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PROCEEDINGS

International Seminar LANGUAGE MAINTENANCE AND SHIFT (LAMAS) 7

“The Vitality of Local Languages in Global Community”

July 19—20, 2017



Compiled by
Agus Subiyanto, Herudjati Purwoko, Kartini Rahayu,
Wa Ode Nisrawati, Nur Faidatun Naimah, and Ardis Septi Eka Rachmatika

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NOTE

In this international seminar on Language Maintenance and Shift 7 (LAMAS 7 for short), we try to do the new paradigm, that is publishing the proceeding after the seminar was held. The positive aspect of the paradigm is that the presenters of the seminar have opportunity to revise their paper based on the responses of the audience. However, it takes longer time to process the proceeding until it is ready to distribute. Therefore, we apologize for being late.

In this opportunity, we would like to extent our deepest gratitude to *Balai Bahasa Jawa Tengah* for continuously cooperation in conducting the seminar. Thanks also go to the Dean of the Faculty of Humanities, the Head and the Secretary of the Master Program in Linguistics Diponegoro University, without whom the seminar would not have been possible. We would also express our special thanks to committee for putting together the seminar that gave rise to this compilation of papers.

We would like to thank Mrs. Shu-Chuan Chen, Ph.D. from Asia University Taiwan, Dr. Tupas Topsie Ruanni, from National Institute of Education Singapore, Drs, Pardi M.Hum. from *Balai Bahasa Jawa Tengah*; Prof. Ketut Artawa, Ph.D. from Udayana University, and Dr. Suharno, M.Ed. from Diponegoro University, as invited speakers in plenary sessions, and to all of the participants of the seminar.

Semarang, September, 25th 2017

The Board of Editor in LAMAS

SCHEDULE OF THE INTERNATIONAL SEMINAR

JULY 19, 2017 (FIRST DAY)				
TIME	NAME	TITLE	ROOM	CHAIR PERSON
07.00 – 08.00	REGISTRATION		LOBBY HALL	COMMITTEE
08.00 – 08.30	INDONESIA RAYA ANTHEM		KRYPTON	COMMITTEE
	SPEECH FROM THE COMMITTEE			HEAD OF COMMITTEE
	OPENING			DEAN OF FIB UNDIP
08.30 – 10.45	PLENARY SESSION 1		KRYPTON	Moderator: Herudjati Purwoko, Ph.D.
	Drs. Pardi, M.Hum. (Balai Bahasa Jawa Tengah, Indonesia)			
	Shu-Chuan Chen, Ph.D. (Asia University, Taiwan)	RECONSTRUCT THE IDENTITIES ON CULTURAL AND LANGUAGE TRANSITION IN TAIWAN		
	Prof. Ketut Artawa, Ph.D. (Udayana University, Indonesia)	GRAMMATICAL ALIGNMENTS IN INDONESIAN		
10.45 – 11.00	BREAK		HOTEL 2ND FLOOR	COMMITTEE
PARALLEL 1			HOTEL 2ND FLOOR	
11.00 – 12.30	Agni Kusti Kinasih & Muhammad Hawas	SPEECH LEVELS OF MADURESE LANGUAGE: A SOCIO-PRAGMATIC STUDY OF BANGKALAN DIALECT	KRYPTON 1	COMMITTEE
