AN ANALYSIS OF CODE-MIXING USED IN THE HEADLINES OF ECONOMIC-BUSINESS ISSUES IN LOCAL NEWSPAPERS

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Abstract : The objectives of this study are to observe what types of code-mixing and the linguistic features of English lexical items of code-mixing used in the headlines of economic-business issues in local newspapers. The study was conducted from March to April 2018 by using mixed method which combines both descriptive qualitative and quantitative method. Findings reports that the most dominant types of code-mixing used are intra-sentential code-mixing (93%) followed by involving a change of pronunciation (5%), and intra-lexical code-mixing (2%). The most dominant the linguistic feature of English lexical items of code-mixing used are proper noun (54.32%) followed by common noun (19.14%), abbreviation (14.20%), adjectives (6.17%), verb (3.09%), prefix (1.85%) and adverb (1.23%).

Keyword : Sociolinguistics, Code-Mixing, Headlines

ANALISIS CAMPUR KODE YANG DIGUNAKAN DALAM HEADLINES ISU EKONOMI-BISNIS DI KORAN LOKAL

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Abstrak : Tujuan dari penelitian ini adalah untuk mengemati jenis campur kode dan fitur linguistik dari leksikal bahasa Inggris dari campur kode yang digunakan dalam headlines isu ekonomi-bisnis di koran lokal. Penelitian ini dilakukan dari bulan Maret hingga April 2018 dengan menggunakan metode gabungan yang menggabungkan metode deskriptif kualitatif dan metode kuantitatif. Temuan penelitian menunjukkan bahwa jenis campur kode paling dominan yang digunakan adalah *intra-sentential code-mixing* (93%) diikuti oleh *involving a change of pronunciation* (5%), dan *intra-lexical code-mixing* (2%). Fitur linguistik paling dominan dari leksikal bahasa Inggris dari campur kode yang digunakan adalah *proper noun* (54,32%) diikuti oleh *common noun* (19,14%), *abbreviation* (14,20%), *adjectives* (6,17%), *verb* (3,09%), *prefix* (1,85%), dan *adverb* (1,23%).

Kata Kunci : Sosiolinguistik, Campur Kode, Headlines

INTRODUCTION

Code-mixing is a language phenomenon often occurred in a bilingual environment or people who use two languages. According to Hoffman (1991:3), bilingualism is normal for daily communication and is not considered as a particular skill. This situation, in some occasions, forces bilingual people to do code-mixing when doing communication. By doing so, they can communicate effectively. According to Bhatia and Ritchie (2004), the code-mixing is the mixing of various linguistic units (morphemes, words, modifiers, phrases, clauses, and sentences) from two participating grammatical systems within a sentence.

Code-mixing also provides a significant influence in Indonesia. In this globalization era, in particular, has been a trend that Indonesian people like mixing their mother tongue or national language (Indonesian) with English when doing both oral and written communication. One of the written forms of code-mixing can be found in the headline, a heading at the top of an article in a newspaper (Hornby: 2010). The headline is one of the primary ways to attract the readers' attention which make the reader curious about the article (Chen et al: 2015). The headline therefore always uses an interesting language, even there are the code-mixings used there. One of the headlines that quite often exploit the code-mixing is the headlines of economic-business issues. Usually, in presenting the headlines of economic-business issues, journalist persists in using particularly English.

The code-mixing phenomenon that appears in the headlines of economic-business issues in local newspapers can be classified into the types based on the juncture of mixing where languages take place: intra-sentential code-mixing, intra-lexical code-mixing and involving a change of pronunciation (Hoffman, 1991:104-105). Then, the code-mixing can be also classified into the linguistic features of English Lexical items such as common noun, proper noun, verb, adjective, adverb, prefix and abbreviation.

RESEARCH METHODOLOGY

The study was conducted from March to April 2018. From the headlines of economic-business issues that are collected from three local newspapers, which are *Pekanbaru Pos*, *Riau Pos*, and *Tribun Pekanbaru* that published from 1 January to 13 March 2018, it selected one hundred fifty headlines that use code-mixing. This study used mixed method which combines both descriptive qualitative and quantitative method. The descriptive qualitative method provides a systematic, factual, and accurate description (Isaac & Michael: 1987). And quantitative method focuses on numerical data to explain a particular phenomenon (Muijs: 2004).

In collecting the data, this study applied non-participant observation technique. According to Kumar (2011: 104), non-participant observation means the researcher is observing the object but not involved an interaction with group activities. In other words, the researcher is a passive observer. Because the activity of researcher is watch and conclude.

