

CHAPTER IV

FINDINGS AND DISCUSSIONS

A. Findings

This chapter represents the result of the analysis of the types of code switching and code mixing found and the following reasons why code switching and code mixing used in Indonesian television advertisements. As mentioned in chapter two, the types of code switching are basically divided into three types: intra sentential switching, inter sentential switching, and tag switching. While types of code mixing are divided into three types too: intra sentential mixing, intra lexical mixing, and involving a change of pronunciation.

In this study, in analyzing the code switching and code mixing, the researcher tried to find some types of code switching and code mixing and the following reasons why code switching and code mixing used by the producer of advertisement. After that, as the final step, there is an explanation about the contributions of this study to language teaching.

B. The Types and the Reasons of Code Switching and Code Mixing

In this study, the researcher analyzed the types of English-Indonesian code switching and code mixing found in Indonesian television advertisements which are shown in spoken and written text. The code switching and code mixing which found in these advertisements are classified and analyzed based on the types of code switching and code mixing.

The finding utterances of English intra sentential switching are in bold texts, while the italic texts are the name of product, and the others are Indonesian.

1. Types of English-Indonesian Code Switching

a) Intra Sentential Switching

No	Commercials	Utterance
1.	Slai Olai	Katakan dengan I Slai Olai you
2.	Mie Sedap	I like yang spesial.
3.	Jupiter Z	All new Jupiter Z. Yang lain semakin ketinggalan.
4.	Freshcare	Freshcare. Yang lain, I dont care.
5.	Dove	Aku wanita Dove, and I love it.
6.	Hydro Coco	Come on! Let's drink Hydro Coco.
7.	Pond sun dullness	Hello kulit cerah. Bye bye kulit kusam!
8.	Kimco	Makan-makan, no problem. Ada Kimco
9.	Kristal Agar-agar	Yang garing-garing tapi kenyal, orange, lychee, pineapple, strawberry!

b) Inter Sentential Switching

No	Commercials	Utterance
1.	Magnum Gold	Apapun gold, baru magnum gold. As good as gold.
2.	Mie Sedap	What do you like, Chelsea? Mie Sedap kusuka. I like yang spesial.
3.	Top	Klop, planningnya top. Me and TOP.
4.	NU Greentea	Kesegaran greentea buat kamu... NU Greentea makes you new.
5.	Magnum	It's very good. I love magnum! Cobain deh!
6.	Clear sachet	New double. Dobel untung.
7.	Super O2	Bikin kamu lebih segar lebih siap. Super O2 super you.
8.	Hydro Coco	Air kelapa asli dengan tujuh kebaikan alami. Hydro Coco. Live coco, live active.
9.	Surya	Menjadi inspirasi seperti surya. Surya rise and shine.
10.	Benecool	Benecool bantu turunkan kolesterol. Proven to reduce cholesterol.
11.	Soyjoy	Solusi untuk tunjang pola hidup sehat. Soy, Soyjoy, Soylution.
12.	Kozui	Pakai Kozui slimming suit. So slim so sexy.
13.	yumieda	Yumieda gayanya trendy. Innovative footwear.
14.	Suzuki Lets	Suzuki lebih sporty. Let's do it.
15.	Honda Beat	Skuter matik paling irit dengan ukuran pas

		dan manuver lincah. Get the new Beat now! Can't stop the new Beat. Unbeatable you!
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c) Tag Switching

No	Commercials	Utterance
1.	INK Helm	Helm gaul, man!
2.	Betadine	Sakit gigi, no way!
3.	Ale-ale	Come on minum Ale-ale juara!

