

# AN ANALYSIS OF CODE-SWITCHING IN INDONESIA COMMERCIAL ADVERTISEMENT

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## Abstract

In language mixing one language with another language or code switching often happens in this world, especially in Indonesia where the majority of the population uses mixed languages, especially English, usually people use this mixed language because those who want to facilitate speaking English or are accustomed to hearing English which is usually used in everyday life, some even use it just to be cool. Code switching is a common thing around people. Thus, code switching also often appears in the media. Therefore, the media are always closely related to advertising. So, in advertising their advertisements, producers usually use other languages to attract consumers to have a special difference when there are still many advertisements in Indonesia that do not have code switching. Therefore, code switching in ads is feasible to analyze. This journal is intended to analyze code switching in Indonesian commercial advertisements. This study used descriptive qualitative method. The findings of this study are Indonesian commercial advertisements that often use code switching. The results of the discussion show that most advertisers only use phrases in their advertisements.

**Key words:** advertisement , code-switching, Indonesia, media

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## INTRODUCTION

Language is a meaningful and articulated sound symbol system produced by arbitrary and conventional utterances [1], [2], which are used as a means of communication by a group of people to give birth to feelings and thoughts [3], [4], [5]. Language is very important in human life [6], [7], [8]. Language as a communication tool is used by people to communicate, share ideas, feelings, thoughts with each other [9], [10], [11]. In this world, every country has a different language [12], [13], [14]. Even in one country there are many languages [15], [16]. The communication process occurs when two or more people communicate to deliver their speech [17], [18], [19]. There are several ways to deliver a speech, such as using formal or informal language [20], [21], [22]. Language is a bridge that connects one person to another, person to group, or group to group, [23], [24], [25]. And they also use language to help people convey desires, expressions, opinions, and so on [26], [27], [28]. In some communities in the world, there are many people who can communicate using several languages [29], [30], [31]. This is also known as multilingualism and bilingualism [32], [33].

According to [34], [35], when people communicate with each other, there is a code or communication system. Because multilingual and bilingual are able to speak in several languages, it seems they can switch languages or mix languages [36], [37], [38]. This phenomenon is referred to as code switching. The term code switching refers to the alignment of elements from two (or more) languages or dialects [39], [40], [41]. This capability allows people to change the language they use to other languages [42], [43]. Therefore, they can produce sentences consisting of several languages [44], [45], [46]. Code transfer is not only a phenomenon in a society where people can communicate using several languages [47], [48], but it has also become a necessity in that society because sometimes people have difficulty explaining something in their first language because there are no clear words or expressions in that language used [49], [50], [51]. Therefore, people decide to use other languages that are clearer and more expressive. As a result, people speak in more than one language [52], [53], [54]. For example, Indonesians prefer to use "again on the road" rather than "on the road" [55], [56], [57]. It is not strange at all to apply this in our daily conversation [58], [59]. There, this phenomenon often occurs in Indonesia where most people switch Language to English in their conversation [60], [61], [62]. Because of the influence given from English to Indonesians [63], [64]. A number of studies cover the phenomenon of code switching in the world.

In Indonesia, the use of multilingualism and bilingualism is due to the fact that there are many ethnic groups with various languages and cultures in Indonesia [65], [66]. Bilingual communities use certain strategies to make communication more effective and meaningful [67], [68], [69]. One of these tricks is "code switching," which we can observe mostly in second- or foreign-language classes [70], [71]. Code switching refers to the use of two languages within a sentence or discourse [72], [73], [74]. It is a natural conflation that often occurs between multilingual speakers who have two or more languages in common [75], [76], [77]. Moreover, the use of language is also influenced by entertainment on television [78], [79]. Therefore, code switching often appears on television. Entertainment comes in many forms. One form is advertising. In advertising, unconsciously or unconsciously there must be a code transfer [80], [81]. Advertising is an effort to provide process information about the products of several companies to market their products [82],

[83]. To advertise products, producers can use several media such as radio, internet, magazines, and television [84].

The use of advertising is to attract the attention of consumers. Advertising is strongly influenced by other languages. Therefore, code switching is often used in advertisements. Code switching is a very common thing [85], [86]. Thus, there is a discussion as to why advertisers use code switching in advertising their ads [87], [88], [89]. Based on the explanation above, the researcher can conclude that code switching is interesting to analyze because most of our society is affected by this problem [90], [91], [92]. It's very interesting why many advertisements tend to use code switching [93], [94]. This paper is a simple effort to bring a broader discussion about code switching analysis in Indonesian advertisements. By conducting this research, researchers hope it will be of significance to the reader. Therefore, the reader can develop further studies on this issue.

