

# **AN ANALYSIS OF CODE-SWITCHING IN INDONESIAN TELEVISION ADVERTISEMENTS**

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**Abstract:** *This research investigates the types of code-switching between Indonesian and English and vice versa in Indonesian television advertisements. The limitation of this research was on the use of code switching cosmetic product which occurred in Indonesian Television advertisements. The technique used to collect the data was Documentary technique means reading, studying, and analyzing all the data. This research was conducted by using content analysis methodology, with the code-switching being identified, noted, analyzed and finally categorized into the framework developed by Hoffman who proposed the types of code-switching: intra-sentential switching, inter-sentential switching and tag switching. A data of 30 cosmetic advertisements are used in analyzing code-switching. The advertisements are gotten from some kinds of cosmetic brands, such as Emina, Fair and Lovely, Fit Me, Garnier, Emina, Lakme 9to5, Loreal Paris, Marina, Maybelline Poise, Pons, Purbasari, Vaseline, and Wardah. The result showed that the most frequently used code-switching form in Indonesian television advertisements was intra-sentential switching (83,33%), followed by inter-sentential switching (11,11%), and tag switching (5,56%).*

**Key Words:** *Code-Switching, Types, Sociolinguistic.*

# ALIH BAHASA PADA IKLAN TELEVISI INDONESIA

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**Abstrak:** Penelitian ini menyelidiki macam-macam alih bahasa antara bahasa Indonesia dengan bahasa Inggris maupun sebaliknya dalam iklan siaran televisi Indonesia, penelitian ini hanya berfokus pada alih bahasa dalam product kecantikan yang terdapat dalam siaran televisi Indonesia. Teknik yang digunakan adalah teknik documenter yaitu dengan membaca, belajar, dan menganalisa semua data. Penelitian ini menggunakan metode analisa content, dalam alih bahasa diidentifikasi, di catat, di analisa dan di kategorikan dalam kerangka kerja yang di buat oleh Hoffman yang mengusulkan jeni-jenis alih bahasa : pertukaran Intra-sentensial, pertukaran inter-sentensial, dan pertukaran tag. Data yang digunakan dalam analisa alih bahasa adalah 18 iklan kosmetik. Iklan tersebut berasal dari beberapa merek seperti, Emina, Fair and Lovely, Fit Me, Garnier, Emina, Lakme 9to5, Loreal Paris, Marina, Maybelline Poise, Pons, Purbasari, Vaseline, and Wardah. Hasil dari penelitian menemukan bahwa jenis alih bahasa yang paling sering muncul adalah pertukaran intra-sentensial (83,33%), di ikuti oleh perubahan inter-sentential (11,11%), dan perubahan tag (5,56%).

**Kata Kunci:** Alih-Kode, Tipe-Tipe, Sociolinguistik

## INTRODUCTION

Language plays an important role in our daily life communication. It is one thing which differentiates between human and other creatures. Substantially, language is formed as sound or written text that has meaning. Essentially, the functions of language are to express thought, ways of thought and feel, and ways of understanding thought and feeling. According to Ganjar Harjain Moriyama, in Mikihiro and Manneke Budiman (2010), there are three language problems found in Indonesia such as local language, regional language, and the use of foreign language. These three problems cannot be separated from human daily life. This is because of the globalization effect and the development of information technology which give us the new world life. In order to encounter these problems, people sometimes use a code for communication. They usually choose different codes in a different situation. They may choose a particular code or variety because it makes easier to discuss a particular topic, regardless of where they are speaking.

In a multilingual society, people usually use more than one language, either by an individual or by a community; they are usually required to select a particular language. They may also decide to switch from one language to other languages. According to Hoffman (1991, in Cakrawati, 2011), there are seven reasons to switch the languages: 1) the need to discuss about a particular topic, 2) the necessity of quoting somebody else speeches, 3) being emphatic about something (expressing solidarity), 4) the essentials of using interjection (inserting sentence fillers or sentence connectors), 5) the need to use repetition for clarification, 6) the necessity of intention in clarifying the speech content for interlocutor and, 7) the need to express group identity code switching and code mixing can also be used to express group identity.

English code switching and code mixing are often presented on the slogan, product's feature and characteristic and the main message of advertisements. These advertisements provide sufficient data of code switching and code mixing cases. The positive response of Indonesians toward English as lingua franca of the world has made the use of code switching and code mixing common in public such as in advertisements. The stigma of Indonesian society is that something from a foreign country is of better quality and more trustworthy than domestic products that takes part in reinforcing phenomena of code switching and code mixing. However, the ability of advertisement in shaping and sometimes changing a person's behavior, opinion and attitude by its words can be a strong influence on familiarizing English among Indonesians.