2. Types of English-Indonesian Code Mixing

a) Intra Sentential Mixing

No	Commercials	Utterance
1.	Magnum Gold	Apapun gold
2.	Marina UV	Siap-siap <i>Marina UV White Hunt</i>
3.	No Drop	Sorry sweetheart... temboknya jadi kotor
4.	Jesscool	Panas dalam jadi cool ...
5.	Quick	<i>Quick</i> semua happy
6.	Vick	kick dengan Vick
7.	Dettol Cool	<i>Dettol Cool</i> , bikin semangat kembali cool
8.	Nuvo Body Wash	<i>Nuvo</i> dengan double protection
9.	Potato	Go Potato
10.	Malkist	Go malkist Madu
11.	Pocari sweat	Go Ion
12.	Dancow	Anak <i>Dancow</i> , anak life ready
13.	Mizone	<i>Mizone</i> bantu badan fit . Semangat OK lagi.
14.	Paddle POP	Petualangan <i>Paddle POP begins</i>
15.	Kiss	Kasih Kiss donk!
16.	Simpati	Gua suka surprise
17.	Wall selection	Jadikan weekend lebih istimewa
18.	So Good	Bikin good mood , <i>So Good</i>
19.	Freshco	Mana bisa fresh ? Minum <i>Freshco</i> !
20.	Fruitamin	<i>Fruitamin</i> dengan fruit power
21.	Lifebuoy	<i>Lifebuoy sampo</i> dengan milk protein
22.	XL	XL dengan triple kuota
23.	Craff	Roti isi keju <i>Craff</i> , makanan para princess
24.	Goodtime	Temukan jutaan chococips dalam <i>Goodtime</i>
25.	Pepsodent	Solusi expert untuk gigi sensitif
26.	Fresh Care	Aku pilih yang terbukti nomor satu dan original . Hangatnya bikin fresh .
27.	Pokkits	<i>Pokkits</i> bikin hangout makin asyik
28.	Marina White	Apa sih lotionnya ?
29.	TOP	Klop, planningnya <i>TOP</i>

30.	Buavita	Dari jeruk, asli pulnya
31.	Walls creamy	Enak creamynya , tak tertahankan
32.	SO Klin	Siapa master mom yang bisa tuntaskan semua ini?
33.	Listerine Greentea	Baru <i>Listerine Greentea</i> membunuh kuman dan mengandung double floride
34.	Nivea	Yakin whitening lotionmu melindungi kulit kusammu?
35.	Holisticare	Vitamin C yang care , ya <i>Holisticare</i>
36.	Lux white	Temukan triple ingredient system dalam koleksi <i>Lux White</i> baru.
37.	Clean n Clear	Kini <i>clean and clear daily pore cleanser</i> dengan pure rice bantu cegah komedo balik lagi.
38.	Baygon Max	<i>Baygon Max</i> dengan max active
39.	Ponds Pure White Facial Foam	Pakai <i>ponds pure white facial foam</i> , activated carbonnya menyerap kotoran, debu, dan minyak.
40.	Ponds white beauty mostuirizer	Kini Ponds white beauty mostuirizer dengan 200% skin lightening active .
41.	Cheess Kress	Asli cheesnya , kress renyahnya
42.	Nourish Acne	Follow aku yuk, pake Nourish Acne Series
43.	Suzuki Lets	Sporty motornya, sporty sikapnya
44.	Jupiter Z	Mau Helm special edition
45.	Beat	Tampil sporty dengan warna two-tone dan striping baru yang trendi.

b) Involving a change of pronunciation

No	Commercials	Utterance
1.	Clear	Baru <i>Clear dobel</i> sachet

c) Intra lexical mixing

No	Commercials	Utterance
1.	Garnier	Bukan cuma hape yang dicharge , tapi kulitmu juga

That was all the classification types of code switching and code mixing found in Indonesian television advertisements. The types of code switching which can be found were intra sentential switching, inter sentential switching, and tag switching. While there were three types for code mixing, they were

intra sentential mixing and involving a change of pronunciation and intra lexical mixing.

From those several types of code switching and code mixing used by the producer indicates that an attempt to impress another with his virtuosity in English or at least in one prestige language. It is the one of producer's creativity in advertising process to express the exoticism of the products. In order to produce a good advertisement, it would be better for the producer to consider the grammatical structure of the matrix language and embedded language in their advertisement or he could give two languages.