People who live in environments where two or more languages are consequently used in their daily lives, tend to switch between languages [95], [96]. Someone who is able to speak in one language is called monolingual. But in today's modern society, people will be considered unfriendly if they cannot communicate with other people in different languages [97], [98]. However in the modern society today, people will be considered unsociable if he or she unable to communicate with others in different languages. As a result, people today tend to learn two or more languages to speak appropriately [99], [100]. A person who is able to speak two varieties of languages is called bilingual and multilingual for the one who master more than two varieties of languages. Code switching is phenomenon which is limited to bilingual or multilingual situations. It can only be found in bilingual or multilingual speech community. Code switching occurs when a bilingual uses an alternative way between two or more languages during his or her speech with another bilingual. It is because bilingual people tend to switch the code from one language to another, especially when the languages they know are used in their environment. It means the use of code switching depends on the speech community. "Code switching is a speech style in which fluent bilinguals move in and out of two (or conceivably more) languages" (MacSwan, 2014, p.37). It means that code switching is speech style where the speakers deliberately change a language being used, by switching from one to another. Code switching involves the alternative language which is used by two languages or various

linguistic within the same utterances or during the same conversations. In this case, the bilingual people are speaking to each other. The switching can consist of changing languages in that of monolinguals or shift of style.

Futhermore, “Code-switching is the selection by bilinguals or multilinguals of forms from an embedded language (or languages) in utterances of a matrix language during the same conversation” (Cantone, 2007, p.57). It means that code switching is defined as the phenomenon where in a bilingual or multilingual speaker shifts from one language to another in the utterances of the conversation. Wardhaugh (2006, p.101) states “code switching is a conversational strategy used to establish, cross or destroy group boundaries; to create, evoke or change METATHESIS, Vol. 2, No. 1, April 2018 p-ISSN: 2580-2712 e-ISSN: 2580-2720 Journal of English Language, Literature, and Teaching 42 interpersonal relations with their rights and obligations.” It could possibly means that code switching is a strategy for a group of speakers as their major identity marker or for the group that should have deal with more than one language. Code switching can take place in a conversation when one speaker uses one language and the other speaker answers in a different language. A person may start speaking one language and then change to another one in the middle of their speech, or sometimes even in the middle of a sentence. Wardaugh (2006, p.98) also states “Code switching occurs when the language used, changes according to the situation in which the conversant find themselves. The speakers here switch one code to another code or they speak in one language to another language”. It means that code switching happens in bilingual society. Code switching occurs when people use a particular code and suddenly change to another code. As the theories above, the writer concludes that code switching is simply defined as using two or more languages in one conversation activity. This phenomenon generally occurs in society but people are not aware of it.

## **METHOD**

The researcher used descriptive qualitative to analyze this research. The data source was taken from videos on YouTube using advertisements on television. Thus, it means that the method provides a description of the research problem, which then this research found an ads that use code switching, then analyzes the ads obtained, collected data and analyzed it,

collected data by using theories, categorized code switching and explored code switching according to data.

## **RESULTS AND DISCUSSION**

Normally, each person is a part of society who will communicate with each other. These people communicate using their community language. According to Fahrurrozy (2015), when people communicate using language or variety of languages, so it is what is called as code. When people are mixing their language in their communication, it is called as code switching. Code-switching is one of the subjects in sociolinguistics, the study of which deals with the relationship between language use and the circumstances among the society. Code-switching happens when a bilingual person employs more than one language in his or her speech. Code-switching is a linguistic phenomenon where someone mixes a language to another variety of languages. The term of "code" refers to any dialect or language used by a speaker to build communication with others. Therefore, it is possible one person can use more than one code. Phenomenon of language, code mixing and code switching. However, according to Wardhaugh (1992) as cited in Fahrurrozy (2015), code-mixing and code-switching are the same. In this study, the scope of area is from Language to English. Since code-switching is a unit of sociolinguistics, so that social context might appear in code-switching. According to Wardhaugh (1992) as cited in Fahrurrozy (2015), there are two types of code-switching. Firstly, inter-sententially, it occurs when the language switch for entire sentences or clauses. Secondly, intra-sententially, it occurs when the speaker switches languages are within a clause or sentence boundary. Therefore, this study is aimed at discussing the type of code-switching being used in Indonesian commercial ads.