In Indonesia, television advertisement uses any language choice which can attract the listeners' attention. One of language choice is using English code-switching for their advertisement. As it can be seen in Indonesian television advertisements, they use code-switching to promote 'Body Lotion and Face Wash' product. See the slogan below:

- *Gak lengket di kulit, wanginya nempel sepanjang hari. **It's a preview gel!***
- *Saatnya bersinar tanpa khawatir polusi, **because my skin is my world.***

Those examples show that code-switching occurs after the base language. The base language is Indonesian and written in italic, while the tag is in English, written in bold texts. Each of these examples of code-switching has its own purposes. For cosmetic product in instance, the switch into English word mostly has function for

highlighting the quality of the cosmetic product as well as promoting their cosmetic product. By switching into English word, the company is sending a subtle message about the quality of their product and convincing costumers that their product is similar to Western product. Thus, it is clear that code-switching is kind of communication with the aim of convincing the target audience about something (ideas, goods or services), especially persuading them into the action of buying.

Considering all of these issues, the writer is interested to conduct research entitled "**An Analysis of Code-Switching in Indonesian Television Advertisements**".

## **RESEARCH METHODOLOGY**

In this study, the writer will use a content analysis as research design. Content analysis is a methodology in the social sciences for studying the content of communication. Earl Babbie defines it as "the study recorded human communications, such as books, websites, printings and laws." It is commonly used by researchers in the social sciences to analyze recorded transcripts of interviews with participants. Researcher quantify and analyze the presence, meanings and relationship of such words and concepts, then make interferences about the messages within the texts, the writer(s), the audience, and even the culture and time of which these are a part. Texts can be defined broadly as books, book chapters, essays, interviews, discussion, newspaper headlines and articles, historical documents, speeches, conversation, advertising, theater, informal conversation, or really any occurrence of communicative language.

### **1. The Source of the Data**

The data are taken from several spoken advertisements in all non-civil television stations. There were 18 advertisements which were recorded during one month. The focus of the research was on the use of code-switching in cosmetic product which occurred in advertisement. The advertisements provided sufficient data of English-Indonesian code switching. They were shaped into words, phrases, and sentences which contained English-Indonesian code switching. And after that, these data were analyzed qualitatively.

The reasons for choosing these several advertisements as the source of the data are based on the fact that the advertisements are easy to dig the data. Furthermore, these advertisements provided enough English-Indonesian code switching.

### **2. The Source of the Data**

In this research, the researcher used qualitative research. Lofland in Meolong (2005:157) stated that the main data sources in qualitative research were words, action and also supported documents. There were 18 advertisements which were recorded during one month

Meolong (2005:157) says that in qualitative research, the main instrument was the researcher; therefore the min instrument of this research was the researcher himself. Meolong (2005:158) stated also the qualitative research, the writer played the role as the designer, the data collector, the analyst, the data interpreter, and eventually the reporter of the research findings. In this research, the researcher collected the data, in the form of utterances and action by recording the show. Supported documents included

written data, video and audio tapes, pictures, and also film taking. The example of means to obtain data was shown below

### 3. The Data Collection Technique

In terms of way or data collection techniques, the data collection technique can be done by observation, interviews, questionnaires, documentation and fourth combined. As in this study, the researcher will use data collection methods, as follow;

#### a. Observation

Observation data is qualitative in the first instance. Consisting of recordings, transcriptions and notes related to our subject's behavior and language. Arikunto (2006:229) says that an observation is a way to get information by observing and taking notes systematically about observed phenomenon.

#### b. Recording

The researcher recorded the spoken advertisements which content English-Indonesian code switching.

### 4. The Data Analysis Technique

After collecting the data, the data will be analyzed by following some procedure of analysis as follows:

#### a. Transcribing.

After collecting the data, the researcher will select and arrange the utterances including the expressions to the transcript paper. The paper consists of numbers, commercials, utterances, and the chosen code switching. The followings are the outline of the transcript paper.

Table 1. Commercials which is belong to Code-Switching

No.	Commercials	Utterances	Code-Switching	
			Yes	No
1.	Emina Bright Stuff Face Wash	Dua puluh detik yang menutup aktivitasmu jadi perfect.	V	
2.	Poise Luminous White	buktikan sendiri! white is now.	V	

#### b. Identifying.

Documentation is a process of documenting the data. It was done after collecting the data and pairing the sentences in columns. After being transcribed, the utterances of advertisements will be identified by the researcher.

c. Classifying.

Classification is the process of classifying all sufficient data based on a category. After typing all the found advertisements, the researcher starts to make a classification based on types of code switching. For example:

Table 3: Classification of Code Switching

No	Commercials	Utterance	Code Switching		
			Intra sentential Switching	Inter sentential Switching	Tag Switching
1.	Poise Luminous White	Buktikan sendiri! <b>White is now.</b>		<b>V</b>	

d. Analyzing.