	Andiani Rezkita Nabu	TIPE SEMANTIK VERBA BAHASA BOLAANG MONGONDOW		
	Anisak Syaid Fauziah & Sumarlam	KOHESI LEKSIKAL PADA SPIRIT HARI INI DI RADIO MHFM SOLO DAN UNTAIAN KATA DI RADIO IMMANUEL SOLO		
	Ai Yeni & Sutiono Mahdi	PREFIX N- AND ITS COMBINATION IN SUNDANESE: A MORPHOLOGY STUDY		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
11.00 – 12.30	Aldila Arin Aini & Sumarlam	STRATEGI KESANTUNAN POSITIF & TINDAK TUTUR KOMISIF BERJANJI DALAM DEBAT PERDANA PILKADA DKI JAKARTA 2017	KRYPTON 2	COMMITTEE
	Ari J. Adipurwawidjana	SEMANTIC DEFLATION IN ENGLISH-INDONESIAN INTERLINGUISTIC EXCHANGES		
	Endah Dewi Muliandari	ANALISIS IDEOLOGI PENERJEMAHAN DAN KUALITAS TERJEMAHAN LEKSIKON BUDAYA DALAM TERJEMAHAN A SUNDANESE WAYANG GOLEK PURWA KARYA KATHY FOLEY		
	Asrofin Nur Kholifah & Ika Maratus Sholikhah & Dian Adiarti	PRESERVING LOCAL IDENTITY THROUGH LANGUAGE STYLE IN <i>WAYANG BANYUMAS</i>		
11.00 – 12.30	Amanah Hijriah	STRATEGI KESANTUNAN POSITIF DALAM BAHASA MELAYU PONTIANAK	KRYPTON 3	COMMITTEE
	Dian Pranesti	METAPHOR MAPPING IN INDONESIAN POLITICAL INTERNET MEMES		
	Dethan Erniani Ortalisje	AN ANALYSIS OF GRAMMATICAL ERRORS FOUND IN UKAW STUDENTS' ENGLISH ABSTRACT WRITING		
	Binar Kurniasari Febrianti	KARAKTERISTIK BUDAYA MELAYU DALAM SEPOK TIGE #SEpanyol #ANDALUSIA KARYA PAY JAROT SUJARWO		
11.00 – 12.30	Ketut Widya Purnawati	MANNER ADVERBIAL VERBS IN BALINESE	MATRIX	COMMITTEE
	Abdul Hamid & Eni Karlieni & Tisna Prabasmoro	THE ROLE OF SUNDANESE LANGUAGE IN THERAPEUTIC COMMUNICATION AT THE ONCOLOGY CLINIC RSHS		
	Dyah Ayu Nila Khrisna	ANALISIS PENOKOHAN SANTIAGO DALAM NOVEL <i>THE OLD MAN AND THE SEA</i> DENGAN PENDEKATAN APRAISAL		
	Dewi Juliastuty	PEMERTAHANAN BAHASA MELAYU MEMPAWAH LEWAT TUNDANG (KAJIAN TEKS DAN MAKNA)		
11.00 – 12.30	Dwi Indarti	POLITENESS STRATEGY OF DIRECTIVE SPEECH ACTS IN BETAWINESE SHORT-STORIES SEBELAS COLEN DI MALAM LEBARAN: SETANGKLE CERITA BETAWI	KRYPTON 4	COMMITTEE
	Deli Nirmala	EARLY LANGUAGE DEVELOPMENT OF INDONESIAN CHILDREN WITH PARENTS WHOSE FIRST LANGUAGES ARE DIFFERENT: INDONESIAN AND JAVANESE		
	Diana Anggraeni	THE ANALYSIS OF MODIFICATION POSITION IN NOUN PHRASE IN THE TRANSLATION OF MASTER OF THE GAME		
	Dwi Handayani	PEMERTAHANAN KEARIFAN LOKAL PEPATAH-PETITIH SEBAGAI PENGUATAN SUMBER DAYA SOSIAL BAGI MASYARAKAT TENGGER		
12.30 – 13.30	LUNCH BREAK (ISHOMA)		HOTEL 2ND FLOOR	COMMITTEE

TIME	NAME	TITLE	ROOM	CHAIR PERSON
PARALLEL 2			HOTEL 2ND FLOOR	
13.30 – 15.00	Dian Indira, Wahya, R.M. Mulyadi	KONSEP LITERASI BERKARAKTER DALAM BUKU PELAJARAN BAHASA SUNDA TINGKAT SEKOLAH DASAR	KRYPTON 1	COMMITTEE
	Edy Jauhari	STRATEGI KESANTUNAN RESPON TERHADAP KRITIK DALAM MASYARAKAT BUDAYA JAWA MATARAMAN		
