], Muhamad Fakhrur Saifudin[5]

[1]Universitas Madura, [2]IKIP Budi Utomo, [3]Institut Teknologi dan Sains Nahdlatul Ulama,
[4]Institut Teknologi dan Pendidikan Markandeya, [5]Universitas Ahmad Dahlan
[1]khoiri83@unira.ac.id; [2]susandi.ikipbudiutomo@gmail.com;
[3]ahsanimaulidiana@gmail.com; [4]numertayasawayan@gmail.com;
[5]fakhrur.saifudin@pgsd.uad.ac.id

Abstract: Some advertisements in Indonesia use foreign languages, national languages, and regions jointly with the aim of attracting consumers to use the services or products that they offer. The purpose of this study is to describe the types and forms of code mixing. This research used was a descriptive qualitative research. The source of this research data was originated from advertisements contained in Indonesian television programs. Then, the data was in the form of advertisement transcripts. Multilingual and bilingual types are found in code mixing of advertisement in Indonesian. Besides, the form of code mixing in the advertisement found is the form of insertion of words, phrases, and clauses. In this regard, it can be concluded that the phenomenon of code-mixing phenomenon of advertisement in Indonesia has become commonplace or common.

Keywords: advertisement, Indonesia, code mixing, sociolinguistic.

INTRODUCTION

The advance of technology and communication encourage the phenomena of language diverse increasingly in the community. In addition, it is often found that people who use two or more languages or switch from one language to another in speech. The causal factors for this case are based on a multilingual society (Mahootian, 2006; Pratama et al., 2017; Matiini, 2017; Long et al., 2020). The phenomenon of using two languages used together in speaking is related with the study of code mixing. Most experts have defined many terms of code mixing, which sometimes overlaps with code switching. Those terms that are already available in the literature still refer to the use of two or more languages. It is more likely due to the use of two languages together, so then, it is difficult to separate the two phenomena of code switching and code mixing. According to Thomason (2001), code mixing is the use of one language to another with sentence restrictions. It is in line with previous opinion, some experts describe in more detail. According to Bokamba (1988); Hudson (2003); Aranoff & Miller (2003); Rahimi (2014); Pratama et al., (2017); Ononye (2018); Kozlova (2020), who define that code mixing is a word mixing in which it is linked with the use in the form of morphemes, particles, affixes, words, phrases, clauses in speech.

Code mixing is a language phenomenon in mixing a foreign language into the main language. Sociologically, code mixing has certain goal, Hudson (2003); Fanani & Ma'u, (2018) stated that code mixing used by speakers with the aim of obtaining good effect in the communication. The use of code mixing is not only to get effect of the communication as the expection, however it can also be a show of the character and identity and the strengths that are owned. In addition, the use of code mixing and code switching is a reflection of the speaker's social identity in the form of a reflection of individual character values and communication strategies regarding with understanding of social context and other cultural (Auer, 2005; Muhammad & Syafaat, 2019).

The phenomenon of code mixing in conversation has also often been found in various places that reflect real life (Yusuf et al., 2018). Various places are referred to as in advertisement, social media, song, literary work, blog, and film. Basically, the advertisement has a goal to influence customers to buy products and use their services. Goddard (1998); Spurgeon (2008); Deghani et al., (2017) state that advertising has a goal to influence consumers to increase the image of products and services belonging to individuals, groups and even businesses belonging to organizations. In addition, advertisement is an inseparable part of the economic and social system of modern society. Nowadays, the development of advertisement is viewed as a very important information system for producer and consumer (Morrisan 2010, p. 21). The era of globalization as it is now, the advertisement can be found in various places. The public space, newspaper, poster, television, cinema, and even social media can easily find out the advertisement (Brierley 1995, p. 41; Tahmir, 2018).

The advertisement is communication between producer and prospective consumer through certain media, such as television, YouTube, and websites. Morriarty et al., (2009) states that advertising is a form of communication between producers and prospective consumer. Language in advertisement is central because it can be a measure of marketing success. Communication of an advertisement is the most important and it is a determining part of their successes and failures (Shimp, 2007). In this case due to the language is the most important aspect in achieving good communication as a promotional media about the product or service that is offered. The use of good and interesting language will reach the target of the purpose of the advertisement.