After All utterances are identified and classified into code switching form, then the data will be analyzed based upon the theories proposed by Hoffman (1991)

e. Calculating.

Make percentage, of types of code switching from announcers conversations. The researcher use the following formulation from Arikunto. S (2006:25)

$$P = \frac{f}{N} \times 100 \%$$

P= Percentage

F= Frequency of the types of code switching used

N=Number of cases (the total number of the whole English-Indonesian code switching found)

## PRESENTATION OF THE RESEARCH FINDINGS

This chapter represents the result of analysis of the types of code switching found and what is the most dominant code-switching used in Indonesian television advertisements. As mentioned in chapter two, there are three kinds of code-switching: intra-sentential code-switching, and tag switching as shown in the table bellows:

Table 4. Intra-sentential Switching

No.	Commercials	Utterances
1.	Emina Bright Stuff Face Wash	Dua puluh detik yang menutup aktivitasmu jadi <b>perfect</b> .
2.	Garnier Sakura White Wipo	X: Duh.. kulitku kusam dan kering. Y: Di <b>wipe-wipe</b> aja!
3.	Maybelline Sensational Liquid Matte	Formula terasa ringan, hasil <b>matte</b> seketika.
4.	Purbasari Lotion Zaitun	Kulitmu ga <b>highres!</b>
5.	Loreal Paris Beauty Perfect Matte and Fresh	Selalu <b>matte and fresh</b> terlindungi setiap hari.
6.	Fair and Lovely Facial Foam	Slalu cuci muka, enggak <b>glowing</b> juga!
7.	Fit Me Foundation	99% <b>fit</b> kulit wanita Indonesia.
8.	Wardah Perfect Bright Micellar Water	Sekali <b>swipe</b> wajah tiga kali lebih bersih cerah seketika.
9.	Lip Cream Superstay Matte Ink Maybelline Newyork	Tampil <b>on fleek</b> seharian.
10.	Poise Luminious White	Kulit <b>luminious</b> dalam tujuh hari.
11.	Wardah Perfect Bright Tone Up Cream	Halal, buat wajahmu satu, dua, tiga kali lebih <b>bright</b> seketika.
12.	Wardah Instaperfect	Aku harus selalu <b>ready</b> dan terlihat <b>perfect</b> setiap hari.
13.	Pons Serum Burst Cream	Sepuluh kali lebih efektif, wajah cerah dan <b>dewy</b> .
14.	Lakme 9to5	<b>Cushion</b> serba bisa buat cewek serba bisa kayak kita.
15.	Marina UV White E Collagen Asta	<b>Bouncy</b> itu kulit cerah dan kenyal, wangi dan terlindungi.

Table 5. Inter-sentential Switching

No.	Commercials	Utterances
1.	Wardah Exclusive Matte Lip Cream Formula	Lembut warnai senyummu, <b>feel the color!</b>
2.	Vaseline Healthy White UV	Bebas keluar, nikmati hidup. <b>Enjoy amazing skin!</b>

Table 6. Tag Switching

No.	Commercials	Utterances
1.	Wardah Velvet Matte Lip Mousse	Yakin sudah nyaman dengan bibirmu? <b>Seriously?!</b>

## CONCLUSION AND SUGGESTION

### Conclusions

Code switching is a spontaneous phenomenon and commonly found in Indonesian television advertisements. Based on the analysis of the data, the writer would like to draw a conclusion of the research concerning the use of code switching in Indonesian television advertisements. Based on the result of the research, the writer finds:

1. In this research, the writer found all code switching forms in Indonesian television advertisements, there are:
  - Intra-sentential switching
  - Inter-sentential switching
  - Tag switching
2. The most dominant type of code switching used in Indonesian television advertisement is intra-sentential switching. There are 15 data (83,33%) of intra-sentential switching found in Indonesian television advertisements.

### Suggestions

Based on the result of the research, the writer would like to give some suggestions as follows:

For the students, learning code switching is very magnificent for students to improve their knowledge of sociolinguistics. For English students especially whose subject matter are sociolinguistics, it is hoped that by knowing the results of this study,



they will know forms of code switching used in Indonesian television advertisements and be aware of code-switching phenomena in their society.

For the English teachers, the result of this research can be used as additional information for sociolinguistic subject. The material can be used as consideration in preparing, selecting and constructing for sociolinguistic classes. Furthermore, considering to the important function of language in society, English teachers are recommended to get some inspirations to sociolinguistic subject and encourage their students to practice English in daily life conversations as many as possible without losing their intention toward Indonesian language itself.

Finally, the researcher really hopes to other researchers to conduct such a kind of research to enrich sociolinguistics studies. The next researcher can explore more various types and functions for the use of code switching that occur in some other situations. Besides, the result of this study is expected to give more information about code switching.

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