	Oktadea Herda Pratiwi	ANALISIS KONTRASTIF ISTILAH KEKERABATAN DALAM BAHASA DAYAK NGAJU, BANJAR, DAN DAYAK MAANYAN		
	Ririn Ambarini, Arso Setyaji & Sri Suneki	DEVELOPING KINDERGARTEN STUDENTS' PARTICIPATION IN BILINGUAL MATHEMATIC LEARNING ACTIVITIES THROUGH CONSTRUCTIVISM APPROACH		
13.30 – 15.00	Ni Wayan Sartini	REVITALISASI RITUAL PERTANIAN SEBAGAI USAHA PELESTARIAN ISTILAH-ISTILAH DALAM BAHASA BALI: KAJIAN BAHASA DAN BUDAYA	KRYPTON 2	COMMITTEE
	I Gusti Agung Istri Aryani & Ni Putu Evi Wahyu Citrawati	SOSIOPRAGMATIC ANALYSIS OF MORAL VALUES IN BALINESE FOLKLORES		
	Ponia Mega Septiana & Sutiono Mahdi	MAKNA REFERENSIAL DAN NONREFERENSIAL PADA LIRIK LAGU SUNDA "MAWAR BODAS"		
	Sri Wiryanti Budi Utami	REVITALISASI CERITA RAKYAT BAWEAN: SEBAGAI PEMERTAHANAN IDENTITAS BAHASA DAN BUDAYA ORANG-ORANG PULAU BAWEAN		
13.30 – 15.00	Dewi Nastiti L.	ADA APA DENGAN UNDANG-UNDANG BAHASA? MENILIK PENGGUNAAN UU NOMOR 24/2009 DARI KACAMATA HUKUM SERTA PENDIDIKAN DAN BUDAYA	KRYPTON 3	COMMITTEE
	Noviana Dwi Yasinta & Rizki Utami	PERBEDAAN DAN PERSAMAAN DEIKSIS PERSONA BAHASA JAWA SEMARANG DAN BAHASA JAWA BANYUMASAN		
	Roby Aji	PENAMAAN WILAYAH KECAMATAN DI KOTA DEPOK: TINJAUAN SISTEM TANDA ADMINISTRATIF BERDASARKAN SEMIOTIKA TEKS DAN RUANG		
	Titania Sari & Sutiono Mahdi	LEXICON USING OF SUNDANESE LANGUAGE LEVEL IN "PUPUH DANGDANGGULA"		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
13.30 – 15.00	Anne Meir & Sutiono Mahdi	POLA DASAR KALIMAT BAHASA BATAK TOBA	MATRIX	COMMITTEE
	Octovianus Bin Rojak	POLITENESS IN TORAJA LANGUAGE: A STUDY ON POLITENESS IN PANGALAQ-RIU AND SURROUNDING AREAS DIALECT		
	Sansiviera Mediana Sari	MEMORI DAN RELASI MAKNA MENGENAI ANTONIM PADA ANAK AUTIS: STUDI KASUS TERHADAP 3 ANAK AUTIS USIA 11-16 DI SEKOLAH INKLUSI CAHAYA DIDAKTIKA		
	Eny Setyowati & Nimas Permata Putri	KORESPONDENSI FONEMIS BAHASA RUMPUN SUMATERA (Kajian Linguistik Historis Komparatif pada Bahasa Batak Toba, Minangkabau, Aceh dan Melayu Riau)		
13.30 – 15.00	Angelika Riyandari	VITALIZING JAVANESE LANGUAGE THROUGH PLACE NAMES	KRYPTON 4	COMMITTEE
	Setiyawati & Sutiono Mahdi	REDUPLICATED WORDS IN SUNDANESE: THE STUDY OF UNIQUENESS OF LOCAL LANGUAGE		
	Titin Lestari	THE LANGUAGE USED BY INDONESIAN LOCAL GUIDES IN GOOGLE MAPS REVIEWS		
	Ika Maratus Sholikhah, Dyah Raina Purwaningsih, Erna Wardani	MAINTAINING BANYUMAS LOCAL LANGUAGE THROUGH <i>BATIK</i> AND ITS CULTURAL VALUES		
POSTER SESSION			HOTEL 2ND FLOOR	
15.00 – 16.00	Agustina Alooja	TERJEMAHAN TUTURAN YANG MENGAKOMODASI TINDAK TUTUR MENYURUH PADA NOVEL <i>CHRIST THE LORD OUT OF EGYPT</i> KARYA ANNE RICE	KRYPTON 1	COMMITTEE