The advertisement has the characteristics of using language that is persuasive. Persuasive language is the language used to influence a individual's beliefs, attitudes, and behaviourr (Schmidt & Joseph, 1985; Bruthiaux, 2000). Apart from that, the persuasive advertisement also tends to be creative and attract attention. Persuasive language has a positive effect and other functions in advertising marketing. Shareef et al., (2019) asserts that the positive impact can be obtained from persuasive advertising language such as credibility, the achieving promotion has been targeted, and it is more likely easy to remember by the prospective of consumer. Finally, based on some of the explanations that have been described, it can be concluded that advertisement is actually created to generate as much profit as possible by introducing a product or service in the society using persuasive language.

According to Liu (2012), advertisement in this era of globalization has become a place for the creation of a very diverse language phenomenon. Thus, it can be summarized that advertisement is one of the forms in which the language processes occur and language phenomena such as code mixing can be found. It is in accorance with line with this case, at this time, it is easy to find out the advertisement in Indonesia using foreign languages, national languages, and regions jointly with the aim of attracting consumers. The phenomenon of advertisement language in Indonesian advertising will not be doubted and it will continue to develop in the era of the industrial revolution (Prastio, 2019; Prastio et al., 2020).

Based on the explanation above, the advertisement will be created continuously by the producer and it uses an interesting language, besides having language phenomena such as code mixing that can be used as a source of research. Hence, this research is important to be conducted due to it can describe the code mixing which is contained in the advertisement. The purpose of this research is focused on the types and forms of code mixing

METHODS

This article is a study of language phenomena, especially code-mixing research which is a study of sociolinguistic. The research used was descriptive qualitative research. Creswell (2015) states that descriptive qualitative aims to explore and describe social phenomena in life. Data

in the form of utterances in advertisement that had been transcribed. The source of data was advertisement that aired on Indonesian television. This research was conducted for about two months, from February 4, 2020 to May 4, 2020. In the process of data collection was related with code mixing in advertisement, the researcher conducted observation by watching advertisements that often appeared on Indonesian television. After observing, the researcher carried out the documentation process to transcribe the conversation in advertisements that contained code mixing. Then, the data were analyzed using inductive analysis. According to Sudaryanto (1992), inductive analysis is describing something and it does not measure the use of appropriate language. In this case, the analysis focuses on the types and forms of code mixing in Indonesian advertisement

FINDINGS AND DISCUSSION

Based on the observation, it is found that code mixing uses foreign languages and regional languages. This data is categorized into two dealing with the data and research objective. *First,* the types of code mixing, including bilingual code mixing and multilingual code mixing (see table 1 for mixed code results). *Second,* the form of code mixing includes words, phrases and clauses (see table 2 in the code mix form).

Table 1. The result of code-mixing types

	Bilingual	Form	Total	Multilingual	Form	Total
	Indonesian-English	External	32	Indonesia-English-Sundanese	External-internal	2
	Indonesia-Japanese	External	7	Indonesia-Mandarin-English	External-external	3
	Indonesia-Italian	External	4	Indonesia-English-Japanese	external-external	4
	Indonesia-French	External	2	Indonesia-English-Korean	External-external	8
	Indonesia-Minangnese	Internal	6	Indonesia-Sundanese-Javanese	Internal-internal	1
	Indonesia-Java	Internal	12	Indonesia-English-Betawi	External-internal	4
Total	6	2 type	63	6	3 type	22

Based on the table above, there are two types of code mixing. First, bilingual code mixing. There are 6 categories consisted of two patterns of code mixing, namely external and internal. The amount of external data is 45 data consisting of 32 Indonesia-English data, 7 is Indonesian -Japan data, 4 is Indonesia-Italy data, and 2 is French-Indonesia data. The amount of internal data is 18 data consisting of Indonesia-Minang with 6 data and Indonesia-Java of 12 data. Meanwhile, the total data compliance in the type of bilingual code mixing is 63 data. Second, multilingual code mixing. There are 6 categories consisting of three patterns of code mixing, namely external-internal, external-external, and internal-internal. The amount of data external-internal as much as 6 data, 15 data is external- external, internal-internal as much as 1 data so that the total number of complaints in this data is 22 data. Regarding the results of the form of code mixing can be seen in table 2.

