

CHAPTER II

THEORETICAL FOUNDATION

2.1 Linguistics

Popularly, people claim linguistics as a science of language or a science that makes language an object of study. Linguistics according to Martinet (1987: 19) is scientific study of human language.

Linguistics words (corresponding to linguistics in English, linguistique in French and linguistiek in Dutch) are derived from Latin lingua which means "language". In Roman or Latin languages, similar words are found, including lingua in Italian, lengua in Spanish, langue and langage in French. Language itself was adopted in English from French langage.

Langue and langage in French have different meanings.

- langue means a particular language, langue refers to a particular language system so it is more abstract
- Langage is a language system in general, so it is the most abstract.

Besides these two terms, France still has other terms, namely parole, meaning the language in its real form, which is in the form of teaching. Parole / speech is a form of concrete language, used in daily activities.

Linguistics is often called general linguistics. This means that linguistics does not only study a language, for example discussing Arabic,

Javanese but rather studying the ins and outs of language in general, language which is a tool for human social interaction.

As an empirical science, linguistics seeks to find the basic order or rules of the language it studies. Therefore linguistics is often called nomothetic science. Then according to the title of scholarship it carries, linguistics never stops at one point of conclusion, but will continue to refine these conclusions based on subsequent empirical data.

The approach to language as this language, in line with the essential characteristics of language and can be described in the concept as follows:

- a. **Language is speech sounds**, so linguistics sees language as sound. This means that for linguistic oral language is the primary language and only secondary written language.
- b. **Language is unique**, so linguistics does not try to use the framework of a language to be imposed on other languages.

The approach to language conducted by writer did not see that each language has it is own uniqueness or characteristics, although it is recognized that there are also system similarities between one language and another.

- c. **Language is a system**. So linguistics views language as a collection of elements with one another having a network of relationships or called a structural approach. The opponent is called the atomistic or stand alone approach.

d. **Language is dynamic.** Therefore linguistics can learn languages synchronously and diachronic. Synchronic is to study two or more languages at the same time, is horizontal and uses a comparison of existing language elements, namely phonemic, morphological, syntactic elements). Diachronics is to study two or more languages at different times, meaning that the study is based on the development of a different time, this study is horizontal, and is done by comparing changes and developments in the language being studied.

2.2 Sociolinguistics

When a study of language in which the linguistics factors are related to the factors beyond the language, such as language use that is done by its speakers in a certain speech community, it refers to sociolinguistics. According to Fishman, for instance, socially, the language use involves “Who speaks, what language, to whom, when and where” (Fishman, 1972:244). When some aspects of sociology are adopted in studying a language, this means it presents an interdisciplinary study; and its name represents a combination of sociology and linguistics. In this relation, some experts call it as sociology of language; and some others call it as sociolinguistics.

According to Kridalaksana (1978:94) *sosiolinguistik lazim didefinisikan sebagai ilmu yang mempelajari ciri dan berbagai variasi bahasa, serta hubungan di antara para bahasawan dengan ciri fungsi variasi bahasa itu di dalam suatu masyarakat bahasa.*

It is mean that sociolinguistics is commonly defined as the study of the characteristics and variety of languages, as the relationships between the speakers with the characteristic functions of language variations in a language society as well.

As an object in sociolinguistics, language is needed by humans in social activities, namely from naming ceremonies to newborns to funeral services. Therefore, sociolinguistics will not be separated from the problem of language relations with activities or social aspects.

Based on the opinions above, it can be concluded that sociolinguistics is a multidisciplinary science that examines language use problems in the community related to social, situational, and cultural structures. Language in sociolinguistic studies is not only seen as a structure, but also seen as a social system, a communication system, and part of a particular culture of society.

Language research with sociolinguistic studies always takes into account how the wearer in society is influenced by certain social factors. These social factors include: social status, education level, age, economic level, religion, gender, and others. In addition, the language form is also influenced by situational factors, for example: who speaks, what form of language, to whom, where, when, and about what problems.

2.2.1 Sociolinguistics Problems

The first sociolinguistics conference held in University of California, Los Angeles, in 1964, formulated seven dimensions in sociolinguistic analysis, they are:

- a. The social identity of the speakers
- b. The social identity of the listener who involved in the communication process.
- c. The social environment of when the speech event happens
- d. The analysis of synchronic and diachronic from social dialects
- e. The difference of social judgement from the speaker toward the behavior of speech forms
- f. The variation level and linguistic variety
- g. Practical application of sociolinguistic analysis (Dittmar, 1976:128)

In point f) the variation level and linguistic variety it refers to the heterogeneity of members of a speech community, the existence of various social and political functions of language, as well as the level of perfection of the code, the human communication tools called languages become very varied.

