CHAPTER I
INTRODUCTION

1.1 Background of the Study

Language is human ability to communicate with other. In communicating human use signs, such as words and movements. Language/ words is a means for creatures to interact socially with other creatures, both similar and non-similar. In the world there are at least 7,000 languages and used by almost seven billion people and every country has their own way and language in communication. When two or more people communicate their speech in a conversation, it is clear that can be called as communication process. As social beings who will always communicate with other creatures, it is impossible to not use language, because language is a bridge that connects feelings, thoughts, desires, opinions, etc., regardless of what language is used, whether words or symbols.

In the modern era, lot of people is able to speak in two languages, either regional languages or other national languages. People who are able to speak two languages are called bilingual. Whereas people who are able to speak fluently in many languages are called polyglot. In communicating, bilingual or multilingual people often mix languages/codes. This is done if the speaker's intentions or desires are not able to be conveyed effectively through certain languages which eventually encourage him/her to mix with other languages/codes, so that the things he wants to convey can be

better understood. But it can also be done without a specific purpose but for just "style".

The driving factor for the mixing of code according to Suwito (Maulidini, 2007: 37-43) can be distinguished on attitudinal type or non-linguistic and linguistic type. Those included in the attitudinal type are; *Need For Synonym* that speakers use other languages to refine the purpose of speech. *Social Value*, that is, speakers deliberately take words from other languages by considering social factors. and *Development and Introduction to New Culture.*

Whereas, those included in the linguistic type are;

1. *Low frequency of word*, that is because words in a foreign language are easier to remember and more stable in meaning.

2. *Pernicious Homonimy*, the point is that if a speaker uses the word from his own language then the word can cause homonym problems, namely ambiguous meaning.

3. *Oversight*, which is the limitation of the words that are spoken by speakers. The number of terms in the telecommunications field that originates from a foreign language makes it difficult for speakers to find equivalents in the language of the speaker.

4. *End (Purpose and Goal)*, which is the result or desired result. End (goal) involves persuading, convincingly,

explaining. To achieve the results the speaker must use mixed code.

The process of communication in society does not only take place in one language, but can be in more than one language. We know that in many countries, even in many regions and cities, there are people who can use more than one language, for example regional languages and Indonesian or foreign languages and Indonesian. If two or more languages are used interchangeably by the same speaker, it can be said that these languages are in contact with each other.

In this era of globalization, that is no escape to a language contact with another language. If a language contact with other languages, the languages can influencing each other. For example, the influence is reflected in the use of Indonesian language which is inserted in foreign vocabulary

Based on linguistic aspects, "Indonesian society is a society that is bilingual who can master more than one language, such as regional languages, Indonesian, and foreign languages "(Nababan, 1989: 27). The mixing of languages in Indonesia it iself is varied, it is because according to id.wikipedia.org; Indonesia has 1158 regional languages, so that in daily life Indonesian people often mix Indonesian with regional languages or mix regional languages with regional languages. But many Indonesian languages are mixed with

other languages such as English, Japanese, Korean or Mandarin. This is certainly influenced by the era of globalization which makes easy for a country's culture to enter into other countries.

In the modern era, the phenomenon of code mixing is not only done when communicating directly, but this phenomenon is also often used in radio programs, television, social media, and also in commercial advertising. This often happens in Indonesian advertising where Indonesian people mix their language with English. Especially on advertisements from products that are teenagers as their target market.

The code-mixing needed because in the advertisement the style of language must be easy to understand and attractive in the aim to catch the attention of the consumers. With mixing two or more languages, the producer intend to make their advertisemen more simple, attractive and easy to understand. However, the use of code-mixing must be careful because mixing two or more languages at once can actually cause misunderstandings or changes in meaning/message if not used wisely.

The desire to conduct research on code mixing first appeared when writer watched television and began to realize that many commercial advertisements mixed two or more languages at once. It also reminds writer that code mixing is often used in daily life so the speaker usually does not realize that he is doing code mixing which

is where the code mixing process just happens without the speaker realizing it and becoming commonplace.

Based on that, the writer find out that code mixing usually used in advertisements where the teenagers as the marketings target, such as; snacks, facial wash and skin care products, ice creams, and soft drinks. But, because there so many product which targeting the teenagers as their market, the writer will focus only analysis one category, soft drinks.

This phenomenon raises the curiosity of the writer about what type of code-mixing appears in advertisements on youtube and television in Indonesia and why code mixing needs to be used, even though only using bahasa should be felt enough and also easy to understand which bahasa is the main language in Indonesia.

finally, this study will observe the utterances that appear in advertisement transcripts first. The following is one example of Nutrisari's advertising transcript starring Joshua Suherman who aired on Indonesian television in 2017:

"Anyeonghasimnikka... Jeju *orange*. Hei jeruk, tau aja yang baru dari Nutrisari. Ooo.. Nutrisari Jeju *orange*, meriahnya rasa Korea. Heh bagi! Boleh... *Andwae andwae*.. jeruk masa minum jeruk. Nutrisari Jeju *orange*."

The translation:

"hello...... Jeju's orange. Hi orange! You always know what's new from Nutrisari. Ooooo... Jeju's orange from Nutrisari, korean flavor. Hey, share your goods, will ya?! Do as you please .... i do not think so... how can the orange drink orange. Jeju's orange from Nutrisari"

In the advertisement transcript above, it can be seen that the advertisement mixes three languages, namely Indonesian, English and Korean.

1.2 Identification of the Problems

Without realizing it, code mixing is often used in daily conversation. It happened because Indonesia is a multilingual country where the people master and use more than one language, so the language contact is inevitable.

In Advertisement, the code mixing needed to make an advertisemen easy to understand and more attractive in the aim of catching consumer's attention. Unfortunately, mixing two or more languages can cause misunderstanding and change of meaning/message if not used wisely.

1.3 Limitation of the Study

Considering the large number of advertisements that contain code-mixing in it, the research will focus only on soft drink (non-alcoholic beverages) advertisements because these types of products mostly target milenial people as market targets, which makes their advertisements contain more than one language.

This research also will only focus on one category of soft drink considering there are so many kind of soft drink it iself. The category that will be analysed in this research is coffee.

Research will also be limited to advertisements transcripts, where code-mixing appears more on the advertisement's transcript, in the form of a conversation between the advertising models.

Lastly, the advertisements that will be examined are only soft drink advertisements that aired in the period 2015-2019 on YouTube in Indonesian.

1.4 Research Questions

1. What kind of code mixing function occured in utterances of soft drinks advertisement?
2. What factors that cause the change of meaning in soft drinks advertisements ?

1.5 Objective of the Research

1. To find out what kind of code mixing function occured in utterances of soft drinks advertisement, and

2. To find out what factors that cause the change of meaning in soft drinks advertisements

1.6 Significances of the Study

It is hoped that with this research both writer and readers can develop their knowledge of the types and functions of code mixing. Also this research is expected to be able to enrich vocabulary, improve the ability of writer and readers regarding mixing code that can be applied in daily conversations. As well as an effort to make the reader aware, that even though they are not yet familiar with code mixing, the daily conversation they have been doing, often contain code mixing in it.