Table 2. The results of the form of code mixing

The Form of Code Mixing					
	Word	Total	Phrase	Total	Clause	Total
	English	57	English	11	English	3
	Mandarin	6	Japanese	4	-	
	Korean	5	Minangnese	2	-	
	Sundanese	3	Sundanese	6	-	
	Javanese	9	Javanese	3	-	
	Japanese	2	Italian	1	-	
	Betawi	4	French	,2	-	
Total	7	86	7	29	1	3

Based on the table above, there are three types of code-mixing forms. First, the code mixing in the form of word insertion. English insertion is 57 words. The descriptions are inserting the 6 words of mandarin, 5 words of Korean, the insertion data of Sundanese word is 3, the insertion data of Javanese word is 9, the insertion data of Japanese word is 2 word, and the insertion data of Betawi word is 7. The total data completeness in word insertion is 86 data. Second, code mixing in the form of phrase insertion. The description is, the insertion of English phrases is 11 data, Japanese is 4 data, the insertion of Minang languages is 2 data, the insertion of Sundanese language is 6 data, the insertion of Javanese language is 3 data, the insertion of Italian language is 1 data, and the insertion of French language is 2 data. Third, the insertion is in the form of a clause. Then, the insertion of English clauses is only found in this form, which is 3 data. As for any further description of the type and form of code mixing, it merely describes the data represents it.

The type of Code-Mixing

The description of the type of code mixing in the advertisement is described in two parts namely bilingual and multilingual types.

Types of Bilingual Code Mixing

The term bilingual code mixing is taken from the bilingual definition and the code-mixing definition itself. According to Sumarsih et al., (2014), bilingual is a term for people who can use and understand two languages. In this regard, the term "type" is mixed with bilingual code. Types of bilingual code mixing are speech or sentences that have other language inserts, both foreign languages or cognates into the main language. The main language in this advertising data is Indonesian. Data 1-4 are the mixed type of external bilingual code, while data 4 and 6 are mixed types of internal bilingual code. According to Suwito (1983) Sungkono (2014), internal code mixing is the use of Indonesian language mixed with regional languages, meanwhile external code mixing is mixed code that uses foreign languages. The explanation of the code mixing related to the information to be conveyed according to the context of the advertisement is described as follows.

English Code Mixing

Bilingual code mixing with the external form in data 1 is taken from the fragrant bud of tea advertisement produced by Tirta Tresindo Jaya.

Perempuan: *Panas? Waktunya teh pucuk*
                  Hot? Bud of tea time

Laki-laki 1:	**Let's enjoy** *teh pucuk harum*
	Let's enjoy the fragrant bud of tea
Laki-laki 2:	*Rasa teh terbaik ada di pucuknya*
	The best taste of tea is in the bud
Laki-laki 1:	*Harum*
	Fragrant

English is used in the data above, which is **let's enjoy** which has meaning in Indonesian, **ayo nikmati**. The code mixing in the context of the advertisement is an invitation to enjoy the freshness of the fragrant bud of tea, especially during hot weather.

Japanese code mixing

Bilingual code mixing with an external form in data 2 taken from the electronic advertisement of Air Conditioner (AC) produced by Sharp.

Laki-laki:	*Siang*
	Afternoon
Perempuan 1:	*Ada yang bisa saya bantu?*
	Can I help?
Perempuan 2:	*Aku mau AC yang cepet dingin*
	want an air conditioner that is cold fastly
Perempuan 1:	*Bisa*
	Can
Laki-laki 1:	*kamu bisa?*
	You can?
Perempuan 2:	*Bisa hemat atau enggak?*
	It can be save or not?
Perempuan 1:	*Itu bisa*
	It can.
Perempuan 3:	*Bisa sehat gak?*
	Can it be healthy or not?
Perempuan 1:	*Bisa… itu bisa*
	It can... it can.
Perempuan 3:	*Gak ada AC yang bisa semua*
	Not at all AC can do it.
Perempuan 1:	*Tunggu…Ini dia AC Sharp **sayonara** panas baru. Dengan ion yang lebih banyak membuat udara sehat namun tetap hemat*
	Wait... Here comes the new AC Sharp **sayonara** in hot air. With more ions that make healthy air but it is still saving.
Perempuan 3:	*Hanya AC Sharp yang bisa semua*
	It is only AC Sharp can do it all.
Perempuan 1:	*Dingin, hemat, sehat!*
	Cold, thrifty, healthy!

