THE UNDERSTANDING OF STUDENTS UMI
BY USING CODE MIXING ON TV ADVERTICEMENTs

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ABSTRACT

The purposes of this study is to know how's the students UMI understanding in Code mixing by using an advertisement on TV. And also the perception of the students UMI by using Code Mixing. This article by using qualitative method. And to find out the population and sample based on Guy (1987). The result of this article is the students are able to identifying code mixing on TV, and very interested to learn code mixing by using media on TV.

1. INTRODUCTION

Today, we can find the words so easy of foreign terms on newspaper, magazine or billboard. While the advertisement itself is done by mixing languages are more concerned with practically as well as the presentation. While the advertisement itself is done mixing languages are more concerned with practically as well as the presentation of interesting writing.

Writing sentences in advertisement in Indonesia many uses mixed code (code mixing) that involves two languages between Indonesia and English, advertisements in Indonesia also use much of new variations in writing sentences using Indonesia and English. Delivery of messages within the advertisement can be audio or visual.

The written language must be conveyed clearer than spoken language. Because we can not ask directly to the writer about the meaning of his/her writing message to anticipate misunderstanding. We can deliver so many things by written message, or instance tell a story, the ways to make something, and also to persuasive the other people.

An advertisement is an important discourse or textual material for a linguistics analysis. In advertisement there are words, sentences or even text that one aimed at in forming the reader about the products and services being promoted and persuading them to do with the persuasive according to the message imparted.

The main issues has something to do with the persuasive force (persuasiveness) of the advertisement product in it must bear some kind of message which is interpreted by the reader. The more persuasive the sentences is, the stronger the effect of message.

2. CONTENT

A. Sociolinguistics

Sociolinguistics is concerned with how language use interacts with, or is affected by, social factors such as gender, ethnicity, age or social class, for instance. Sociolinguistics are interested in how we speak differently in varying social contexts, and how we may also use specific functions of language to convey social meaning or aspects of our identity.

Sociolinguistics also elaborates a range of social influences on language choice. They are also explained the different types of linguistics variation used to express and reflect social factors. Vocabulary or word choice included to language variation.

Linguistics variations offer the speaker a choice of ways of expression. This linguistics variation will create the different linguistics styles. Every individual has different linguistics style, and we are free to choose these linguistics style.

B. Bilingualism

Bloomfield (1958:56) bilingualism is the ability to use two languages equally well by a speaker. Formulate bilingualism as equally good mastery of two languages or native like control of two languages. Mastery of two languages with fluency and accuracy are the same as native speakers is very difficult to measure.

Or based on Mackey (1956:155) bilingualism is an alternate use of two languages. Formulate bilingualism as a habit of using two or more languages by an individual (the alternative use of two or more languages by the same individual). Expansion of this opinion expressed by the level of bilingualism in terms of mastery of grammatical elements, lexical, semantic and style are reflected in the four language skills, namely listening, writing, speaking, reading, and writing.

Bilingualism, in the other hand must be able to account for the presence of at least two languages within one the same speaker, remember that the ability in these two languages may or

may not be equal, and that the ways the two or more languages are used play in higher significant role.

The factors that lead a speaker choose one language rather than another are influenced of his social factor. A speaker must be chosen an appropriate language to deliver his idea in his society so the other get the meaning and he can communicate well with the other.

The point where societal or group bilingual studies diverge most from the investigation of individual bilingualism is in the cases where one is examining multilingual federations, nations or societies whose major components consists of anilingual individuals living in close proximity.

In bilingualism, one language usually dominates over the other, this occurs when a child is raised by bilingual parents in a predominantly monolingual environment. It can also occur when the parents are monolingual but have raised their children in two different countries.

C. Multilingualism

Multilingualism is the act of using, or promoting the use of, multiple languages, either by an individual speaker or by a community of speakers. Multilingualism is becoming a social phenomenon governed by the needs of globalization and cultural openness.