	Ali Badrudin	KAJIAN ETNOLINGUISTIK TENTANG PRANATA MANGSA JAWA (CERMIN PENGETAHUAN KOLEKTIF MASYARAKAT PETANI DI JAWA)		
	Anandha	THE STUDENTS PRESENT ATTITUDES IN USING JAVA AND NGAPAK DIALECT ON CAMPUS		
	Herudjati Purwoko	PROMOTING REGISTER AS POLITENESS FORMULA		
	Niswa Binti Rahim	EMPAT SIMBOL DASAR LAMBANG KEHIDUPAN MASYARAKAT TORAJA: SEBUAH KAJIAN SEMIOTIK MODEL PIERCE		
	Agus Subiyanto	VOICE SELECTION IN JAVANESE NARRATIVE AND CONVERSATIONAL DISCOURSE		
	Sri Ratnawati	JHEMO MADURA: KEARIFAN LOKAL DALAM TANTANGAN GLOBAL		
	Patrick Munyensanga	OUR IDENTIFICATION THROUGH COMMON CULTURE AS SINGLE LANGUAGE UNIFIES US		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
15.00 – 16.00	Santy Yulianti	PROSES MEMBACA NORMAL PADA ANAK KELAS III SD PERGURUAN RAKYAT MATRAMAN, JAKARTA TIMUR	KRYPTON 2	COMMITTEE
	Yessi Aprilia Waluyo	APPLYING CODE MIXING AND CODE SWITCHING IN TEACHING ENGLISH GRAMMAR IN THE CLASSROOM		
	Mutiara Karna Asih	PENELITIAN LAPANGAN MENGENAI PENGGUNAAN BAHASA PADA DOMAIN <i>TRANSACTION</i> , <i>FRIENDSHIP</i> , DAN <i>JOB</i> DI <i>FOODCOURT MORO</i> , MORO MALL, PURWOKERTO		
	Miftakhul Huda	MEMBANGUN IDENTITAS DALAM WACANA		
	Giovani Juli Adinatha	VARIASI BENTUK PENAMAAN BADAN USAHA BERBAHASA JAWA: STRATEGI PEMERTAHANAN BAHASA JAWA DI KOTA SEMARANG		
	Maklon Gane	THE COMPLEXITY OF LOLODA PRONOMINAL VERB PREFIXES		
	Samuel Anderson	AN OVERVIEW OF THE DIVERSITY OF THE GHANAIAN LANGUAGE AND CULTURE		
	Sulis Triyono	GERMAN VERBS IN STUDIO-D A1 BOOK: A MORPHOLOGY ANALYSIS		
15.00 – 16.00	Dwi Susilowati	QUESTIONING JAVANESE LANGUAGE VALUE AND VITALITY WITH ITS MILLIONS OF SPEAKERS	KRYPTON 3	COMMITTEE
	Dyah Prasetiani	MUATAN BUDAYA LOKAL DALAM PEMBELAJARAN BERBICARA		
	Exti Budihastuti	ANALISIS SWOT TENTANG PERGERAKAN BAHASA MELAYU DI TAKEO SEBAGAI UPAYA UNTUK MENGENALKAN BAHASA INDONESIA DI KAMBOJA		
	Luita Aribowo	BAHASA, BUNYI DAN PERSEPSI		
	Mualimin	TINDAK TUTUR DIREKTIF DALAM PUISI LANANG SETIAWAN, SASTRAWAN TEGAL		
	Nurhayati	MIXED GENRE IN <i>DOA POLITIK</i> : A STRATEGY OF SOCIAL CONTROL		
	Sri Puji Astuti & M. Suryadi	DESAIN PEMBENTUKAN LEKSIKON UNIK TUTURAN JAWA PADA MASYARAKAT PINGGIRAN DI KOTA SEMARANG		
	Ulva Fatiya Rosyida	KEBIJAKAN PENDIDIKAN BAHASA DAERAH DI ERA MEA (MASYARAKAT EKONOMI ASEAN)		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
15.00 – 16.00	Lestari Manggong	LANGUAGE AND CULTURE IN THE CASE OF MERRIAM-WEBSTER'S CORRECTION OVER PRESIDENT TRUMP'S TWEETS	MATRIX	COMMITTEE
	Priscilla Esther Siringoringo & Sutiono Mahdi	FIGURE OF SPEECH BASED ON SHORT DRAMA USING SUNDANESE LANGUAGE		
	Rizky Fitri Lestari	<i>UKARA PITAKON</i> (KALIMAT TANYA) DALAM BAHASA JAWA DIALEK JAWA TIMUR, SUB DIALEK MALANG		