Sayonara/さ よ な ら '**comes from Japanese which has meaning in Indonesian namely goodbye. Utterance that has Japanese code mixing in the advertisement is to give an explanation about the Sharp AC which has the power to make the air cool immediately so that goodbye from the heat.

Italian code mixing

Bilingual code mixing with external form in data 3 taken from fast food product advertisements, namely Kentucky Fried Chicken (KFC).

*Sajian pasta **al dente** dari KFC. Cita rasa khas Italia dari bumbu pilihan*
Al dente pasta dish from KFC. Italian typical taste from the selected spices.

Al dente is a term derived from Italian that has meaning in the Indonesian language, namely *pada gigi*. The information that will be conveyed in the code mixing in the advertisement is KFC offers Italian al dente pasta. Al dente in Italian. means the level of maturity of a soft paste but it is still soft when it is bitten by consumer.

French code mixing

Bilingual code mixing of external data 4 is taken from a building material advertisement, which is the advertisement of Holcim cement.

> *Saat ku dibangun dulu aku bertanya jadi apa? Akankah besar atau kecil inilah saatnya* **que sera sera** *selama ada holcim jadi apapun juga pasti sempurna*
> When I woke up at that time, I asked what to become? Will it be big or small? It's time to **que sera sera** as long as there is Holcim, thus anything is perfect.

French language of **que sera sera** as a code mixing in the data above, it has meaning into Indonesian, which is **apapun yang akan terjadi.** Holcim is a building material product, which is cement. The information to be conveyed to consumers is that whatever happens when using the product, the building can be sturdy.

Minang language code mixing

Bilingual code mixing with internal form in data 5 taken from a seasoning advertisement, which is a Perkedelku ad produced by Indofood.

Perempuan 1:	*Perkedel perkedel perkedelku*
	Perkedel Perkedel My Perkedel
Laki-laki:	**Lamak bana** *perkedelnya*
	Lamak bana its the perkedel".
Perempuan 2:	*Perkedelku. Adonan kentang asli untuk perkedel*
	My Perkedel. It is original potato dough for perkedel.
Perempuan 1:	*Perkedel perkedel perkedelku dari kentang asli.*
	Perkedel perkedel myperkedel is from real potatoes.

Minang language of **lamak bana** has meaning in Indonesian, which is enak sekali or very delicious. The information to be conveyed in code mixing in the advertisement of perkedel is to inform consumers that it is a delicious food and recommended to be eaten.

Javanese language code mixing

Bilingual code mixing with the form of internal data is 6 taken from traditional medicine advertisements with the name of the Antangin product which is produced by Bintang Toedjoe.

Laki-laki 1:	Masuk angin? Ya Bejo jahe merah **sing ono** jahe merah hangatnya lebih nendang.
	Minum bejo jahe merah masuk angin **ambyar.**
	Stomach Colds? Yes Bejo red ginger **sing ono** red ginger is more kicking. Drinking bejo
	of red ginger, the stomach cold is **ambyar.**
Laki-laki 2:	Minum bejo bejo jahe merah
	Drinking Bejo Bejo red ginger.

Javanese code mixing in the advertisement if it is translated into Indonesian is **sing ono** 'what is' and ambyar 'scattered'. The code mixing gives information to consumers who are physically less fit to drink bejo antangin product that has red ginger the red ginger has function to warm the body so that the disease disappears and returns to fit.

Dealing with the data, there are six languages that have the types of bilingual code mixing in Indonesian language advertisement. From the data found, there are insertion of four foreign language in Indonesian advertisement, namely English, Japanese, Italian, and French. In addition, there are also the insertion of two cognate/regional languages, namely Minang and Javanese.