A multilingual person, in a broad definition, is one who can communicate in more than one language, be it actively (through speaking, writing, or signing) or passively (through listening, reading or perceiving).

Multilingual speakers have acquired and maintained at least one language during childhood that often called first language. The first language (sometimes also referred to as the mother tongue) is acquired without formal education, by mechanism heavily disputed.

D. Potential Multilingual Speakers

- People with a strong interest in foreign language
- People who find it necessary to acquired a second language practical purposes such as business, information gathering (internet, mainly English)
- Language immersion children
- Immigrant and their descendants
- Residents in border areas between two countries with different language, where each language is seen as of equal prestige

- Children whose parents each speak a different language, in multilingual communities.
- Children in language – rich communities where neither language is seen as more prestigious than the other and where interaction between people occurs in different languages on a frequent basis.
- Children who have one more parents who have learned a second language, either formally (in clauses) or by living in the country.

E. Code Mixing

Suwito (1998:23) Code mixing is the borrowing elements of sentence from one language to another language. The writer uses two language or more language to state their thought, instruction, message, and experiment in order to that readers can receive what the writer has expresses. The concepts of code mixing is used to refer to a more general from of language contact that may include cases of code switching and the other form of contact which emphasizes the lexical items. David (2009:75) adds that different from the above standpoint, code mixing is going to be distinguished here from the above standpoint. With an emphasis on the different grammatical items involved as well as the association with situation and topic found in the case, the questions below suggest a theoretical different between code mixing and code switching (Getha 2010:232).

In relation to the language and social groups, code mixing is a phenomenon of bilingual or multilingual society. Bilingual or multilingual speakers as involved persons in using two or more languages are involves with two or more cultures and of course it is not separated from the result of the language use. The using of two or more languages, personal or social group, commonly named bilingualism or multilingualism. The result can be mention as "chaos" of the language system.

There are some factors, that cause people do code mixing according to Kim (2006:43). Some of them are:

- *Bilingualism*. It cannot be avoided that the ability to use to speak more than one language is a basic factor of code mixing. Most of the world's population is bilingual or multilingual.
- *Speaker and Partner speaking*. Communication is the process of expressing ideas between two participants of conversation. Speaker needs partner speaking tp communicate and code mixing could appear if both use and understand it well.

- *Social community*. An individual lives and cooperates in one community either in monolingual or bilingual community. Now most communities are bilingual that use two languages in their interactions. In this case, as individual will be influenced by social community directly.

- *Situation.* Usually code mixing occurs in relax or informal situation. This situation is closer with daily conversation and for writers is also describe as their habitual communication.

- *Vocabulary.* There is not appropriate word or when there is a lack of vocabulary in one language. The inability to find an appropriate word or expression in one language makes people change the word or phrase from one to another language and it can be combined together.

- *Prestige.* Globalization era has lead people must able to speak more than one language, especially English. For many young people code mixing becomes awn style which is hoped to be modern and educational one. They mix language because of prestige.

- *Place and Time when the Code Mixing is happened.* Code mixing could be happened in anywhere, formal and informal situation. The example formal situation is the member of element which gives a speech in which some of ticket with passenger.

- *Quoting somebody else*. People sometimes like to quote a famous or saying some well known figures (Hoffman, 1994). In Indonesia, those well known figures are mostly from some English speaking countries. Then because many of the Indonesian people nowadays are good in English. Those famous expression or saying can be quoted in their original language.

Bilingual speakers may utilize code mixing as a marker in group identity in various intra – group bilingual communities. It may occur because speakers want to show their solidarity and familiarity each other. And in principle, code mixing is the mixing from one language into the structure of other language such as word, phrase, clause, and even sentence from a cooperative activity where the participants in order to infer what is intended. In this case code mixing involves components of language such as word, phrase, clause, and even sentence in the same utterance.

Function of code mixing such as:

- Identity Marking

A speaker may use a particular code to signal a specific type of identity, for example English or French for moderning, sophistication, or authority in many part of the world.