3. Reasons of Using Code Switching and Code Mixing

After analyzing and classifying the types of code switching and code mixing, the researcher identified the following reasons why the producer used these English-Indonesian codes switching and codes mixing in these several television advertisements. Several utterances of advertisements were used for more than one reason. It was caused of the utterances had multi meanings.

a. Talking about particular topic

1. ‘Siapa **master mom** yang bisa tuntaskan semua ini?’
2. ‘Pokkits bikin **hangout** makin asyik’
3. ‘Siap-siap Marina UV **Hunt**’

From the examples above, the bold words and sentences were such examples of talking certain topic reasons. They were mixed with Indonesian because the model talked about particular topic/ the product.

b. Being emphatic about something (express solidarity)

1. ’**Sorry sweetheart**...temboknya jadi kotor!’
2. ’**I like** Mie sedap ’

From the example above, the word '**sorry sweetheart**' was spoken because of the speaker intentionally switched from her second language (Indonesian) to her first language (English). It was also caused she felt more convenient to be emphatic to her boyfriend. She made the wall was dirty, so he switched "maaf sayang" in English rather than in Indonesian. While the second utterance '**I like**' in Indonesian means 'aku suka' were switched because she felt more convenient to be emphatic in her second language (English).

c. Interjection

1. 'Helm gaul, **man!**'
2. 'Sakit gigi, **no way!**'
3. '**Go** potato!'
4. '**Go** malkist madu!'
5. '**Go** Ion'
6. 'Makan-makan, **no problem.** Ada Kimco.'

Interjection is words or expressions, which are inserted into a sentence to convey surprise, strong emotion, or to gain attention. Interjection is a short exclamation.

In the example (1) the word '**man**' expressed this reason. '**man**' was used to denote strong feeling in emphasizing to gain attention. The speaker mixed into English because he had strong emotion and gained attention especially to the man.

In the example (2) and (6) the word '**no way**' and '**no problem**', were switched because the speaker expressed strong emotion not to be sick anymore.

In the example (3), (4), and (5) the words '**go**' were mixed to English because the model gained attention to emphasize the product.

d. Repetition used for clarification

1. ‘Kesegaran greentea buat kamu ... **NU Greentea makes you new.**’
2. ‘Menjadi inspirasi seperti surya. **Surya. Rise and shine.**’
3. ‘**Benecool** bantu turunkan kolesterol. **Proven to reduce cholesterol**’
4. ‘Apapun gold, baru magnum gold. **As good as gold.**’
5. ‘Vitamin C yang **care**, ya *Holisticare*’
6. ‘*Baygon Max* dengan **max active**’
7. ‘mana bisa **fresh**? Minum Freshco!’
8. ‘solusi untuk tunjang pola hidup sehat. **Soy, soyjoy, soylution.** ’
9. ‘*Pepsodent Sensitive Expert*, solusi **expert** untuk gigi sensitive’
10. ‘What do you like, Chelsea? *Mie Sedap* kusuka. **I like** yang spesial.’
11. ‘*Chees Kress*. Asli **cheesnya**, kress renyahnya’
12. ‘Pakai *Kozui slimming suit*. **So slim so sexy**’
13. ‘**New double**. Dobel untung.
14. ‘Minum Jesscool, panas dalam jadi **cool**...’
15. ‘Dettol Cool, bikin semangat kembali **cool**’
16. ‘Fruitamin dengan **fruit power**.’
17. ‘What do you like, Chelsea? *Mie Sedap* kusuka. **I like** yang spesial.’
18. ‘Bikin **good mood**, So Good’
19. Skuter matik paling irit dengan ukuran pas dan manuver lincah.

Get the new Beat now! Can't stop the new Beat. Unbeatable you!

From the examples above, the bold words, phrases, and sentences were switched to English in the slogan of the product. The speaker wanted to repeat and also translate the same meaning or the same words and sentences into English which had been spoken in the previous words or sentences in Indonesian.

e. Intention of clarifying the speech content for the interlocutor

1. ‘Roti isi *Keju Craff*, makanan para **princess**’

(*Bread of Craff Chees, the meal of all of princess*)

In the example (1) ‘**princess**’ was switched because the model (daughter) spoke it to clarify the speech content in the slide which shown herself to be princess eating the product.

2. ‘Temukan jutaan **chococips** dalam Goodtime’

(*Find million chococips in Goodtime!*)

From the passage above, the word ‘**chococips**’ expressed this reason because the narrator was intended to clarify the speech content and explain the slide which shown chocolates.