	Reiva Irene Seraphina & Sutiono Mahdi	PROSES PEMBENTUKAN KATA PADA JAJANAN SUNDA: SUATU KAJIAN MORFOLOGI		
	Sigit Haryanto	PEMEROLEHAN DAN PEMBELAJARAN BERBAHASA PADA ANAK-ANAK TKIT AL-AUSATH PABELAN KARTASURA		
	Wening Sahayu	<i>PAJERO SPORT</i> FROM A GLOBAL PERSPECTIVE OF LANGUAGE AND CULTURE		
	Erni Rahayu	THE INTEREST AND POETRY WRITING SKILLS IMPROVEMENT BY DISCOVERY BASED LEARNING METHOD		
	M. Suryadi	KEKAYAAN LEKSIKON EMOTIF-KULTURAL MEWARNAI BENTUK KESANTUNAN BETUTUR DAN GRADASI KESOPANAN PADA MASYARAKAT JAWA PESISIR DI KOTA SEMARANG		
15.00 – 16.00	Debyo Saptono & Tri Wahyu Retno Ningsih	PERANCANGAN APLIKASI <i>FLESCH LEVEL</i> UNTUK MENENTUKAN INDIKATOR KETERBACAAN TEKS	KRYPTON 4	COMMITTEE
	Dwi Indarti & Cut Nina Sausina	ANALYSIS OF BETAWI LANGUAGE FROM LINGUISTIC FEATURES PERSPECTIVE: A CASE STUDY OF <i>PORTALBETAWI.COM</i>		
	Islah Maretekawati Amelius	TINDAK ILOKUSI PADA IKLAN TEMPAT MAKAN DI PINGGIR JALAN DI SEMARANG DAN IKLAN PRODUK KECANTIKAN UNILEVER		
	Jujan Fajriyah & Sutiono Mahdi	THE SOUND CHANGE IN SUNDANESE: PHONOLOGICAL STUDY ON JUJUN JUNAEDI'S SPEECH ENTITLED NIKAH		
	Novita Sumarlin Putri	ANALISIS TERJEMAHAN KALIMAT YANG MENGAKOMODASI TINDAK TUTUR KOMISIF PADA NOVEL <i>INSURGENT</i> KARYA VERONICA ROTH		
	Ahmed Fomba	UNTOLD BLACK HISTORY		
	Onin Najmudin	STRUKTUR DAN MAKNA VERBA MAJEMUK BAHASA JEPANG VI+KOMU		
	Taufik Nur Hidayat	TERJEMAHAN JENIS PROSES PADA SISTEM TRANSITIVITAS PIDATO PELANTIKAN PRESIDEN BARACK OBAMA DAN DONALD TRUMP BESERTA KUALITAS TERJEMAHANNYA		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
PARALLEL 3			HOTEL 2ND FLOOR	
16.00 – 17.00	Ropa Wahyuni & Eva Endah Nurwahyuni	COMMISSIVE SPEECH ACTS REALIZATION ON REGULAR TALKS: A STUDY OF EASTERN-JAVANESE DIALECT IN BOJONEGORO AND SURABAYA REGIONS	KRYPTON 1	COMMITTEE
	Silvia Marni	KEHIPONIMAN VERBA BAHASA MINANGKABAU SEBAGAI BENTUK PEMERTAHAN KEKAYAAN KOSAKATA		
	Wahyu Ayuningsih	ETOS KERJA MASYARAKAT MADURA DI DALAM LIRIK LAGU DAERAH MADURA: KAJIAN ETNOLINGUISTIK		
	Mayuni & Sutiono Mahdi	MORPHOPHONOLOGICAL INTERFERENCE IN MINANGKABAU'S LANGUAGE		
16.00 – 17.00	Seprianus A. Nenotek	LANGUAGE FORM USED IN EFL COURSEBOOK "PASSPORT TO THE WORLD"	KRYPTON 2	COMMITTEE
	Sri Andika Putri	CITRA WANITA MINANGKABAU DALAM PETUAH ADAT		
	Yakob Metboki & Norci Beeh	GLOBALIZING LEARNERS' LOCAL LANGUAGES FROM LOCAL CONTEXTS: AN OVERVIEW OF LANGUAGE PLANNING AT THE ENGLISH EDUCATION PROGRAM OF ARTHA WACANA CHRISTIAN UNIVERSITY KUPANG		
	Sri Minda Murni	ORAL PROFICIENCY IN PAKPAK LANGUAGE: AN ISSUE IN MAINTAINING PAKPAK LANGUAGE		
16.00 – 17.00	Syamsurizal	BENTUK DEIKSIS DALAM CERITA RAKYAT REJANG "TELEU BESOK"	KRYPTON 3	COMMITTEE