- Code mixing can be employed as a strategy of neutrality the use of any one language in repertoire might suggest the wrong message, such as 'talking down 'somebody or suggesting an uncultivated persona.

- Code mixing is also used for stylistic function. For example: to signal a transition to the sublime or ridiculous; as is in the choice of Latinate or Yiddish diction in Milton's epics and Yiddish stand up comedies, respectively.

- Code mixing serves important socio cultural and textual function as an expression of certain types of complex personalities and communities.

- Intention of clarifying the speech content for interlocutor (Hoffman, 1991) it means to make the content of his/her speech runs smoothly and can be understood by the hearer.

F. Reason to Switch or Mix the Languages

The people surely also have reasons why he or she switches their native language into English. Savile (1986:69) states that reasons for bilinguals or multilingual to switch or mix their language. They are:

- *To soften or strengthen requested or command*

For Indonesia people, mixing and switching bahasa Indonesia into English can also soften a request because English is not their native tongue so it does not sound as direct as bahasa Indonesia. However, code mixing and code switching can also strengthen a command since the speaker can feel more powerful than the listener because she/he can use a language that not everybody can.

- *Because of real lexical need*

The most common reason for bilinguals to switch or mix their languages is due to the lack of equivalent lexicon in the languages. When an English – Indonesia bilingual has a word that is lacking in English, he will find it easier to say it in Bahasa Indonesia. And vice versa, when she/he has a word that is lacking in Bahasa Indonesia, he/she will use the English term. If it putted Indonesia, the meaning will be hazy/ vague, and sometimes it would not practice. For example, in Indonesia the technical topics are firmly associated English and the topic itselfcan trigger a switch or mix to/with English.

- *To exclude other people when a comment is intended for only a limited audience.*

Sometimes people want to communicate only to certain people or community they belong to. To avoid the other community or people interfering their communication, they may try to exclude those people by using the language that not everybody knows. Here are the reasons for bilinguals or multilingual to switch or mix their languages according do Hoffman (1991:116):

1. Talking about a particular topic

   People sometimes prefer to talk about a particular topic in one language rather than in another. Sometimes, a speaker feels free and more comfortable to express their emotional feelings in a language that is not their everyday language.

2. Quoting somebody else

   People sometimes like to quote a famous expression or saying of some well-knows figures. In Indonesia, those well – known figures are mostly from some English speaking countries. Then, because many of the Indonesian people nowadays are good at English, those famous expressions or saying can be quoted intact in their original language.

3. Being emphatic about something

   Usually, when someone who is talking using a language that is not his native tongue suddenly wants to be emphatic about something, either intentionally or unintentionally, will switch from his second language to his first language. Or, on the other hand, there are some cases where people feel more convenient to be emphatic in their second language rather than in their first language.

4. Interjection (Inserting sentence fillers or sentence connectors)

   Language switching and language mixing among bilingual or multilingual people can sometimes mark an interjection or sentence connector. It may happen unintentionally or intentionally.

5. Repetition used for clarification.

   When a bilingual wants to clarify his/ her speech so that it will be understood more by the listener, he/ she can sometimes use both of the languages that he masters saying the same utterance (the utterance is said repeatedly) .

6. Intention or clarifying the speech content for interlocutor

When bilingual talks to another bilingual, there will be lots of code switching and code mixing occur. It means to make the content of his/ her speech runs smoothly and can be understood by the hearer.

7. Expressing group identity

Code switching and code mixing can also be used to express group identity. As it has been mentioned previously, the way of communication of academic people in their disciplinary grouping, are obviously different from other group. In other words, the way of communication of one community is different from the people who are out of the community (Barnett, 1994:7)

G. Advertisement

Roderick (2006:5) advertising is aid non personal communication from an identified sponsor using mass media to persuade or influence the audience. Advertiser differs according to the market they serve the goods and services the produce and the media they use. In private sector, advertiser can be use distinguished according to whether they are predominantly, consumer industrial or retail advertisement. Consumer advertiser is those mainly involve in the manufactures or durable or non durable goods and service for consumer market industrial advertiser predominantly manufactures and market product for industrial market and retails often advertise locally patronage. Consumer goods and services advertiser make heavy use TV, radio, and consumer magazines, for instance: food, services, and goods.

