

CHAPTER I

INTRODUCTION

A. Background of the Study

Language is one thing which differentiate from human and other creatures. Substantially, language is formed as sound or written text that has meaning. Human uses language to several functions and because human interaction with human, nature and supranatural power. Essentially, the functions of language is to express thought, ways of thought and feel, and ways of understanding thought and feeling.¹ There are three language problems in Indonesia, are problem about Indonesian, regional language, and the use of foreign language. These three problems are not separated from the life of supporter community². It is because globalisation and the development of information technology and gives the new world life.

In everyday interaction, people usually choose different codes in different situation. They may choose a particular code or variety because it makes them easier to discuss a particular topic, regardless where they are speaking. When talking about work or school at home, for instance, they may use the language that is related to those fields rather than the language used in daily language communication at home.

Similarly, Wardaugh also maintains that a code can be defined as “a system used for communication between two or more parties used on any occasions.”³ When two or more people communicate with each other in speech, we can call the system of communication that they employ a code. Therefore, people are usually required to select a particular code whenever they choose to speak, and they may also decide to switch from

¹Nayla Fikrina, Jurnal Edukasi, *Melawan Imperialisme Bahasa*, (IAIN Walisongo: Semarang: 2010), p.43

²Ganjar Harjain Moriyama, in Mikihiro and Manneke Budiman, *Geliat Bahasa Selaras Zaman: Perubahan Bahasa-Bahasa di Indonesia Pasca Orde Baru*, (Jakarta : KPG, 2010), p.32

³ Ronald Wardaugh, *An Introduction to Sociolinguistics*, (Massachusetts: Blackwell Publisher:1986), p.101

one code to another or to mix codes, sometimes in very short utterances and it means to create a code.

Bilingualism and multilingualism are normal in many parts of the world and that people in those parts would view any other situation as strange and limiting. There is a long history in certain western societies of people actually 'looking down' on those who are bilingual. Bilingualism is actually sometimes regarded as a problem in that many bilingual individuals tend to occupy rather low positions in society and knowledge of another language becomes associated with 'inferiority'.⁴ Bilingualism is seen as a personal and social problem, not something has strong positive connotations.

People in the world are more bilingualism or even multilingualism than unilingualism. In multilingual society, in which the people know more than language, they usually require selecting particular code. They may also decide to switch from one code to another or mix the codes. In the first thing that comes to mind when we think of language choice is 'whole languages'. We imagine a person who speaks two or more languages and has chosen which one to use. This is, in fact, one of the major kinds of language choice we have to deal with, and is sometimes called code switching.

Bilingualism also had been stated in Al Qur'an by explaining that humans were created into nations, tribes, and languages to know each other. So humans in the world are definitely bilingualism and multilingualism because they can know each other.

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ

لِتَعَارَفُوا... (الحجرت ١٣)

⁴Ronald Wardaugh, *An Introduction to Sociolinguistics*, p.101

"O mankind! We created you from a single (pair) of a male and a female, and made you into nations and tribes, that ye may know each other (not that ye may despise (each other))....". (Surah Al Hujurat 13)"⁵

Because of the enlargement of using English and moreover Indonesian as our first language, so bilingualism can not be avoided. The reality is so many people mix Indonesian to English language for their communication or the other way. Even, English is used when they know the Indonesian vocabulary. It is because they use it as their prestige or to show that they have good knowledge about English. The low understanding of English makes people don't think so far that they have damaged the construction of Indonesian language.

It becomes worse that media – as the main way of government communication – use English–Indonesian mixed language, to present their news release. Television is one of media that has important role of responsibility in building the nation civilization. It is as forum to represent any information and ideas to the society, so it is possible to occur reactions and feeds back. Television is also as interlocutor which not only a place of information but also as partner of communication that may happen interactive communication.

Television uses any languages choice which can attract the attention of its listeners. One of language choice is using code switching for their advertisement. It is because they want to attract the audience to buy their product. It is the one way of product marketing. They switch and mix English to Indonesian language for their advertisement.

Code switching and code mixing are language behavior in bilingual or multilingual society as in Indonesia. They are always related to the use of two languages in single utterances. 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 advertisements. The stigma of

⁵ Mahmud Yunus Y. Yazid, *The Quran*, (Beirut: Dal Al-Choura, 1980), p.384

Indonesian society is that something from foreign country is of better quality and more trustworthy than domestic products takes part in reinforcing phenomena of code switching and code mixing.

In this study, the analyzed object is code switching and code mixing found in Indonesian television advertisement in 2012. These advertisements provide sufficient data of code switching and code mixing cases. English code switching and code mixing are often presented on slogan, product's feature and characteristic and the main message of advertisements. These advertisements break the rule of language, use words out of context and even make up new one in order to catch people's attention, imagination and adding memory. The ability of advertisement in shaping and sometimes changing a person's behavior, opinion and attitude by its words can be a strong influence on familiarizing English among Indonesian.

B. Reasons for Choosing the Topic

The researcher chooses this topic due to the following reasons:

1. The phenomenon of code switching does not only occur in daily life situations. It is also used by some program media such as television, radio, and newspaper.
2. Television is one of media which has specific language and contains various types of Indonesian – English code switching.
3. Code switching and code mixing give the great contributions to the language teaching.

C. Research Questions

In this study, the researcher formulates the problems as follow:

1. What types of code switching and code mixing are found in Indonesian television advertisements?
2. For what reasons are the code switching and code mixing used?
3. What are the contributions of this study to language teaching?

D. Objectives of the Study

In line with research question, this study has purposes 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.
3. The contributions of code switching and code mixing to language teaching.

E. Significances of the Study

The result of this study is hoped to give the following contributions:

1. Pedagogically, the result of this study is expected to be beneficial for improving an understanding of language especially arranging language into a good sentence or utterance and for daily life communication.
2. This study is expected to give information about the types of code switching and code mixing for speaking and or writing comprehension or other field of study.
3. To give more information about advertisement language that must be observed before arranging advertisements.
4. To support the teacher and the students in the study of advertisement text by showing the right processes that must be understood in making English articles especially English advertisements. So that the students can understand it well.
5. To support people who live in multilingual society to understand the structure of their language and can understand it well by speaking and or writing the language.