The varied language makes more codes are possible to be contact in communication and to be mixed as well. This situation appears in bilingual and multilingual community. The capability of mastering more than one language make the possibility to mix two languages or more are higher.

2.2.2 The Function of Sociolinguistics

Every knowledge field has their function in practic life. So is in sociolinguistics. The sociolinguistics has so many functions for human life, because language as human verbal communication tools that has it is certain rules. In it is usage, sociolinguistics give the knowledge how to use a language. Sociolinguistics explains how to use language in certain social aspect, as formulated by Fishman (1962:15) what are questioned in sociolinguistics are, “*who speak, what language, to whom, when, and to what end*”.

According to what Fishman has explain above, the knowledge of sociolinguistics can used in communication and interaction. Sociolinguistics will give us guidance in communicating. Sociolinguistics shows us what is the language, language variety or style of language we have to use in talking with certain people.

2.2.3 Code and Code-Mixing

Code mixing basicaly is one of the problem of the multilingual community. It is happened because in this community more than one language used and one language are being contacted with other language.

There are various definitions of code expressed by several linguists. According to Poedjosoedarmo (1982: 30) the code is a speech system in which the application of the language elements has a characteristic in accordance with the background of the speaker with the opponent, and the existing speech situation. So in the code there are elements of language such as sentences, words, morphemes, and phonemes.

The term code is also used to refer to one variant in the linguistic hierarchy, so that in addition to code that refers to language (such as English, Dutch, Japanese, Indonesian), it also refers to variations in language, such as regional variants (Javanese Banyumas dialect, Jogja- Solo, Surabaya), also a variant of social class called social dialect or *sociolek* (smooth and rough Javanese), variants and styles summarized in the language barrel (polite style, respectful style, or relaxed style), and use variants or registers (speech language , prayer language, and comedy). The fact as above shows that the language hierarchy starts from the language / language at the top level followed by a code consisting of variants, styles, and registers.

Mixed-code are common in bilingual or multilingual groups. Nababan (1989: 32) explains that a language condition becomes different when people mix two (or more) languages or various languages in a language situation that demands the mixture of languages. In such circumstances, only the level of casualty of the

speaker and / or habit is followed. Such actions are called code mixing. In formal language situations, there is rarely mixed code. A prominent feature of this code mix is the informal situation. If there is a mixed code in such a situation, this is because there is no exact expression in the language used, so it is necessary to use words or expressions from other languages (foreign languages).

On the other hand, functions and roles determine the extent to which the language spoken by speakers gives an opportunity to mix code. A speaker who masters many languages will have the opportunity to mix more code than other speakers who only have one or two languages. But that does not mean that speakers who master many languages always mix more code, because what the speaker wants to say in his speech will determine his language choices. Code mixing occurs when a person uses two or more languages in a language situation. In code mixing, there is a main code or basic code that is used and has economic functions, while other codes involved in the speech event are only fragments, without the function / economy of a code (Chaer, 1995: 151).

a. Types of Code-Mixing

Code-mixing can be divided into two types according to where the language comes. Suwito (1985: 76) explained that code mixing according to where the language comes, can be divided as

inner code mixing and outer code mixing. In other hand, Nababan (1991: 32) also declared the same idea. He said, in Indonesia code mixing frequently included in a conversation; which mixed Indonesian and regional languages. But if the speaker is the “educated person”, we can see a code mixing that mixed Indonesian with foreign language.

According to Istiati (1985: 87), code mixing is done by speakers not solely because of the reason of the situation at the time of the occurrence of verbal interactions, but rather by linguistic causes. Sources of mixed code can come from language skills, can also come from the ability to communicate, namely behavior. If the symptom is present because speakers are accustomed to using mixed language - for the sake of convenience - as a result of continuous cultural systems, social systems or personality systems, the symptoms come from the behavioral system. That is, these symptoms stem from communication skills. Mix code divided into two, namely:

- **Inner code-mixing**, which is a mix of code originating from the original language with all its variations. Examples are Indonesian-Javanese-Batak language - Minang language (more to dialect), etc.
- **Outer code-mixing**, which is to mix code that comes from a foreign language or can be explained native language mixed

with foreign languages. Examples are Indonesian - English - Japanese, etc.

Base on the theories from three experts that mentioned above, it can be concluded that code-mixing is divided into two main categories, Inner code mixing that mixed Indonesian and the local languages. While the outer code-mixing is code mixing that combines Indonesian and foreign language.