	Suparto	GEOGRAPHICAL METONYMY IN ENGLISH MASS MEDIA IN INDONESIA		
	Yoga Yolanda	INTRODUCING INDONESIAN CULTURE THROUGH UTILIZING PANTUN AS A TEACHING MATERIAL OF BIPA		
	Norci Beeh	SEMANTICS ANALYSIS ON SPEECH ACT USED IN <i>BEMO (KUPANG'S PUBLIC TRANSPORTATION)</i>		
16.00 – 17.00	Teguh Santoso	KALIMAT PERMOHONAN DIREKTIF BAHASA JEPANG DAN BAHASA JAWA: TINJAUAN SOSIOLINGUISTIK	MATRIX	COMMITTEE
	Ganjar Hwia	KAJIAN DAN PEMETAAN VITALITAS BAHASA UNTUK PENGOPTIMALAN PROGRAM PELINDUNGAN BAHASA-BAHASA DAERAH DI INDONESIA		
	Ypsi Soeria Soemantri, Nany Ismail & Susi Machdalena	INTERCULTURALITY OF MIXED-MARRIED COUPLE: A SUNDANESE MALE AND A FOREIGN FEMALE		
	Siwi Tri Purnani	BAHASA JAWA: PERSPEKTIF TOLOK UKUR BUDAYA SANTUN TATA KRAMA		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
16.00 – 17.00	Ratna Susanti, Tri Wiratno & Sumarlam	KAJIAN PRAGMATIK KESANTUNAN BERBAHASA ANTARA NAJWA SHIHAB DAN PRESIDEN JOKO WIDODO	KRYPTON 4	COMMITTEE
	Husna Imro' Athush Sholihah	ANALISIS TERJEMAHAN SINGKUMSTAN PADA BUKU CERITA ANAK BERJUDUL <i>THE 7 HABBITS OF HAPPY KIDS</i> KARYA SEAN COVEY DAN TERJEMAHANNYA (KAJIAN TERJEMAHAN DENGAN PENDEKATAN <i>SYSTEMIC FUNCTIONAL LINGUISTICS</i>)		
	Putri Adinihaqi Chusnul Chotimah	IDEOLOGIES OF EMMANUEL MACRON'S TRANSLATED INAUGURAL SPEECH: A CRITICAL DISCOURSE ANALYSIS STUDY		
	Nisa Fikria Haqinatul Millah & Sutiono Mahdi	SEMANTIC FIELD ON THE EMOTION DOMAIN IN SUNDALESE LANGUAGE		
17.00 – 17.45	BREAK		HOTEL 2ND FLOOR	COMMITTEE
JULY 20, 2017 (SECOND DAY)				
TIME	NAME	TITLE	ROOM	CHAIR PERSON
07.30 – 08.00	REGISTRATION		LOBBY HALL	COMMITTEE
08.00 – 09.30	PLENARY 2		KRYPTON	Moderator: Dr. Nurhayati, M.Hum.
	Dr. Ruanni Tupas (National Institute of Education, Singapore)	INEQUALITIES OF MULTILINGUALISM: GLOBALIZATION, NATIONALISM AND MOTHER TONGUES		
	Dr. Suharno, M.Ed. (Diponegoro University, Indonesia)	REVITALIZING LOCAL LANGUAGES THROUGH MOTHER TONGUE-BASED MULTILINGUAL EDUCATION (MTB-MLE)		
09.30 – 09.45	BREAK		HOTEL 2ND FLOOR	COMMITTEE
PARALLEL 4			HOTEL 2ND FLOOR	
09.45 – 11.15	Sheila Nanda Parayil & Tenty Maryanthi	STRATEGI KESANTUNAN TIDAK LANGSUNG PADA KRITIK PENUTUR REMAJA	KRYPTON 1	COMMITTEE
	I Wayan Ana	TINDAK TUTUR PERFORMATIF DALAM TERJEMAHAN DOKUMEN HUKUM BAHASA INDONESIA KE DALAM BAHASA INGGRIS		
	Putu Devi Maharani & Komang Dian Puspita Candra	VARIASI FONOLOGIS BAHASA BALI DIALEK KUTA SELATAN		
	Muhammad Ari Kunto Wibowo & Sumarlam	GAYA BAHASA DAN PENCITRAAN DALAM <i>SERAT WULANG REH</i> KARYA PAKUBUWANA IV		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
09.45 – 11.15	Vamelia Aurina Pramandhani	KAJIAN PRAGMATIK PENERAPAN <i>BOOSTER</i> DALAM BAHASA JEPANG	KRYPTON 2	COMMITTEE
