

AN ANALYSIS OF CODE MIXING IN PEKANBARU BILLBOARD ADVERTISEMENT

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Abstract: *The study aimed to analyze the form of code mixing used in Pekanbaru billboard advertisement and to find out the dominant English lexical categories in Pekanbaru billboard advertisement. This research is qualitative research with descriptive analysis methods to find the percentage of data. The source of the data in this research is from billboard advertisement in Pekanbaru. The researcher collected a total of 45 billboard advertisement data. Data is collected by study documents because the data source is obtained from written form (billboard a advertisement). Based on the findings, researchers confirmed that most forms of code mixing are words while the dominant category of the Lexical Category of English is nouns. As a result, the total numbers of words are forty five (45). In addition, the researcher discovers that “Covid-19”, “YouTube”, and “Hype” are English words that mostly appear in Pekanbaru billboard advertisement. The researchers' findings present that the two forms of code mixing are words (such as; nouns, adjectives, verbs, pronouns and prepositions), and idioms. Therefore, the researcher confirms that there is a code mixing that is added by advertiser into Pekanbaru billboard advertisement.*

Key Words: *Code Mixing, Billboard, Advertisment.*

ANALISIS KODE PENCAMPURAN DI IKLAN BILLBOARD PEKANBARU

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Abstrak: Penelitian ini bertujuan untuk menganalisis bentuk kode pencampuran yang digunakan dalam iklan billboard Pekanbaru dan untuk mengetahui kategori leksikal bahasa Inggris dominan yang ada di iklan billboard Pekanbaru. Penelitian ini merupakan penelitian kualitatif dengan metode analisis deskriptif untuk menemukan persentase data. Sumber data dalam penelitian ini berasal dari iklan billboard di Pekanbaru. Peneliti mengumpulkan data total 45 iklan billboard. data dikumpulkan oleh dokumen studi karena sumber data diperoleh dari bentuk tertulis (iklan billboard). Berdasarkan temuan tersebut, peneliti menegaskan bahwa sebagian besar bentuk pencampuran kode adalah kata-kata sementara kategori dominan kategori leksikal bahasa Inggris adalah kata benda. Akibatnya, jumlah total kata adalah empat puluh lima (45). Selain itu, peneliti menemukan bahwa "Covid-19", "YouTube", dan "Hype" adalah kata-kata bahasa Inggris yang sebagian besar muncul di iklan billboard Pekanbaru. Temuan peneliti menyajikan bahwa dua bentuk pencampuran kode adalah kata-kata (seperti; kata benda, kata sifat, kata kerja, kata ganti dan preposisi), dan idiom. Oleh karena itu, peneliti menegaskan bahwa ada pencampuran kode yang ditambahkan oleh pengiklan ke dalam iklan billboard Pekanbaru.

Kata Kunci: *Kode Campuran, Billboard, Iklan.*

INTRODUCTIONS

Language is a very important tool in social life. By using such language as a primary means of communicating people can express their ideas, feelings, arguments or identities to the others. In everyday life, people use language not only in spoken form but also in written form. In spoken form, the language is generated from a mix of sounds that are produced with the vocal tract. In other words, conversation and sounds are the spoken variety of language. Whereas, written words are going to be considered as written form and this type is often found in the articles, books, newspapers, magazines, journals, etc.

In Indonesia, people use either two or three languages. They are national language, native language, and foreign language. They can use those languages for communicating. So as to be able to communicate with one another, Indonesians use their national language 'Bahasa' to unify among people of different regional languages. Whereas, the mother language is utilized by Indonesian once they are communicating in their family and interacting with their ethnic group. Foreign languages, such as English, on the other hand, are learned in school as a foreign language for international communication. As a foreign language, English is initially learned by Indonesian only through primary schools and secondary schools. Today, however, Indonesians can learn it since they are in pre-school or kindergarten. As a result, many young Indonesian people can use English or perhaps speak English since they were a child. That is, Indonesians can use quiet one language and this phenomenon is often considered as bilingualism.

Bilingualism is the ability of a speaker to use two languages effectively. Macky and Fisherman (as cited in Chaer, 2004) state that Bilingualism is the practice alternately of using one language to other languages, utilized by the speaker. Further, Weinreich (1986) mentions the practice of using language is called Bilingualism, while the people who speak more than one language defined as Bilingual. Indeed, Wei (2006) described the word bilingual as someone with the possession of two languages. Indeed, Wei (2060) described the word bilingual as someone with the possession of two languages. Moreover, according to Grosjean (1982), code-switching and code-mixing is a usual phenomenon that occurs within the bilingual community. In fact, in Indonesia, besides native language and national language, English has been a trend language within society, and plenty of Indonesian people tend to mix their language with English, Mixing itself, is referred to as Code-mixing.

Code mixing is the mixing of two or more languages, utilized by language users (Nik, 1998). According to Muysken (2000). Code-mixing happens when lexical items and grammatical features of two languages are within the same sentences. As mention before, the phenomenon of code-mixing is quite common in bilingual communities and it exists not only in spoken form but also in written form, like billboard advertisement.