In this research, the writer will use the theory by Istiati that has a clearer explanations. The other theories are also mention the similiar idea with Istiati's theory but not explain it in a detailed way.

b. Factors Affecting Code Switching and Code-Mixing

Both code switching and code mixing are carried out by bilingual and multilingual speakers with the main goal so that the meaning of messages in communication can be more effectively accepted. Hymes (in Sumarsono, 2007: 335) suggest 16 speech components which then abbreviate them into a term in English, namely SPEAKING.

S = Act situation, includes background and atmosphere

P = Participants, including speakers, senders, listeners, and recipients.

E = End (destination), includes the message form and message content.

A = Act Sequence, including the message form and message content.

K= Key

I =Instrumentalities (devices, furniture), including channels and speech forms.

N = Norms (norms), includes the norms of interaction and norms of Interpretation.

G = Gender

c. The Function of Code-Mixing

The following will be mentioned the function of using code mixing in a language according to Gumpers (in Anwar, 1983: 71):

1) As a Repetition.

Often a message in a language (code) is repeated with another code, either literally or with a slight change. Repetition serves to emphasize a message or explain what has been said.

2) As an Interjection.

Mixed code can function as an injection or fill in the usual sentence in the form of words or phrases or expressions.

3) As a Quote

In many ways, code mixing can be identified either as a direct quotation or as a report of a bilingual speaker, on the sidelines talking sometimes using another code (language) that has been stated by someone.

4) As a Function of Specifications for Opponents

The speaker intends to convey the message with another code to one of several possibilities versus speaking who understands the language of the speaker.

5) Elements of Qualifying Message Content.

Another form of code mixing is grouping the contents of messages in the form of sentences, verbs, complementary words or predicates in the construction of other languages.

2.3 Language of Advertising

Leech in his book (Leech 1972: 25) writes, that the language of advertising belongs to so called 'loaded language'. According to Leech, loaded language has the aim to change the will, opinions, or attitudes of its audience. He claims that advertising differs from other types of loaded language (such as political journalism and religious oratory) in having a very precise material goal – changing the mental disposition to reach the desired kind of behaviour – buying a particular kind of product.

Language has a powerful influence over people and their behaviour. This is especially true in the fields of marketing and advertising. The choice

of language to convey specific messages with the intention of influencing people is vitally important.

To persuade people to buy the product is the main purpose of the advertising. Among such great competition, the producer wants to demonstrate the uniqueness of his product. He wants to differentiate it from the rest. He is trying to find new techniques of advertisement. Also, the advertisement texts must be more attractive and more unexpected. They must catch the attention of the audience and then identify the product. Copywriters create uncommon, surprising, interesting texts with catchy slogans or phrases. The reader or listener must give it some thought and the result is manipulation with him in order to buy the product. Leech sets following principles of advertising texts: Attention value, Readability (by means of simple, personal, and colloquial style), Memorability (most important in the process of advertising is to remember the name of the product) and Selling power (Leech 1972: 27).

Visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it. In advertisement, language has a role to reflect the naturalness of use value toward product commodity or service which are advertised. Here, language is also as a media to spread capitalistic consumerism ideology to society. The power of language which has brought the colonization of human cultural symbolic in advertisement, actually, is one of prove that the friction of language represent of one potency which can poison the existence of civilization at the present and the future. As Stanley

Baldwin (in Kasiyan, 2008: 144) stated that although the use of words may be abused and the fight for their honour may at times seem hopeless, we must never give up the struggle to use them solely in the service of truth. Let us aim at meaning what we say and saying what we mean. It is true that advertisement aims to persuade to buy. But we have to remember that in persuading people to buy a product, we need to choose the diction well. Do not let the choice of words which we have chosen exactly become boomerang or problems when the audience watches or reads the display advertisement

2.3.1 Advertisement

Advertising is a message about goods / services (products) made by producers that are delivered through media (print, audio, electronic) that are directed to the public. Advertising is paid nonpersonal communication from an identified sponsor using mass media to persuade or influence an audience. (William Wells, John Burnet & Sandra Moriarty. 2003, p.10). The purpose of advertising is so that people are interested in buying or using these goods or services and also an effort to influence and convince consumers of a product.

a. The Functions of Advertising

According to Shimp (2003, p. 357) advertising functions include:

1. Informing (giving information)

Advertising can tell the market about a new product and price changes, shrink the usefulness of a new product, explain how it works, and build a company image.

2. Persuading

Advertising can shape brand preferences, change consumer perceptions of product attributes, invite consumers to try advertised products or services and persuade consumers to buy now.

3. Reminding

Advertising keeps the brand of the company fresh in the memories of consumers and increases consumer interest in existing brands.

4. Adding Value

Advertising provides added value to the brand by influencing consumer perceptions, so often brands are seen as more elegant, more stylish, and usually superior to competitors' bids.