Types of Multilingual Code Mixing

The term type of multilingual code mixing is taken by combining the definition of code mixing and multilingual. Multilingual is a term for speakers who are able to use more than two languages (Polikarpov et al., 2019). The type of multilingual code mixing is the insertion of two or more languages that include of foreign languages or cognate languages into the main/ first language. The multilingual code mixing in this data has a certain form. First, the multilingual code mixing of the external-internal. The code mixing of the external-internal is the first code mixing is in Indonesian, then inserting a foreign language and then inserting the local language. Second, the code mixing of the external-external. The code mixing of external-external is mixing the code in which the first language is Indonesian, then inserting the foreign languages and then inserting the other foreign languages. Third, code mixing internal-internal. Code mixing of internal-internal is mixing the codes in which the first language is Indonesian, then inserting the regional languages and then it is followed by inserting the other regional languages.

Code mixing of English-Sundanese

Multilingual code mixing is in the form of the external-internal in data 7 taken from indomie instant noodle advertisement produced by Indofood.

> *Indomie **hype** abis kuah seblak **hot jeletot**. Seblak **hot jeletot**. Indomi seblak **hot jeletot**. Indomi seblak **hot jeletot**. Mie lebar **plus** kerupuk seblak nyess... **hot** aja **hot jeletot**. Enak pedesnya wah gila seh Indomi **hype** abis seblak **hot jeletot**.*
> Indomie **hype** runs out seblak soup is **hot jeletot**. Seblak **hot jeleto**t. Indomie of seblak **hot jeletot**. Indomie of seblak **hot jeletot**. Wide noodles **plus** crackers seblak nyess... **hot** just **hot jeletot**. Delicious spicy wow crazy Indomie hype runs out seblak is **hot jeletot**.

Hype and ***hot*** come from English which means 'keren' and 'pedas'. Meanwhile, ***Jeletot*** comes from the cognate language, which is Sundanese which means 'spicy'. Code mixing of ***hot jeletot*** code has six repetition of utterances in the advertisement. The information to be conveyed to consumers who like spicy food is that Indomie products have a high spiciness taste.

The data on these advertisements use a code mixing of foreign language which is 'currently' in Indonesia, namely hype. The word gives information that the product is releasing popular foods that refer to seblak. Seblak which is popular with spicy flavor is informed by using two different languages. Hot comes from English, which means spicy and then it is given a repetition in Sundanese (jeletot). The use of the word Sundanese refers to seblak food originating from Bandung, in which the majority of the people use Sundanese. Thus, consumers can believe that the Indomie product knows clearly the taste of seblak food. In addition, code mixing of the other English on the word of plus which means to add. The word provides an explanation related to the product has a wide size plus crackers that are more tempting and make consumers like eating seblak which also has crackers.

Code Mixing of Mandarin-English

Multilingual code mixing in the form of external-external data 8 is taken from an online shopping advertisement called the Adversitement of Buka Lapak.

> *Buka lapak emang **cincai.** Harga santai kagak lebay. Dinego aja say. Pasti bisa say. Dinego sampai **okay**.*
> Buka lapak is really **cincai**. The Prices are relaxed not too much. Negotiable say, surely it can. Negotiable until okay.

The code mixing in the advertisement uses Mandarin and English. The use of code mixing is to form an utterance in the advertisement which as a whole the pronunciation ends in ai/ay so that it attracts consumers to see the advertisement. "Buka lapak is indeed cincai/清彩 or Negotiable till okay.

The word of cincai comes from an external language, namely Mandarin which has a flexible meaning. The information that is conveyed through the code mixing based on all the utterances in the advertisement is to provide an explanation of the application of Buka lapak that is flexible. The application is a trading transaction in a network/online that can be used by anyone at an affordable price. The code mixing of English in the advertisement is okay. The word provides information that the application of Buka Lapak can negotiate until the buyer is satisfied with the price given by the seller.

Code Mixing of English-Japanese

Multilingual code mixing with the form of external-external data 9 is taken from a health drink advertisement namely Oranamin C.

Laki-laki 1:	*Oranamin C… Oranamin C*
	Oranamin C... Oranamin C
Laki-laki 2:	*Hoo… hoo otak berisi*
	Hoo... hoo the brain contains
Perempuan:	*Bukan…. O ro na min C*
	Not…. O ro na min C
Laki-laki 3:	*Ha? Orkes betawi?*
	Ha? Betawi Orchestra?
Perempuan:	*Yang benar o ro na min C*
	That's right o ro na min C
Bersama:	*Ooo… oronamin C*
	Ooo... oronamin C.
Perempuan:	**Healthy Oishi** oronamin C.
	Healthy Oishi oronamin C.