In this research, the researcher believe 5 advertisements in Indonesia.

1. L-Man
2. Sampoerna Mild
3. Lux Soft Touch
4. Surya Pro Mild
5. Give White Body Wash

The result of transcribing the advertisements is shown below.

1. Give White Body Wash

Always HD dengan Give White Body Wash. Miliki kulit HD cerah, halus, kenyal. Putih menyeluruh *high definition*. Give White Body Wash. *Beauty in High Definition*

2. L-Man

Tidak semua mimpi bisa semudah *magic*, kalo mimpi pengen punya badan atletis harus punya motivasi yang kuat, kerja keras dan nutrisi yang tepat, gue minum L-Man Gain Mass yang membantu meningkatkan masa otot dan latihan rutin. *L-Man trust me it works*.

3. Sampoerna Mild

*How long can you go*, dari awal waktu gue mulai semua tau, gue yang pertama, perjalanan gue bukan basa basi, walupun waktu nggak cukup buat beratanya, gue go ahead aja, ngerti nggak ngerti jalan gue, he'h nanti juga lo paham, dengan api dihati, apa di kepala apapun itu, tapi gue jadi, yang pasti sikap dan rasa gue nggak akan berubah, dulu sekarang dan nanti, liat aja ini baru permulaan.

4. Lux Soft Touch

Memperkenalkan, LUX Soft Touch baru dengan pelembab *silk essence* dengan keharuman bunga yang lembut dan menggoda *Just the little LUX* bangkitkan cinta. LUX Soft Touch

5. Surya Pro Mild

Mereka bilang gua nggak berbakat, mereka bilang gue gagal, mereka bilang gua suruh berenti mimpi, kata mereka ring ini terlalu besar buat gue, tempat gua bukan disini, mereka salah, gagal nggak akan jadi milik gue, bakat itu omong kosong, karna bakat gue, nggak bisa nyerah, surya pro, *never quit*.

## DISCUSSION

1. The first advertisement comes from Give White Body Wash. From the data above, it can be concluded that this advertisement uses intra-sententially type of code-switching. Because the speaker switches the language in the form phrase in a sentence “white overall high definition” and “beauty in high definition”. Because it uses phrase, so this advertisement uses intra-sententially.
2. The second advertisement is from L-Man. From the data above, it can be concluded that this advertisement uses intra-sententially type of code-switching. Because the speaker switches the language in the form phrase in a sentence ‘have good body’

- and “ the atleticts boady”. Because it uses phrases so this advertisement uses intra-sentially.
3. The third advertisement is fromsSampoerna Mild. From the data above, it can be concluded that this advertisement uses intra-sentially type of code-switching. Because the speaker switches the language in the form phrase in a sentence “the taste no change” and “he keep the old friend”. Because this is only phrases, this advertisement is categorized as intra-sentially type.
  4. The fourth advertisement is from New LUX Soft. From the data above, it can be concluded that this advertisement uses intra-sentially type of code-switching. Because the speaker switches the language in the form phrase in a sentence “moisturizer silk essence” and “Just little LUX growth love”. Because this is only phrases, this advertisement is categorized as intra-sentially type.
  5. The fourth advertisement is from Surya Pro Mild. From the data above, it can be concluded that this advertisement uses intra-sentially type of code-switching. Because the speaker switches the language in the form phrase in a sentence “My talent isn't giving up” and “never quit”. Because this is only phrases, this advertisement is categorized as intra-sentially type.

## CONCLUSION

In conclusion, code-switching is common thing happen in this world. Moreover, code-switching is often used in media such as television, internet, radio, etc. In media, advertisement always appears. Therefore, code-switching might appear in advertisement. Indonesia is one of the countries which learn English as second language. Thus, Indonesia is also known as bilingualism country. Code-switching occurs in bilingualism or multilingualism country. Therefore, code switching happens in Indonesia. Advertising in Indonesia highly influenced by English language, as it can be seen that there are many advertisement using Bahasa then switch it with English. This paper is intended to discuss code-switching phenomenon in Indonesia commercial ads. The result of the discussion shows that Indonesian commercial ads tend to use code-switching to give power to their sentences so that it can attract more the listeners or consumers. Moreover, the result of the

analysis also indicates that most of the ads only use a phrase which means intra-sententially type of code-switching.

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