Nowadays, the utilization of code-mixing is additionally quite common in billboard advertisements. It particularly exists within the Pekanbaru billboard advertisement. Advertisers give the impression to adopt English words within the Pekanbaru billboard advertisement. So, it is going to emerge code-mixing within the Pekanbaru billboard advertisement. The advertiser tries to use code-mixing to create advertisements that are more attractive, simpler, stylish, and understandable for readers (particularly, youths or teenagers). Therefore, the researcher wants to analyze code mixing that is emerged in billboard advertisement of Pekanbaru. The researcher actually

concerns on the form of code mixing and the lexical categories that had been code mixed in Pekanbaru billboard advertisement.

RESEARCH METHODS

Beside using qualitative research, the researcher applies descriptive analysis method to find the percentage of data. In this study, the data were analyzed using mathematical calculations with certain formulas. The result of this method, the researcher can find the total percentage of English words that have been mixed with code mixed with sentences used in billboard advertisements. The source of data in this study came from billboard advertisements in Pekanbaru. Researchers collected data for a total of 45 billboard advertisements. In this study, the researcher applied the participant non-observation technique. So, the researcher collected data with study documents because the source of the data was obtained from written form (billboard advertisements). In analyzing the data the researcher did 4 stages, namely, reading the data, the researcher reading the billboard advertisement sentences collected from the streets of Pekanbaru, selecting the data, the researcher choosing the sentence using code mixing and entering it into the table after that, sorting the data, the researcher will classify or separating the data according to the theory of code mixing forms (Suwito's theory: 1985) and into lexical categories according to their function in contextual meaning, Calculating the percentage of English lexical categories from code mixing used in billboard advertising sentences.

RESULTS AND DISCUSSION

1. The Forms of Code-Mixing

In this research, on the other hand, the researcher only found two forms of code mixing based on collected data. They are the insertion of words, the insertion of idioms. The data and analysis are presented, as follows:

1) The insertion of words

The first form of code mixing is word insertion. According to Suwito's theory, the insertions of words are divided into eight groups (based on lexical categories). They are noun, adjective, pronoun, verb, adverb, preposition, conjunction, and exclamation. However, the researcher only finds three groups, such as; noun, adjective, and verb. The classified data and the analysis are below:

a. Noun

In the following table, the data about Noun group that are obtained from Pekanbaru billboard advertisement are presented:

Table 1. The List Of Data Containing Noun

No	Data
1.	Alfamart belanja kumpulkan <i>stamp</i> dapatkan koleksi pisau cantik
2.	Mau diracunin gaya <i>Makeup</i> ? Cek rekomendasi di tokopedia
3.	Indomie mie goreng gepreknya <i>hype</i> abis!
4.	Citra Garden <i>developer</i> terpercaya grup Ciputra
5.	Tahun baru dengan <i>spirit</i> baru

b. Adjective

In the following table, the data about adjective from entertainment corner that are obtained from Pekanbaru billboard advertisement are presented:

Table 2. The List Of Data Containing Adjective

No	Data
1.	Jadilah bersinar secantik kilau mutiara #CitraBakat <i>Natural</i>
2.	Keunggulan roti Vanhollano <i>fresh</i> Setiap hari
3.	Kembali <i>cool</i> tanpa batuk berdahak urusan batuk ingat Konidin
4.	Dunhill isi 12 batang sensasi <i>extra</i>

c. Verb

In the following table, the data about verb that are obtained from Pekanbaru billboard advertisement are presented:

Table 3. The List Of Data Containing Verb

No	Data
1.	Peduli kasih untuk anda <i>triple</i> untung member Alfamart
2.	RWH Riau wisata hati <i>Launching</i> Umrah Ramadhan Umrah Syawal Umrah awal musim
3.	Jangan liat aja belanja kuy jual <i>Buy</i>
4.	Himbauan Satlantas Polresta Pekanbaru <i>stop!</i> Pelanggaran kecelakaan
5.	Bjb tanda mata bisnis auto <i>transfer</i> dari tabungan bisnis ke giro bisnis

- 2) The insertion of idiom
In the following table, the data about insertion of idiom from Pekanbaru billboard advertisement are presented:

Table 4. The List Of Data (Idiom)

No	Data
1.	<i>Move on ke always on</i>

2. The Dominant lexical Categories
The following table show the English lexical categories and examples of English lexical categories which are inserted in the Pekanbaru billboard advertisement according to their contextual meaning.