The code mixing of English is in the utterance of **Healthy** which means in Indonesia "sehat". Whereas, Japanese code mixing is contained in the utterance of **Oishi's** or 味し which means 'delicious'. The information to be conveyed in the use of the code mixing is the Oranamin C product is a beverage that can make it healthy and also delicious to be drunk. As for the additional information on the use of Japanese code mixing in the Oranamin C advertisement that the speaker is from Japan and the beverage product is from Japan. The use of code mixing can provide knowledge related to the production of these drinks.

Code mixing of English-Korean

Multilingual code mixing with the form of external-external data 10 is taken from instant advertisement of Mie Sedap produced by Wingsfood.

Laki-laki 1:	*Baru mi sedap **korean spicy chicken…** Tuang satu pedas nikmat.*
	New a korean spicy chicken Mie sedap…Pour one delicious spicy.
Laki-laki 2:	*Oh pedas*
	Oh spicy
Laki-laki 1:	*Tuang dua pedas gila*
	Pour two crazy spicy Jinjja spicy
Laki-laki 2:	***Jinjja** pedas.*
	Spicy *jinjja*
Laki-laki 1:	*Atur sendiri pedasnya*
	Arrange the spicy by yourself.

The utterance of korean spicy chicken speech is originated from English which means in Indonesian *ayam pedas* or chicken spicy. The information to be conveyed is delicious noodles release the latest product, namely noodles that have the taste of Korean spicy chicken. In addition, the code mixing of in the advertisement is *Jinjja/*진짜 which means 'original'. The information to be conveyed is the noodles have a high level of real spiciness. The code mixing

is utteranced by speaker who is from Korea. Besides, the information can add the confidence of consumers that these noodle products have authentic Korean flavor with high spiciness.

Code Mixing of Sundanese-Javanese

Multilingual code mixing with internal data of 11 form is taken from Frisian Flag milk advertisement produced by Indomilk.

Laki-laki 1:	*Ini **teh** buat Arya, bu?*
	Is this **teh** for Arya, ma'am?
Perempuan 1:	*heemm*
	hemm
Perempuan 2:	*Bu, bu susu kok dibilang teh? Itu susu kan?*
	Mom, how come you call this milk as tea? Is that milk?
Laki-laki 1:	*Iya ini **teh** susu*
	Yes, this is **teh** milk
Perempuan 2:	*Mana teh nya?*
	Where is the sister?
Laki-laki 1:	*Ye ini **teh** susu*
	Ye, this is **teh** milk
Perempuan 3:	*Oalah gak **mudeng** ini, bu*
	i do not get the point, mom
Perempuan 2:	*Lucunya...**Neng gelius** mau?*
	The funny thing is...**Neng geliues** want it?
Perempuan 2:	*Mau tapi gak pakai teh*
	I want to but it does not use sister.
Semua:	haahaha

The advertisement contains a conversation that has two different cultural backgrounds. There is a misunderstanding between speakers and speech partners who are still children because the speaker from Sundanese who uses code mixing of Sundanese language when introducing Frisian Flag product to speech partner who is not Sundanese. The speech partner has the perception that the drink is not sister but milk. *teh* utterances come from Sundanese, which means in Indonesia is "ini". In addition, other Sundanese language utterances are Neng Gelius which means beautiful girl. The Javanese language used in the speech is mudeng which means 'understand'. The information to be conveyed through the conversation is that the milk product is safe for consumption by children.

Code Mixing of English-Betawi

Multilingual code mixing with external form data is 12 and it is taken from Pop Ice advertisement.