	Ifoni Iudji	GRAMMATICAL INTERFERENCE IN TRANSLATING PROCEDURAL TEXT DONE BY THE STUDENTS OF ARTHA WACANA CHRISTIAN UNIVERSITY		
	Sutiono Mahdi	COMPOUNDING OF BASEMAH LANGUAGE: AN EFFORT TO UNDERSTAND THE UNIQUENESS OF LOCAL LANGUAGES		
	Baiq Desi Milandari	REVITALISASI BAHASA DAERAH MELALUI TAYANGAN TELEVISI SEBAGAI UPAYA MENUJU KEBHINEKAAN		
09.45 – 11.15	Yenny Hartanto	CROSS-CULTURAL STUDY ON BARGAINING	KRYPTON 3	COMMITTEE
	Kartika Tarwati	TEKNIK DAN KEAKURATAN TERJEMAHAN ISTILAH MEDIS (STUDI KASUS PADA PENERJEMAH AMATIR, SEMI PROFESIONAL, DAN PROFESIONAL)		
	Zainal Abidin	INOVASI FONOLOGIS RETROPLEKSISASI DAN GLOTALISASI DALAM ISOLEK BONAI ULAKPATIAN		
	Imam Muhtadi, Wiwi Widuri, Frando Yantoni, & Sutiono Mahdi	ASSOCIATIVE MEANINGS IN DOEL SUMBANG SONG LYRIC “BEURIT” SEMANTIC STUDY		
09.45 – 11.15	I Nyoman Suparwa & Ni Luh Gede Liswahyuningsih	INDONESIAN AMBIGUOUS NOUN PHRASES AND ITS TRANSLATION INTO ENGLISH	MATRIX	COMMITTEE
	Ria Aresta	ANALISIS TERJEMAHAN TUTURAN YANG MENGAKOMODASI <i>FLOUTING</i> MAKSIM KUALITAS PRINSIP KERJASAMA DALAM NOVEL <i>ME BEFORE YOU</i> KARYA JOJO MOYES		
	Zurmailis	AKUISISI BAHASA ANAK DI LINGKUNGAN MARJINAL KOTA PADANG		
	Sintya Mutiara W.E.	CODE-SWITCHING AND CODE-MIXING ON PERSUASION IN INDONESIAN TELEVISION ADVERTISEMENTS		
09.45 – 11.15	Jaya	MENGENAL KEMBALI STATUS PREPOSISI /I/ SEBAGAI BENTUK DASAR DALAM BAHASA SUMBAWA DIALEK JERWEH KAJIAN <i>ITEM AND PROCESS</i>	KRYPTON 4	COMMITTEE
	Musfeptial	IDENTITAS LOKAL PADA KARYA E. WIDIANTORO UPAYA PENGUATAN PERAN BAHASA IBU		
	Wiwiek Sundari	SEJARAH PERKEMBANGAN KOSAKATA BAHASA INGGRIS		
	Eni Karlieni	“CERMINAN IDENTITAS KESUNDAAN DALAM AKUN FACEBOOK WALIKOTA BANDUNG RIDWAN KAMIL” SUATU KAJIAN SOSIOLINGUISTIK		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
PARALLEL 5			HOTEL 2ND FLOOR	
11.15 – 12.45	Ayu Ida Savitri	PENGGUNAAN BAHASA TUTUR DALAM STRIP KOMIK SEBAGAI SALAH SATU UPAYA PEMERTAHANAN BAHASA DAERAH	KRYPTON 1	COMMITTEE
	Farda Naila Salsabila	PERGESERAN KATA “ENYONG” PADA MASYARAKAT JAWA DI KABUPATEN BATANG		
	Wa Ode Nisrawati , Ardis Septi E.R., Kartini Rahayu	PROSES ASIMILASI DALAM BAHASA MUNA (MENGUNAKAN PENDEKATAN TEORI OPTIMALITAS)		
	Muhammad Rohmadi	STRATEGI TINDAK TUTUR DAN IMPLEMENTASI PRINSIP KESANTUNAN HUMOR PADA MEDIA SOSIAL SEBAGAI MEDIA UNTUK MENJAGA KEBHINEKAAN MASYARAKAT MULTIKULTURAL DI NKRI		
11.15 – 12.45	Made Ratna Dian Aryani	VERBA BEROBJEK GANDA BAHASA JEPANG	KRYPTON 2	COMMITTEE
	Tri Wahyu Retno Ningsih	KAJIAN FONETIK AKUSTIK PADA TUTURAN ANAK-ANAK ASPERGER SYNDROME		
	Wahyu Damayanti	FENOMENA UNGKAPAN PANTANG LARANG MELAYU SELIMBAU: CAKRAWALA PEMAHAMAN BUDAYA MELALUI BAHASA		