2.3.2 The Current Indonesian Advertising Industry

Advertising has been in the television world, as well as in print media, since the early 1990s, along with the development of technology now that advertising is starting new media, the internet.

But even so, until near 2010, the penetration of advertising on the internet was still not strong in Indonesia, advertisers were still limited to entrepreneurs in the internet such as online stores, hosting businesses, online games, software developers and affiliate marketing.

At present advertising in Indonesia is more inclined through the internet, especially social media. Given that advertising on television in Indonesia has its own deadline for marketing a product, advertising is now turning to social media which can be seen for 24 hours.

Social media endorsement is one example of a place for online traders to market their products, by way of online shop owners / brands asking for support from someone who is considered a public figure on social media who has many fans. Social media which is the target of online stores in Indonesia today, namely Instagram, through Instagram, a public figure promotes goods by doing a selfie with the product they want to market and uploading the results of the photos to their Instagram account. With a large number of followers or fans, that's where a public figure promotes goods from an online store.

2.3.3 Soft Drinks

According to wikipedia.com, beverages are divided into two categories; alcoholic and non alcoholic beverages. The alcoholic beverages then called as “hard drinks” while the non alcoholic beverages called “soft drinks”. A soft drink is a beverage that typically contains water, usually a sweetener, and usually a flavoring agent. The sweetener may be sugar, high-fructose corn syrup, fruit juice, sugar substitutes or some combination of these. Soft drinks may also contain caffeine, colorings, preservatives and other ingredients. Soft drinks are called "soft" in contrast to "hard drinks". Small amounts of alcohol may be present in a soft drink, but the alcohol content must be less than 0.5% of the total volume if the drink is to be considered non-alcoholic. Fruit juice, tea, and other such non-alcoholic beverages are technically soft drinks by this definition.

2.3.4 Coffee In Advertisement

In the modern era coffee consumption is no longer just limited to needs but has shifted into a lifestyle. This also increases the number of coffee industries in the world. But, actually what does coffee mean? According to wikipedia.com Coffee is a [brewed drink](#) prepared from roasted [coffee beans](#), the seeds of [berries](#) from certain [Coffea](#) species.

The word coffee it itself comes from Arabic qahwah which means strength, because initially coffee was used as a high-energy food. the word qahwah has changed again into kahveh which comes from the Turkish language and then changed again to koffie in Dutch. The use of the word koffie immediately handed over into Indonesian became the word coffee that is known today.

In general, there are two types of coffee beans, namely arabica (best quality) and robusta. History records that the discovery of coffee as a nutritious and energy drink was first discovered by Ethiopians in the African continent around 3000 years ago. Coffee then continued to grow until now it is one of the most popular drinks in the world that is consumed by various groups of people. Indonesia it itself has been able to produce more than 400 million tons of coffee per year. In addition to it is attractive taste and aroma, coffee can also reduce the risk of developing cancer, diabetes, gallstones and various heart diseases (cardiovascular).

a. Coffee in the world

With a café on every corner in many cities around the globe, it comes as no surprise that coffee is one of the top commodities worldwide. As the third most consumed beverage in the world, after water and tea, coffee beans are in high demand everywhere. The top producing nations each produce millions of kilograms of coffee beans that find their way into the hands of eager consumers.

Second only to oil, coffee is the world's [second most traded commodity](#), with about half a trillion cups consumed per year. Not only used for brewing a cup of joe, the coffee bean (through decaffeination) provides caffeine for beverages (cola), pharmaceuticals, and cosmetics. There are two main commercially grown types of coffee beans: Arabica, which accounts for 70% of the world's coffee, and the Robusta bean which is far cheaper and easier to grow.

[Brazil](#) is the world's largest coffee producer. In 2016, Brazil produced a staggering 2,595,000 metric tons of coffee beans. It is not a new development, as Brazil has been the highest global producer of coffee beans for over 150 years. Meanwhile Indonesia ranks fourth as the coffee exporting country.

b. Coffee in Indonesia

Indonesia is one of the largest coffee producing and exporting countries in the world. Most of the products are lower quality robusta varieties. Indonesia is also famous for having a number of specialty coffees such as 'civet coffee' (known as the most expensive coffee in the world) and 'Mandailing coffee'. In relation to agricultural commodities, coffee is the fourth largest foreign exchange earner for Indonesia after palm oil, rubber and cocoa.

Coffee was introduced in the archipelago by the Dutch who initially planted coffee trees around their territory in Batavia but then quickly expanded coffee production to the Bogor and Sukabumi areas in West Java in the 17th and 18th centuries. Indonesia proved to have an almost ideal climate for coffee production and hence plantations were soon established in other regions of Java, Sumatra and also in Sulawesi.