Laki-laki 1:	*Rasa baru dari Pop Ice*
	A new taste of Pop Ice
Laki-laki 2:	*Pop ice **cream cheese** kejunya sadis*
	Pop Ice **cream cheese** is sadistic
Laki-laki 3:	*Pop ice **choco cheese** gak habis- habis. Pop ice es teler segarnya luber. Pop ice es doger rasanya **jeger**. Kejunya sadis gak habis-habis. Segernya luber rasanya **jeger***
	Pop ice **choco cheese** is not over. The pop ice is overflowing fresh. Pop ice ice doger tastes **jeger**. The sadistic cheese is not over. The overflow is really fresh and the taste is **jeger.**

Pop ice advertisements have mixed English and Betawi codes. Cream cheese and choco cheese are both phrases derived from English, which means 'cream cheese' and 'chocolate cheese'. The use of the code mix adjusts to other sentences that use repetition or repetition of

the last syllable, namely -is. The code mixing gives information that pop ice is the beverage products have new variants or flavors, namely cheese and choco cheese.

The code mixing of Betawi language in the advertisement contained is in the word jeger. The word has a meaning in the Indonesian language, which is hero. The meaning of the hero in this advertisement is a pop ice drink with an ice doger variant that has a very satisfying taste for consumers. The use of code mixing of jeger adjusts to other sentences that have the syllable ending-er. Thus, the choice of words in the use of the code mix to make repetition/ repetition of the same last syllable can make consumers or viewers easy to memorize the latest variant of pop ice beverage products.

The Form of Code Mixing

Based on the research results, the form of code mixing in this data has three forms, namely words, phrases and clauses. Word code mixing is a mixture of foreign language code in the form of the smallest language that can stand alone/consists of several letters. The number of word code mixing in the advertising data is 13. The phrase code mixing is a mixture of foreign language codes in the form of two or more non-predictive words. The number of phrases code mixing in advertising data is 9. The clause code mixing is a mixture of foreign-language codes in the form of clauses. There is only one data in the form of clause code mixing found in this study. The result of the form of code mixing in table 3.

Table 3. Form of code mixing

No.	Kutipan Data	The Form of Code Mixing		
		Word	Phrase	Clause
1.	*Let's enjoy* teh pucuk harum	-	*Let's* 'ayo' dan *Enjoy* 'nikmati'	-
2.	Buka lapak emang *cincai*	Cincai/清彩 'fleksibel'	-	-
3.	Dinego sampai *okay*	*Okay* 'oke'		
4.	Baru mi sedap *korean spicy chicken*	-	-	*Korean spicy chicken 'ayam pedas Korea'*
5.	"*Jinjja* pedas"	Jinjja/진짜 'asli'	-	-
6.	Ini dia AC Sharp *sayonara* panas baru	-	*Sayou/さよう* 'demikian' dan *Nara/なら* 'jika'	-
7.	**Lamak bana** perkedelnya	-	*Lamak* 'enak' dan *Bana* 'sekali'	-
8.	Ini *teh* buat Arya, Bu?	*Teh* 'ini'	-	-
9.	Oalah gak *mudeng* ini, Bu	*Mudeng* 'sambung'	-	-
10.	Lucunya... **Neng gelius** mau?	-	*Neng* 'gadis' dan *gelius* 'cantik'	-
11.	Masuk angin ya bejo jahe merah **sing ono** jahe merah	-	*Sing* 'yang' dan *ono* 'ada'	-

No.	Kutipan Data	The Form of Code Mixing		
		Word	Phrase	Clause
12.	Minum bejo jahe merah masuk angin **ambyar**	*Ambyar* *'berserakan'*	-	-
13.	Sajian pasta **al dente** dari KFC	-	*Al* 'pada' *dente* *'gigi'*	-
14.	**Que sera sera** selama ada holcim jadi apapun juga pasti sempurna	-	*Que* 'apapun', *sera* 'akan', *sera* 'akan'	-
15.	Indomie *hype* abis kuah seblak *hot jeletot*	*Hype* 'keren'	-	-
16.	Indomie *hype* abis kuah seblak **hot** *jeletot*	*Hot* 'pedas'		
17.	Indomie *hype* abis kuah seblak *hot* **jeletot**	*Jeletot* 'pedas'		
18.	Mie lebar **plus** kerupuk seblak nyess	*Plus* 'tambah'	-	-
19.	**Healthy** *Oishi* oronamin C	*Healthy* 'sehat'		
20.	*Healthy* **Oishi** oronamin C	*Oishi* 'enak'	-	-
21.	Pop ice **cream cheese** kejunya sadis	-	*Cream* 'krim' dan *Cheese* 'keju'	-
22.	Pop ice **choco cheese** gak habis-habis	-	*Choco* 'cokelat' dan *Cheese* 'keju'	-
23.	Pop ice es doger rasanya **jeger**	*Jeger* 'jagoan'	-	-
	Total	13	9	1

