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:

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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.

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ABSTRACT

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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
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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:

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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
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