

**ENGLISH CODE SWITCHING AND CODE MIXING
IN TELEVISION ADVERTISEMENTS
AND ITS CONTRIBUTIONS TO LANGUAGE TEACHING**

THESIS

Submitted in Partial Fulfilment of the Requirement
For Degree of Bachelor of Education
in English Education



By:

CITRA ISNA NORLAILI
083411067

**TARBIYAH FACULTY
WALISONGO STATE INSTITUTE FOR ISLAMIC STUDIES
SEMARANG
2012**



**KEMENTERIAN AGAMA RI
INSTITUT AGAMA ISLAM NEGERI WALISONGO
FAKULTAS TARBIYAH**

Jl. Prof. Dr. Hamka Kampus II Ngaliyan Telp. 7601295 Fax. 7615387
Semarang 50185

ADVISOR NOTE

Semarang, 6th December 2012

To:
The Dean of Tarbiyah Faculty
Walisongo State Institute for Islamic Studies
Semarang

Assalamu'alaikum wr. wb.

I inform that I have given guidance, briefing, and correction to whatever extent necessary of the following thesis identification:

Title : **ENGLISH CODE SWITCHING AND CODE MIXING IN INDONESIAN TELEVISION ADVERTISEMENTS AND ITS CONTRIBUTIONS TO LANGUAGE TEACHING**

Name of Student : Citra Isna Norlaili
Student of Number : 083411067
Department : Tadris
Field of Study : English Language Education

I state that the thesis is ready to be submitted to Tarbiyah Faculty State Institute for Islamic Studies Walisongo to be examined at Munaqosah Session.

Wassalamu'alaikum Wr. Wb.

Advisor I

Advisor II

Siti Tarwiyah, M. Hum
NIP. 197211081999032001

Ismail, S.M, M. Ag
NIP.197110211997031002



KEMENTERIAN AGAMA RI
INSTITUT AGAMA ISLAM NEGERI WALISONGO
FAKULTAS TARBIYAH

Jl. Prof. Dr. Hamka Kampus II Ngaliyan Telp. 7601295 Fax. 7615387
 Semarang 50185

RATIFICATION

Thesis with the following identification:

Title : **ENGLISH CODE SWITCHING AND CODE MIXING IN TELEVISION ADVERTISEMENTS AND ITS CONTRIBUTIONS TO LANGUAGE TEACHING (A Study of Indonesian Television Advertisements on October 2012)**

Name of Student : CITRA ISNA NORLAILI

Student Number : 083411067

Department : Tadris

Field of Study : English Language Education

had been ratified by the board of examiners of Tarbiyah Faculty of Walisongo State Institute for Islamic Studies and can be received as one of any requirement for gaining the Bachelor Degree in English Language Education.

Semarang, December 18th 2012

THE BOARD OF EXAMINERS

Chair Person

Secretary

(Dr. Hj Nur Uhbivati, M. Pd)
 NIP. 19520208 197612 2 00 1

(Siti Tarwiyah, S.S, M. Hum)
 NIP. 19721108 199903 2 00 1

Examiner I

Examiner II

(Dra. Hj Siti Mariam, M. Pd)
 NIP. 19650727 199203 2 00 2

(Muhammad Nafi' Annury, M. Pd)
 NIP. 19780719 200501 1 00 7

Advisor I

Advisor II

(Siti Tarwiyah, S.S, M. Hum)
 NIP. 19721108 199903 2 00 1

(Ismail, SM, M. Ag)
 NIP.19711021 199703 1 00 2

A THESIS STATEMENT

I certify that this thesis is definitely my own work. I am completely responsible for the content of this thesis. Other researcher's opinions or findings included in the thesis are quoted or cited in accordance with ethical standards.

Semarang, December 3rd 2012

The Researcher

Citra Isna Norlaili

083411067

ABSTRACT

Name : Citra Isna Norlaili
Students Number : 083411067
Title : **English Code Switching and Code Mixing in Television Advertisement and Its Contributions to Language Teaching**

Key words: code switching, code mixing, advertisement, and language teaching.

Code switching and code mixing are language behaviour in bilingual or multilingual society as in Indonesia .The positive response of Indonesians toward English as lingua franca of the world has made the use of code switching and code mixing common in public such as in television advertisements, so the researcher thinks that it is very interested to analyze the code switching and code mixing in the advertisements. The objectives of this study are to find out (1) the types of code switching and code mixing in Indonesian television advertisements, (2) the reasons of using code switching and code mixing, and (3) the contributions of this study to language teaching.

This study is a descriptive qualitative study. The researcher observed and collected the advertisements from the non civil national television.

The total number of the data is 74 utterances from 63 kinds of advertisements. After being documented, the researcher classified them based on the types of code switching and code mixing and explained the reasons why the code switching and code mixing were used. The last step was identifying the contributions of this study to language teaching.

The findings of the analysis are as follow. First, there are three types of code switching found in the seven non civil national televisions. They are intra sentential switching (9), inter sentential switching (15), and tag switching (3). While the types of code mixing are intra sentential mixing (45), involving a change (1), and intra lexical mixing (1). Second, there are seven reasons why code switching and code mixing were used in the television advertisements. Those are talking about topic (3), express solidarity (2), interjection (6), repetition (19), intention of clarifying the speech of content (10), expressing group identity (4), to soften or strengthen request (7), and because real lexical need (27). Third, this study has some contributions to language teaching: (1) this study becomes one of examples of language teaching for example teacher can formulate code switching and code mixing instructions in teaching advertisements through four aspect of language skill, (2) this study could build up a system of language teaching and elaborate teaching and learning material for being used in second language teaching classes, (3) the teachers' code switching and code mixing is important in a providing psychologically conducive learning environment for the learners, (4) this study gives pedagogical implication: increasing students' inclusion, participation and understanding in language learning process, conveying ideas more easily and accomplishing lessons.