Industrial advertisers generally make heavy use of trade magazines, business paper direct email, and trade show. For instance: car, computer exhibition.

In advertisement word, the copy writer must be able to create an advertisement as interest as possible, so that the reader who doesn't care and ignore it, become have big curiousity to know it more and also take care of it.

That's why in advertisement all the words must be combine well, even we often find the redundant of the words.

3. Data

- Maybelline B.B Cream. Perpaduan Skin Care dan Make up

Slogan	Responds	Count	Percentage
Perpaduan Skin Care	Bagus	4	13.33

	Tidak bagus	2	6.67
dan Make Up	Netral	9	30
	Suka	8	26.67
	Tidak suka	6	20
	Sangat suka	1	3.3

- Up Grade kulit Wajahmu

Slogan	Responds	Count	Percentage
Up Grade kulit wajahmu	Bagus	7	23.33
	Tidak bagus	2	6.67
	Netral	9	30
	Suka	8	26.67
	Tidak suka	0	0
	Sangat suka	4	13.33

- Chatting sepuasnya dimana aja

Slogan	Responds	Count	Percentage
Chatting sepuasnya dimana aja	Bagus	15	50
	Tidak bagus	0	0
	Netral	0	0
	Suka	2	6.67
	Tidak suka	0	0
	Sangat suka	3	10

- Harganya bikin fresh

Slogan	Responds	Count	Percentage
Harganya bikin fresh	Bagus	6	20
	Tidak bagus	4	13.33
	Netral	0	0
	Suka	5	16.67

	Tidak suka	2	6.67
	Sangat suka	3	10

- Samsug. Desain super stylish

Slogan	Responds	Count	Percentage
Dengan super stylish	Bagus	8	26.67
	Tidak bagus	0	0
	Netral	2	6.67
	Suka	5	16.67
	Tidak suka	0	0
	Sangat suka	5	16.67

- Dengan double protection

Slogan	Responds	Count	Percentage
Dengan double protection	Bagus	5	16.67
	Tidak bagus	5	16.67
	Netral	2	6.67
	Suka	3	10
	Tidak suka	3	10
	Sangat suka	2	6.67

- Enjoy aja……. Always Coca Cola

Slogan	Responds	Count	Percentage
Enjoy aja… always Coca Cola	Bagus	8	26.67
	Tidak bagus	2	6.67
	Netral	2	6.67
	Suka	9	30
	Tidak suka	4	13.33
	Sangat suka	5	16.67

- Akses mudah, Transaksi Aman. Safe and Easy to Access

Slogan	Responds	Count	Percentage
Akses mudah, Transaski Aman. Safe and Easy to Accsess	Bagus	2	6.67
	Tidak bagus	9	30
	Netral	6	20
	Suka	2	6.67
	Tidak suka	5	16.67
	Sangat suka	6	20

- Galand Mild, Semua ada seninya. It sounds Good

Slogan	Responds	Count	Percentage
Semua ada seninya. It sounds good	Bagus	8	26.67
	Tidak bagus	0	0
	Netral	2	6.67
	Suka	7	23.3
	Tidak suka	0	0
	Sangat suka	3	10

- Clean & Clear. Tunjukkan kulit cerah alamimu. #I am Bright

Slogan	Responds	Count	Percentage
Tunjukkan kulit cerah alamimu. I am bright	Bagus	8	26.67
	Tidak bagus	6	20
	Netral	4	13.33
	Suka	4	13.33
	Tidak suka	2	6.67
	Sangat suka	6	20

CONCLUTION AND SUGGESTIONS

1. Most people especially for the young people interesting with the using code mixing on an advertisement.

2. For the reader who are interested in sociolinguistics to analyze the other point of code mixing and the other branch of sociolinguistics.

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