In analyzing the data, the researcher did some process. 1) Reading the headlines of economic-business issues that collected from three local newspapers, which are *Pekanbaru Pos*, *Riau Pos*, and *Tribun Pekanbaru* that published from 1 January to 13

March 2018. 2) Selecting the headlines which use code-mixing, then put them into the table. 3) Classifying the code-mixing used in the headlines of economic-business issues in local newspapers into the types of code-mixing (Hoffman's theory: 1991) and into the linguistic features of English lexical items. 4) Calculating the percentage of the types of code-mixing and the percentage of the linguistic features of English lexical items of code-mixing used in the headlines of economic-business issues in local newspapers using the formula below. 5) Making a conclusion based on the analysis.

(Sudijono: 2004)

$$P = \frac{f}{N} \text{ X } 100 \text{ \%}$$

P   = Percentage
F   = Frequency of the types of code-mixing/Frequency of the linguistic features of
            English lexical items of code-mixing used
N   = Number of cases (total frequent /total individual)

FINDINGS AND DISCUSSION

1. The Types of Code-Mixing Used in the Headlines of Economic- Business Issues in Local Newspapers.

According to Hoffman (1991:104-105), there are three types of code-mixing: intra-sentential code-mixing, intra-lexical code-mixing, and involving a change of pronunciation. **Table 1** illustrates the frequency and percentage of the types of code-mixing used in the headlines of economic-business issues in local newspapers.

Table 1

No	The Types of Code-Mixing	Frequency	Percentage
1.	Intra-Sentential Code-Mixing	151	93%
2.	Intra-Lexical Code-Mixing	3	2%
3.	Involving a Change of Pronunciation	8	5%
	Total	162	100%

Intra-Sentential Code-Mixing

Intra-sentential code-mixing occurs within a phrase, a clause or sentence boundary.
   i. *End User* Lebih Dominan
        (Riau Pos, p.6: Monday, January 8, 2018)
   ii. *Electronic Solution*, Promo Spesial Februari
        (Pekanbaru Pos, p.3: Thursday, February 22, 2018)
   iii. Bank Riau Kepri Sabet *Platinum Indonesia CSR Award* 2018
        (Tribun Pekanbaru, p.5: Friday, March 2, 2018)

From examples above show that the bold-word is an English word (proper noun) mixed in the phrase (i), the clause (ii), or the sentence (iii) of the headlines of economic-business issues in local newspapers that use Indonesian.

Intra-Lexical Code-Mixing

Intra-lexical code-mixing occurs within a word boundary.

    i.   Dorong 100 Persen *Non*tunai

(Riau Pos, p.6: Monday, January 1, 2018)

From the examples above found within the headline is the '*Non*tunai' word. The '*Non*tunai' word consist of English word (prefix non-) mixes with Indonesian word (Tunai which means Cash).

Involving A Change Of Pronunciation

Involving a change of pronunciation occurs at the phonological level.

    i.   Awal Tahun, BI Prediksi *Tren* Inflasi Rendah
        (Pekanbaru Pos, p.3: Friday, January 26, 2018)
   ii. Tito Usul Pajak *Deviden* Ditiadakan
        (Tribun Pekanbaru, p.5: Monday, March 5, 2018)
 iii. Jangan *Instan* Majukan Perusahaan
        (Tribun Pekanbaru, p.5: Monday, March 5, 2018)

The example above is found the word *tren, deviden,* and *instan* in the headlines of economic-business issues in the local newspaper. Those words should be an English word such as '*trend*' (adverb), '*dividend*' (proper noun), and '*instant*' (adjective).

2. The Linguistic Features of English lexical items of Code-Mixing Used in the Headlines of Economic- Business Issues in Local Newspapers.

In the selected data was found various English lexical items and abbreviations inserted or mixed there. **Table 2** inserted to illustrate the frequency and percentage of the linguistic features of English lexical items of code-mixing used in the headlines of economic-business issues in local newspapers.

Table 2

No	The Linguistic Features of English Lexical Items of Code-Mixing	Frequency	Percentage
1.	Common Noun	31	19.14%
2.	Proper Noun	88	54.32%
3.	Verb	5	3.09%
4.	Adjective	10	6.17%
5.	Adverb	2	1.23%
6.	Prefix	3	1.85%
7.	Abbreviation	23	14.20%
	Total	162	100%

English Noun is the common English lexical items used in the headlines of economic-business issues in local newspapers.

    i.   Pertamina Cari Mitra di *East* Natuna

            (Riau Pos, p.5: Monday, January 22, 2018)

    ii.   Indomaret ajak *Gamer* ikut Turnamen

            (Riau Pos, p.6: Thursday, January 25, 2018)

