CHAPTER I

INTRODUCTION

Chapter I of this research presents such as: background of study, research question, purpose of study, significance of study, scope and limitation, and definition of key terms. Each section is presented as follows.

1.1 Background of study

Realizing the importance of English language in the international world, Indonesian people also learn the language. It is quite common for Indonesian people to use English language as a communication media. They can shift to using and mixing the languages.

In many situations, Indonesian people mixing from one language to another when they speak with other people. People’s choices of mixing-codes are based on some factors, such as, sex, age, gender, and of the person with whom he/she speaks. Moreover, the mixing of the two languages seems like a common practice, especially those who have acquired higher qualifications or level of speaker’s education. Furthermore, mixing of the two languages based on the social dimension above is a common phenomenon.

The code-mixing phenomenon cannot be separated from the fact that many people these days are bilingual, trilingual or even multilingual. The term “code-mixing” refers to mixing of two or more languages within a sentence. In European Journal of Social Sciences – Volume 12, Number 3 (2010), taking quote from Bhatia and Ritchie (2004) defined code-mixing as “the mixing of
various linguistic units (morphemes, words, modifiers, phrases, clauses and sentences) primarily from two participating grammatical systems within a sentence” (p.337). Whereas in many cases, studies of code mixing have generally focused on oral language, cross-lingual mixing can also be seen in written languages including in advertisement.

It is widely believed that the use of language in advertisement has rapport to the entertainment industry because it can be assumed as a way to attract the consumer in particular language to persuade to introduce products. These advertisement can be found in mass media such as in television, radio, magazine, or newspaper. For instance, a newspaper put one information column that has a function to provide a market place and service. The column is called newspaper advertisement column. Meanwhile Television or radio inserts an advertisement in their program. It is known as Television or radio commercials.

Exposed to the lingual mixing in the written languages is more thoroughly thought out than oral communication. This is especially true to the case of advertising. Advertising has become a very creative and innovative medium in terms of both the usage of language and images. From a linguistic perspective, a text including advertising text carries explicit and implicit textual meaning. However, advertising language has to be so carefully crafted with the intention to manipulate and persuade consumers on lexical level with the combination of visual image.
As code-mixing becomes a distinctive trend to be acknowledged in Indonesian advertisement, it would be interesting to see the implications of code-mixing in information-loaded advertisement, one of the ways is in television commerce. According to Michael and George Belch (1999) (in Ummi Fadilah’s thesis, 2010:1) “Television is the most valuable communication system at the moment, including the language delivery system devices.” Most television programs impress many people in Indonesia. Therefore, in every program there are televisions commerce. The television commerce will show up frequently while we were watching our programs in our television.

In this study, the researcher wants to get deeper understanding about the phenomenon of code-mixing in a television commerce. The researcher analyzes the advertisement of cosmetic products because the researcher observes the products often use Indonesian-English language. It also puts more attention on the use of the language in product promotion since it is the basic imperative of the cosmetic commerce device, since Indonesian people especially youth and women like mixing several languages in order that they will be called as International people. Below is one of the examples of English code mixing of cosmetic products:
The advertiser used phrase mixing ‘double sun screen’ in this commerce. Sun screen is the most wanted product that women want to protect their skin from the UV.

Such investigation on the causes of the phenomena, the researcher has a close relationship with the previous study entitled “An Analysis of Relation between Slogans and the Advertisements products in television Commercial Advertisements”. The research was conducted by Hermin Pratiwi (2000). She uses pragmatics approach as the analysis, while the purposes of the research are to describe the relation between slogans and the advertised product in television commercial. At the end of the research, she concluded that slogans and the advertised product have close relationships and the most data fulfilled the maxim of quality.

The second previous study is conducted by Ummi Fadlilah (2010). Her thesis is entitled “An Analysis of Code Mixing Used in Indonesian Television Commerce in the 1st-5th June 2010”. Her research applied descriptive method by giving an emphasis on analyse three type of television commerce and interprets each the meaning of code mixing based on the context of television commerce. Finally, she concludes that there are three forms and there are several reasons of advertise mix the language. The examples are (1) to gain attention of the consumer, (2) the English word, phrase, or clause are more

**Double Sun Screen** untuk kulitmu senantiasa tampak lebih putih
(Double Sun Screen to make your skin look whiter)
popular than Indonesian language, (3) there are no equal language to Indonesian language.

In order to ascertain these points, this research would be different from the previous research. Overlooking some custom when mixing the languages especially in written language, the researcher was really interested and conducted in the analysis about the English code mixing used in cosmetic products, due to the cosmetic product always used Indonesian-English code mixing. Furthermore, the researcher focuses on the analysis of forms used in Indonesian-English mixing that included in the slogan of the product, and conduct this research by collecting the data from the language that is written in cosmetic products. The researcher also investigate impact of code mixing used by advertisement on the student viewers.

1.2 Statement of problem

The questions of this research can be stated as follows:

1. What forms of code mixing are used in Indonesian cosmetic commercial?

2. What is the impact of code mixing used in Indonesian cosmetic commercial on the student viewers?

1.3 Purpose of the study

The purposes of the study are:

1. To find out what forms of code mixing are used in Indonesian Cosmetic Commercial.
2. To investigate what the impact of code mixing is used in Indonesian cosmetic commercial on the student viewers.

1.4 Significance of the study

Based on the objectives of the study, the significances of the study mentioned as follows:

1. Practical
   a. The readers will have knowledge about code mixing and enrich vocabulary of English words.
   b. The readers will be able to recognize the forms of code mixing used in the Indonesian television commerce.
   c. The readers will know the impact of code mixing used in the Indonesian television commerce on the student viewers.

2. Academic
   a. The result of this research becomes one of their references in studying sociolinguistic, especially on Indonesian –English code mixing.
   b. The elaboration of this research will be conduct by another researchers to make a study of the same topic, but in different perspective.

1.5 Scope and limitation

This study is focus on the analysis of code mixing in cosmetic commercials included on the slogans of the product commercial. The data recorded from three Indonesian television channels: RCTI, SCTV, and Trans 7.
The period 9th of July until 11th of July, 2014 used to analyse the emergence of cosmetic commercials in three different television channels.

1.6 Definition of key terms

To find out the same understanding and clear information, the following references will point out in defiled clearly about, code mixing, cosmetic and commercial/advertisement.

1. Code Mixing

Bhatia and Ritchie (2004:337), defined code mixing as as “the mixing of various linguistic units (morphemes, words, modifiers, phrases, clauses and sentences) primarily from two participating grammatical systems within a sentence”

2. Cosmetic

The European Parliament And Of The Council On Cosmetic Products (2009) thought a “cosmetic” shall mean any substance or preparation intended to be placed in contact with the various external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance and/or correcting body odours and/or protecting them or keeping them in good condition.
3. Commercial/ Advertisement

Based on Chi-hong (2010:4), stated that commercial is an advertisement that is broadcast on television or radio which involved product’s made to be sold to the public. Advertisement is usually packed with various distinguished elements like repetition, strategic word order, superlative, hyperbola and other non – standard language.