3. ‘Katakan dengan **I Slai Olai you.**’

(*Say with I Slai Olai love you*)

The passage above showed two words which were switched to English. The picture also gave the explanation that the product Slai Olai changed the meaning of love. It was drawn by the symbol of love. The model was intended to clarify the speech content.

4. ‘Buavita sari jeruk, asli **pulpnya**’

The passage above showed the word ‘**pulp**’ switched to clarify the speech content of the picture.

5. ‘Bukan cuma hape yang **dicharge**, tapi kulitmu juga’

(*Not only your cellphone is charged, but also your skin*)

From the example above, the bold sentences were mixed because the speaker intended to clarify the speech contents while the presentation showed the picture of the content (charging handphone).

6. ‘Kini clean and clear daily pore cleanser dengan **pure rice** bantu cegah komedo balik lagi.’

(*Now clean and clear daily pore cleanser with pure rice helps preventing spots back again*)

7. ‘Mau helm **special edition?**’

(Do you want special edition helm?)

8. Tampil **sporty** dengan warna **two-tone** dan **striping** baru yang trendi.

9. ‘Nuvo dengan **double protection**’

10. *Yumieda* gayanya trendy. *Yumieda Innovative footwear*

From the example (6), (7), (8), (9), (10) above, the bold words and sentences were switched and mixed because the speaker intended to clarify the speech contents while the presentation showed the picture of the content.

f. Expressing group identity

1. ‘Kasih **kiss** donk!’

From the example above, the phrase ‘**kiss**’ was mixed with Indonesian because the model expressed and talked his group identity or his name of product.

2. ‘Bikin kamu lebih segar dan lebih siap. **Super O2 super you.**’

The passage above showed that the bold sentence covered this reason of expressing its name of product.

3. Suzuki lebih sporty. **Let’s do it.**

4. ‘Air kelapa asli dengan tujuh kebaikan alami. Hydro Coco. **Live coco, live active.**’

g. To soften or strengthen request or command

1. ‘**Come on** minum Ale-ale juara!’

2. ‘**Come on!** **Let’s drink** Hydro Coco’

3. ‘Kasih **kiss** donk!’

4. ‘**kick** dengan Vick’

5. ‘**follow** aku yuk pakai Nourish Acne Beauty ’

6. ‘Suzuki lebih sporty. **Let’s do it.**’

7. Skuter matik paling irit dengan ukuran pas dan manuver lincah. **Get the new Beat now!**

In the example (1) and (2) the models switched to English because they wanted to strength command the interlocutor to drink the product.

While the examples (3), (4) and (5) the words **kiss**, **kick**, and **follow** were switched to Indonesian because the model wanted to soften command to the interlocutor and the examples (6) and (7) the word **get and let's** were switched because they wanted to invite audience to buy the product.

h. Real lexical need

The most common reason for bilingual/multilingual person to switch or mix their languages is due to the lack of equivalent lexicon in the languages. The model had a word that is lacking in Indonesian, he will use the English term. He would find it easier to say it in English. If it put into Indonesian, the meaning will be hazy / vague, and sometime it would not be used. The following utterances show the real lexical need:

- 1) ‘Temukan **triple ingredient system** dalam koleksi Lux White baru.’
- 2) ‘**All new** Jupiter Z. Yang lain semakin ketinggalan.’
- 3) ‘Freshcare. Yang lain, **I don’t care.**’
- 4) ‘Aku wanita Dove, **and I love it.**’
- 5) ‘**Hello** kulit cerah, **bye bye** kulit kusam.’
- 6) ‘Klop, **planningnya** top. Me and TOP.’
- 7) ‘**It’s very good. I love magnum!** Cobain deh!’
- 8) ‘Quick semua **happy**’
- 9) ‘Anak Dancow, anak **life ready**’
- 10) ‘Mizone bantu badan **fit**. Semangat **OK** lagi.’
- 11) ‘Petualangan Paddle POP **begins!**’
- 12) ‘Gua suka **surprise**’
- 13) ‘Jadikan **weekend** lebih istimewa’
- 14) ‘Lifebuoy sampo dengan **milk protein**’