Table 5. Categories And Example Of English Lexical Categories Code-Mixed In The Pekanbaru Billboard Advertisement

EnglishLexical Categories	Example	Number of words
Noun	Stamp, Makeup, Hype, Hype, Developer, Guys, Spirit, Cup, Elite, Hype, Cash back, Surprise, Printer, Service, Elite, Anti, Design, VIP, Hype, Stock, Design, Tumbler, Show	23 (52.28%)
Proper noun	YouTube, Coronavirus, Novel Coronavirus (Covid-19), Covid-19, Corona virus disease, Coronavirus, Covid-19, Covid-19	10 (22.72%)
Adjective	Natural, Fresh, cool, extra	4 (9.10%)
Verb	Triple, Launching, Buy, Stop, transfer	5 (11.36%)
Pronoun	U	1 (2.27%)
Conjunction	-	-
Adverb	-	-
Preposition	With	1 (2.27%)
	Total	44 (100%)

DISCUSSION

Based on the results of research that has been done on billboards in Pekanbaru, it is evident that there is the use of foreign languages in making these advertisements. Thus, the billboards placed along the road use a lot of foreign languages. The code-

mixing event is from the original language which is inserted by the regional language in six forms of code-mixing, As stated by As stated by Suwito (1985), the forms of Code Mixing are divided into six, such as; the insertion of words, insertion of phrases, insertion of reduplication, insertion of hybrid, insertion of idioms, and insertion of clause. This understanding means that the use of code mixing from the original language by the regional language is inserted with words, phrases, reduplication, hybrid, idioms and clause in it.

Mixing the event code of the use of two or more languages by speakers by inserting a foreign language in it in the form of word fragments, phrases, and clauses of words, phrases, and clauses. as stated by Wirahuni (2017: 158), "code mixing occurs when a language dominantly supports an utterance inserted with other language elements in five forms, namely: word insertion, word group insertion, baster insertion, phrase or idiom insertion, and clause insertion. . This understanding means that the code mixing of the use of two or more languages by inserting other language elements into the form of words, baster, repeat words, idioms, and clauses in one situation. The results of this study are also in line with Hafari's (2015) research entitled "Analysis of Code Mixing in Radio Citra FM Radio Advertisements in Wonosobo Regency in April 2015" which found that this advertisement had code mixing events in the form of the most words so that it gave the form of low phrases and clauses. In his research, this proves that the level of use of code mixing in advertising significantly affects the level of good language use, especially in the form of words.

Code mixing occurs when several reasons come from native language speakers by inserting a foreign language in it in the form of words, phrases, and clauses. As stated by Ferawati (2019) "the mixing of two or more languages or a variety of languages in a speech act without anything in the language situation that requires language mixing, there are four forms of code mixing, namely, words, phrases, clauses, and sentences". This understanding means that the code of use of the original language is mixed by the regional language which is inserted words, phrases, clauses, and sentences in it.

Code mixing occurs when several reasons come from speakers who want to interpret or explain, in code mixing in the form of words, phrases, and clauses. This is in line with Marlin (2018) "Code mixing occurs because of the reciprocal relationship between the role of the speaker, the form of language, and the function of the language, several forms of code mixing exist, namely: words, phrases, and clauses. Occurs between the role of speakers of the native language by the local language inserted words, phrases, clauses in it. In this study, based on the findings, the researcher confirmed that the majority of code-mixing forms were words while the dominant category of the English lexical category was nouns. The researcher's findings show that the two forms of code mixing are words (such as nouns, adjectives, verbs, pronouns and prepositions), and idioms. Therefore, the researcher asserts that there is a code mix added by advertisers to Pekanbaru billboard advertisements.

CONCLUSSIONS AND RECOMMENDATIONS

Conclussions

Based on the finding, the researcher confirms that the majority forms of code mixing are words while the dominant category of English lexical categories is noun. The researcher's finding presented that two forms of code mixing are words (such as; noun, adjective, verb, pronoun and preposition), and idiom. In the analysis of data, it showed that words have forty four (44) data, which are divided into thirty four (33) nouns, four (4) adjectives, five (5) verbs, one (1) pronoun and one (1) preposition. Besides words, idiom only has one (1). Totally, the number of data is become forty five (45) Data. Furthermore, the researcher notices six (6) English lexical categories that are added into Indonesian sentences in Pekanbaru billboard advertisement, from six (6) categories, the researcher obtains twenty four (23) nouns, ten (10) proper nouns, four (4) adjectives, five (5) verbs, one (1) pronoun, and one (1) preposition. As a result, the total numbers of words are forty five (45). In addition, the researcher discovers that "Covid-19", "YouTube", and "Hype" are English words that mostly appear in Pekanbaru billboard advertisement. Therefore, the researcher confirms that there is a code mixing that is added by advertiser into Pekanbaru billboard advertisement.

Recommendations

Based on the results of this research, the researcher provides several suggestions not only for lecturers and students but also for future researchers. Suggestions are presented as follows, for lecturers of English study programs. The author hopes that the results of this study can be used as additional information for lectures, especially to teach the phenomenon of code mixing. For students of the English Study Program, the results of this study can also be useful for students in learning code mixing. By reading this research, students can improve and update their knowledge of code mixing in print media, such as billboard advertisements. In addition, students are expected to know the form of code mixing and linguistic features of English lexical categories added to billboard advertisements. For Future Researchers, this study focuses on analyzing and identifying not only forms of code mixing but also English lexical categories that appear in Pekanbaru billboard advertisements. For other researchers, the author suggests that you make an in-depth analysis of other cases of code mixing that exist in print media such as the purpose of code mixing or the factors of using code mixing in billboard advertisements so that future researchers can provide a more detailed explanation of code mixing that appears in advertisements billboards.

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