From the examples (i) and (ii) above the bold-word shows that the English common noun inserted or mixed in the headlines of economic-business issues in local newspapers that use Indonesian.

    iii.   *Costume Festival Party* di Grand Jatra Hotel

            (Riau Pos, p.6: Thursday, January 4, 2018)

    iv.   *The Premiere Hotel* Promo Kamar Selama Januari

            (Tribun Pekanbaru, p.4: Monday, March 5, 2018)

From the examples (iii) and (iv) above the bold-word shows that the English proper noun inserted or mixed in the headlines of economic-business issues in local newspapers that use Indonesian. Those English proper nouns that inserted or mixed in the headlines of economic-business issues didn't need to be translated into Indonesian. It's because the English proper noun above used to present the name of event (iii) and the name of a hotel (iv). So though it didn't translate into Indonesian the readers already know what did it meant.

    v.   BRK Pionir dalam *Launching* BPD One

            (Pekanbaru Pos, p.3: Tuesday, February 27, 2018)

vi.   Komunitas dan Media **Test Drive** New Yaris

(Pekanbaru Pos, p.3: Tuesday, March 6, 2018)

The examples (v) to (vi) above show that an English verb inserted in the headlines of economic-business issues in local newspaper. Those English verbs should be *meluncurkan* (v) and *uji coba* (vi).

vii.   Solusi Angkutan untuk Medan **Offroad**

(Pekanbaru Pos, p.3: Monday, March 12, 2018)

viii.   Tawarkan Paket Murah Delezia **Freestanding**

(Riau Pos, p.6: Tuesday, January 9, 2018)

Then, an adjective English word also inserted or mixed in the headlines of the economic-business issues in local newspapers. It's shown in the examples (vii) and (viii) above. Those adjective English words didn't translate into Indonesian because the word is the foreign terms that quite difficult to find in our own language and the word already familiar with the society.

ix.   Kementan Dorong UKM Pertanian **Go International**

(Pekanbaru Pos, p.3: Tuesday, March 6, 2018)

In the example (ix) found the *go international* word that shows an English adverb inserted in the headlines of economic-business issues in local newspapers. The *go international* word didn't need to be translated into Indonesian because of the word quite difficult to find in our own language and the word already familiar in the society.

x.   Imlek, Transaksi **Non**tunai Meningkat

(Riau Pos, p.3: Monday, February 19, 2018)

The bold-word in example (x) above shows that it's the English prefix non- that inserted in the headlines of economic-business issues in local newspapers. It didn't translate into Indonesian because it used the common English prefix.

Besides, there are also English abbreviations with three letters used in the headlines of economic-business issues in local newspapers.

i.   Andalkan Grand Sedona, KIA Pede Bersaing di Pasar **MPV**

(Pekanbaru Pos, p.3: Monday, January 15, 2018)

ii.   Pemerintah Perlu Ubah Asumsi **ICP**

(Riau Pos, p.1: Wednesday, January 17, 2018)

In the examples above are found *MPV* (Multi-Purpose Vehicle) and *ICP* (Indonesian Crude Price). From the examples above shows that the insertion of English abbreviation made the headlines of economic-business issues in local newspapers simpler. It's because of those English abbreviations shorter, brief and commonly used in the headlines of economic-business issues in local newspapers.

CONCLUSION AND RECOMMENDATION

Conclusion

The research findings reported that the most dominant types of code-mixing used in the headlines of economic-business issues in local newspapers are intra-sentential code-mixing (93%) followed by involving a change of pronunciation (5%), and intra-lexical code-mixing (2%). Meanwhile, the most dominant linguistic features of English lexical items of code-mixing used in the headlines of economic-business issues in local newspapers are proper noun (54.32%) followed by common noun (19.14%), abbreviation (14.20%), adjective (6.17%), verb (3.09%), prefix (1.85%), and adverb (1.23%).

Recommendation

Then, the followings are some of writer's suggestions:

1. For the Lecturer
   The writer hopes this research can be used as additional information material for Sociolinguistics classes to improve the teaching and learning process.

2. For the Students
   Hopefully, this research is useful for students in improving knowledge of sociolinguistics, especially about code-mixing. It is expected that this research can help English students in knowing the types of code-mixing based on Hoffman's theory (1991) and the linguistic features of English lexical items of code-mixing used.

3. Future Researcher
   The writer is very hopeful to the future researcher continue to conduct the research about an analysis of code-mixing. It's not only in the headlines of economic-business issues in local newspapers but also in other news categories or other mass media. And also expected that the future researcher, not only analyzes the types of code-mixing and the linguistic features of English lexical items used but also can analyze further code-mixing in other sides of linguistics.

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