- 15) 'XL dengan **triple** kuota'
- 16) Aku pilih yang terbukti nomor satu dan **original**. Freshcare yang benar-benar bikin **fresh**. Yang bikin **fresh**, cuma Fresh care.
- 17) Yang ikut-ikutan **I don't care**. Fresh care, hangatnya bikin fresh
- 18) 'Apa sih **lotionnya**?'
- 19) 'Klop, **planning**nya TOP'
- 20) 'Enak **cream**nya, tak tertahankan'
- 21) 'Yakin **whitening lotion**mu melindungi?'
- 22) 'Baru Clear **dobel** sachet'
- 23) Baru *Listerine Greentea* membunuh kuman dan mengandung **double floride**
- 24) *Baygon Max* dengan **max active**
- 25) Pakai *ponds pure white facial foam*, **activated carbon**nya menyerap kotoran, debu, dan minyak.
- 26) Kini Ponds white beauty mostuirizer dengan 200% **skin lightening active**.
- 27) **Sporty** motornya **sporty** sikapnya

From the examples above, the bold word and sentence were switched and mixed because if they put into Indonesian, the meaning will be hazy/ vague, so the producer made it the product clearer by switching it into English term.

4. The Contribution of this Study to Language Teaching

Code switching and code mixing is such kind of bilingualism in multilingual and multicultural community. Code switching and code mixing is a subject of study that involving two languages, in which a language switched from one language to another language.

It is necessary to explain the general topics about code switching and code mixing in language teaching. It should be taught in order to make the students becomes familiar and more understand about the second language and can give the interpretation about bilingualism. So, the study

about code switching and code mixing theories is useful to student understanding about several types of code switching and code mixing and several following reasons why code switching and code mixing used.

Furthermore, the researcher believes that there are some contributions of this study, especially to language teaching. Some contributions are as follow:

- a) In this study, the researcher believes that all of the explanation before gives an improvement to the students' understanding about code switching and code mixing.
- b) Analysis of English-Indonesian code switching and code mixing of the Indonesian television advertisements become one of examples of language teaching. For example teacher can formulate instructions and advocations by switching and mixing the languages in teaching advertisement through speaking skill. He asks the students to make such advertisements and practice in front of the class.
- c) This study could build up a system of language teaching and elaborate teaching and learning material for being used in second language teaching classes. For example in teaching listening skill, teacher instructs students to listen to the recording advertisements and transcript to the text. After that they mark or highlight the utterance which contain certain the code switching and code mixing.
- d) The teachers' code switching and code mixing is important in a providing psychologically conducive learning environment for the learners.
- e) This study can increase students' inclusion, participation and understanding in language learning process, as well as developing participants, conveying ideas more easily and accomplishing lessons.
- f) The results of this study can extent the bilingualism theories understanding that can be applied in language teaching. The teachers can get new ideas about how to improve bilingual abilities and what problems must be resolved in second language teaching.

- g) This study gives awareness that code switching and code mixing theories could be applied to widely in bilingualism community.

The findings of this study can be a reference and resources as an L1 (first language) in language teaching. All of language skill aspects (listening, speaking, reading, and writing) can be covered by teaching and implementing code switching and cod mixing in the classroom and in bilingual country and communities.

Code switching and code mixing can be applied to vocabulary teaching in EFL/ ESL classes and this study has shown that careful and judicious use of code switching and code mixing can lead appropriate successful teaching and learning of new vocabulary in speaking classes. They also provide a crucial means of accomplishing lessons across the curriculum and managing the problems of working with texts that are mostly written in English. They distinguish between talk about lesson content and talk related to the negotiating of the social relations of the classroom, like building a rapport with students or asserting the teachers' authority.

C. Limitation of The Study

The researcher considers that in this study there were many mistakes. It was not deliberateness factor. However it was happened because of the researcher's weakness. Some limitations of this study are:

1. This study was limited only about one month. It was short time to get the data. So, it is possible that different result will be gained.

2. Relative lack of knowledge and experience of the researcher, makes the analysis process of this study was less appropriate. But the researcher tried as maximal as possible to do this study accordance with advisor guidance.

Considering all those limitations, there is a need to do more research about code switching and code mixing in television advertisements in another way. In the hope, there will be more optimal result.