MOTTO

**“Orang boleh pandai setinggi langit
Tapi selama ia tidak menulis,
maka ia akan hilang
di dalam masyarakat dan dari sejarah”**

(Pramoedya Ananta Toer)

DEDICATION

The thesis is dedicated to:

Thanks be to God
My beloved Ayah and Ibunda
Thanks a lot for all your everything given to me
Because of your love and pray,
Allah confers thousands of pleasant
My beautiful best sisters and my handsome brothers,
thanks very much for your kindness to me
My greatest teachers, I love you so much
All my dearest friends who always support me in happiness and sorrow
Thanks, there is no word but pray
May Allah multiply rewards for all your kindness

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim,

First and foremost, I would like to express gratitude to Allah SWT, the Almighty God for the blessing, kindness, and inspiration in lending me to accomplish the final project. Without His blessings, I couldn't stay patient and in control of writing this final project from the first page to the last page.

Shalawat and salam for the Prophet Muhammad who brings us from darkness to the brightness.

The researcher realizes that there are many people who already helped her during the writing of this final project and it would be impossible to mention all of them. I wish, however, to give my sincerest gratitude and appreciation to:

1. Dr. Sudja'i, M. Ag. as the Dean of Faculty of Tarbiyah.
2. Siti Tarwiyah, M. Hum as the Head of English Department and also as the first advisor who would like to make time, energy, and thought for advising and directing me during the arrangement of this thesis.
3. Ismail, SM, M.Ag as the second advisor for their patience in providing careful guidance, helpful corrections, very good advice as well as suggestion and encouragement during the consultation.
4. Lectures in English Department of Tarbiyah Faculty for valuable knowledge, guidance, and advices during the years of my study.
5. My father and mother (Mujib and Musliyah). You always give me much inspiration and motivation to continue this study.
6. My beloved brothers and sisters (Mbak Abib, Nang Fachry, Rifki, Dhila, and my little angle Dek Isroi)
7. My best and greatest teachers in the world (Islamic, Nasima, Tambakberas, Annur, Al Asror)
8. My best friends in the world: GENG ROWO 2012, team in KKN, 27th Wolo Grobogan 2012, PPL MTs N 02 Semarang 2012, PMII Rayon Tarbiyah and Komisariat Walisongo 2008.

9. My best family in TPQ AL Hidayah Semarang
10. My best partners in SMA Islam Pragolapati Semarang (Mrs. Risa, Mrs. Umi, Mrs. Dwi) and the others, thanks for your support and attention. I will always remember you.
11. My dearest friends in GENG ROWO: Ndul Nila, JeyZa, ANik Chub, Ilipatun, Bisryi, Saiful, Aldi, all of my friends at English Department of Tarbiyah Faculty Walisongo State Institute of Islamic Studies Semarang who gave me a lot of assistance. Thanks a lot for your cooperation.
12. My lovely friends in An Nur Jogja, Tambakberas Jombang, and any friends, brothers and sisters which are connected and had given me support through facebook, twitter, etc.
13. Last but not least, those who can't be mentioned one by one, who have supported the researcher to finish this thesis.

Finally, the researcher realizes that this thesis is far from being perfect. Therefore, the researcher will happily accept constructive criticism in order to make it better. The researcher hopes that this thesis would be beneficial for everyone. Amin.

Semarang, December 3rd 2012
The researcher,

Citra Isna Norlaili
083411067

TABLE OF CONTENTS

PAGE OF TITLE.....	i
ADVISOR APPROVAL.....	ii
RATIFICATION	iii
THESIS STATEMENT	iv
ABSTRACT	v
MOTTO	vi
DEDICATION	vii
ACKNOWLEDGMENT.....	viii
TABLE OF CONTENTS.....	x
CHAPTER I: INTRODUCTION	
A. Background of the Study.....	1
B. Reasons for Choosing the Topic.....	4
C. Research Questions.....	4
D. Objectives of the Study	5
E. Significances of the Study.....	5
CHAPTER II: REVIEW OF RELATED LITERATURE	
A. Code Switching.....	6
1. Definition of Code Switching	6
2. Types of Code Switching.....	8
3. Reasons of Using Code Switching	12
4. Functions of Code Switching.....	17
B. Code Mixing.....	20
1. Definition of Code Mixing.....	20
2. Types of Code Mixing.....	23
3. Reasons of Using Code Mixing	23
C. Advertisements	25
1. Definition of Advertisements.....	25
2. Media of Television Advertisements.....	26
3. The Objectives of Television Advertisements	26

4. Language of Advertisements	27
D. Code Switching and Code Mixing in Language Teaching	30
E. Previous Research.....	31
CHAPTER III: RESEARCH METHOD	
A. Research Design	33
B. Scope of the Study	34
C. Source of Data	34
D. Data Collection	35
E. Data Analysis.....	36
CHAPTER IV: FINDINGS AND DISCUSSION	
A. Findings.....	39
B. Analysis of the Types and the Reasons of Code Switching and Code Mixing	39
1. Types Classification of English-Indonesia Code Switching.....	41
2. Types Classification of English-Indonesian Code Mixing ...	41
3. Reasons of Using Code Switching and Code Mixing.....	43
4. The Contributions of this Study to Language Teaching	49
C. Limitation of this Study	52
CHAPTER V: CONCLUSION AND SUGGESTION	
1. Conclusion.....	53
2. Suggestions.....	55
3. Closure	56
 REFERENCES	
APPENDICES	
LIST OF TRANSCRIPT	
LIST OF EXPLANATION	
LIST OF PICTURE	
CURRICULUM VITAE	