

ABSTRACT

The research entitled “**An Analysis of Code-Mixing In Soft Drink Advertisements**” is purposes to know the types and functions of code mixing and does the code mixing cause the change of meaning in the soft drink advertisements in Indonesia. The research uses the qualitatif descriptive methode to analyze the types and functions of code mixing that found in the datas. The datas that was analyse in this research are conversation or dialogue that appears in 10 commercial advertisement of soft drinks (coffee drink products) that had transcribed. Remembering of the large number of soft drink advertisements, the research was limited into advertisement that appears in Indonesia television and youtube in 2015-2019. This study used the Sociolinguistic approach. Remembering the object under study is in the form of code-mixing, which is a mixture of several languages where this phenomenon occurs in the social environment. The datas that had transcribed were analyzed one by one, classified into two kinds of code mixing; outer code-mixing, inner code-mixing or both. Then analysed where the code-mixing refers to and does code-mixing used in the datas cause the change of meaning or not.

Key words: Advertisement, Code-mixing, Soft drink, Coffee Advertisement, outer code-mixing