Regarding with the data in the above table, there are three conclusions. First, in the form of words. There are 13 data code mixing in the form of words. 5 data is in the form of English words. 1 data is in the form of Chinese words. 1 data is in the form of Korean words. 1 data is in the form of Japanese words. 1 data is in the form of words in Javanese. 2 data is in the form of words in Sundanese. Second, in the form of phrases. There are 9 data in the form of phrases. 3 data is in the form of English phrases. 1 data is in Japanese phrases. 1 data is in the form of the Minang phrase. 1 data is in the form of Sundanese phrases. 1 data is in the form of Javanese phrases. 1 data is in the form of phrase data Francis, and 1 data is in the form of Italian data. Third, one data is in the form of a Korean language clause.

DISCUSSION

After carrying out the research and analysis, it is discovered that many advertisements in Indonesia insert foreign and regional languages or are mentioned as the code mixing. This case is not yet found by the previous researchers regarding the results of the types of code mixing in advertisements, especially in Indonesia. The sresults of this study are the same as the results of Pratama et al., (2017) the research which is sourced from novels and Sundoro et al., (2018) conducted in the context of classroom learning, but the two researchers only found that the types of code mixing were internal and external. Meanwhile, the results of this study provide

finding which is a bilingual code mixing that is internal and external and multilingual code mixing that is external-external, external-internal, and internal-internal.

Dealing with the explanation about the form of code mixing, it has been found about the insertion of words, phrases and clauses. The same results and almost the same data source that is in the media that reflects real life and has marketing or advertising goals has been found by Hardini et al., (2019). The research are conducted on Instagram social media, it found that the form of code mixing only uses English. Thus, this research provides reinforcement and contribution that the code mixing in advertisements does not only use English but also foreign and regional languages.

The result of this study also proves that some foreign languages have become familiar with the people and have been used in the advertising field in Indonesia. The result of this study provides reinforcement of the statement Tenbruck (1990) and Cleveland et al., (2015) which states that English has truly mastered global languages for business purposes such as the advertisement. This research contributes to the position of foreign languages in advertisement, besides using English, the foreign languages has also been used in the advertising field such as Mandarin, French, Italian, Korean, Japanese, and even regional languages such as Javanese, Sundanese and Betawi.

The languages in persuasive advertisement that use code mixing often use informal languages such as slogan and jargon. This finding supports the opinion of Byun & Jang (2015) and Labrador et al., (2014) who asserts that advertising language is persuasive and it has the character of using informal slogan and word in the other words to include phrases or unique clauses. Further, the result of this study also reinforces the statement of Kozlova (2020) which states the use of code switching and code mixing is becoming common place in today's advertising field.

The phenomenon of speakers including other languages in their conversation is commonplace in multilingual societies (Bokamba, 1988; Ho, 2007; Muysken, 2011; Wardhaugh & Fuller, 2014; Hardini et al., 2019). Based on the statement, the result of this study provides an additional reinforcement that the events of code mixing have also been applied in the era of globalization and language events that reflect the real world such as advertisement. This study also provides an overview of the situation of language use in advertisements, especially code mixing. This description can be used by advertisement producer in creating the attractive advertisement. Furthermore, the result of this study can also be a consideration for language teachers in teaching languages. For example, learning advertising text and advertising material as cultural learning material for Indonesian Language Learners for Foreign Speakers or BIPA

CONCLUSION

The use of foreign languages or code mixing in advertisement in Indonesia has become commonplace. This is proven not only in English but also in other foreign and regional languages. The types of code mixing that occur in advertisement consist of (1) bilingual code mixing in the form of internal and external, and (2) multilingual code mixing in the form of external-external, external-internal, and internal-internal. The form of code mixing that occurs in an advertisement such as the insertion of words, phrases, and clauses. The use of code mixing and informal language in advertisement is in accordance with the purpose of the advertisement itself, which is to attract the attention of the audience so that it can increasing the selling power of goods or services that is offered.

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