	Felix Brian Hari Ekaristianto	PERGESERAN MAKNA KATA PADA KOMENTAR PENGGUNA MEDIA SOSIAL DALAM BERITA PILKADA DI JAKARTA		
11.15 – 12.45	Made Sri Satyawati	PENOMINAL DALAM BAHASA BIMA	KRYPTON 3	COMMITTEE
	I Ketut Darma Laksana	PERILAKU BERBAHASA DALAM KEJAHATAN SIBER		
	Ririn Sulistyowati	ALKISAH MANGKUS DAN SANGKIL: TERGERUSNYA BAHASA INDONESIA OLEH PENGARUH BAHASA ASING		
	Hidayat Widiyanto	URGENSI BAHASA DAERAH DALAM KERANGKA PEMBELAJARAN BAHASA INDONESIA BAGI PENUTUR ASING		
11.15 – 12.45	Mulia Anggraini	IMAGE SCHEMA PADA PRÄPOSITION NACH, ZU, ÜBER DAN AUF BAGI PENUTUR NON-JERMAN	MATRIX	COMMITTEE
	I Ketut Riana, Ni Putu Evi Wahyu Citrawati & I Gusti Agung Istri Aryani	NGUSABA DODOL DI DESA DUDA TIMUR, SELAT KARANGASEM: KAJIAN SEMIOTIK SOSIAL		
	Lindawati	BAHASA MINANGKABAU DI MASA DEPAN SEBUAH PROYEKSI		
	Erry Prastya Jati	PRESUPOSISI DAN IMPLIKATUR DALAM ACARA TALKSHOW INDONESIA LAWAK KLUB		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
11.15 – 12.45	Naniana N Benu	REDUPLICATION IN UAB METO	KRYPTON 4	COMMITTEE
	Ibrahim Guntur Nuary	THE ACQUISITION OF ENGLISH SLANG BY THE LEARNERS LANGUAGE TEACHING DEPARTMENT IAIN SYEKH NURJATI		
	I Nyoman Udayana	THE EFFECT OF INFORMATION STRUCTURE ON THE INDONESIAN <i>DI-PASSIVE</i>		
	Ahyati Kurniamala Niswariyana	MAKNA SIMBOL DALAM UPACARA ADAT NYATUS, NYIU, NYOYANG DI DESA KARANG RADEN KECAMATAN TANJUNG KABUPATEN LOMBOK UTARA		
12.45 – 13.30	LUNCH BREAK (ISHOMA)		HOTEL 2ND FLOOR	COMMITTEE
PARALLEL 6			HOTEL 2ND FLOOR	
13.30 – 15.00	Ngurah Indra Pradhana	KEDUDUKAN ONOMATOPE DALAM KATA KERJA BAHASA JEPANG DAN BAHASA BALI	KRYPTON 1	COMMITTEE
	Agus Sudono	PILIHAN BAHASA PENUTUR DI LINGKUNGAN PESANTREN (STUDI KASUS DI PESANTREN AL-ITQON, BUGEN, SEMARANG)		
	Lusia Neti Harwati	PENERAPAN METODE PEMBELAJARAN KREATIF BAHASA JAWA DI TINGKAT SEKOLAH DASAR		
	Indriani Nisja	PENGUNAAN MEDIA PEMBELAJARAN CD INTERAKTIF DALAM KETERAMPILAN MENULIS KARANGAN MURID SEKOLAH DASAR NEGERI 20 DAN SD N 09 PADANG		
13.30 – 15.00	Ni Ketut Ratna Erawati	SANDHI DALAM BAHASA JAWA KUNA: SUATU KAJIAN FITUR DISTINGTIF	KRYPTON 2	COMMITTEE
	Kenfitria Diah Wijayanti	FENOMENA KRAMA DESA DAN KEDUDUKANNYA DALAM PERKEMBANGAN BAHASA JAWA		
	Rosaria Mita Amalia	COHESION AND COHERENCE IN ARTICLES ABOUT PTNBH IN UNPAD'S WEBSITE: A DISCOURSE ANALYSIS STUDY		
	Marselina Nugraheni Fitrisari	ANALISIS WACANA KRITIS TERHADAP KASUS PEDOFILIA PADA MEDIA ONLINE TRIBUNNEWS		
13.30 – 15.00	Ni Made Wiriani	NEGASI DALAM BAHASA BALI DIALEK NUSA PENIDA: SEBUAH PENELITIAN AWAL	KRYPTON 3	COMMITTEE
	Majid Ariyoga	RELEVANSI MONOLOG PANDJI PRAGIWAKSONO DALAM KONSER <i>STAND UP COMEDY</i> "MESAKKE BANGSAKU"		
	Suci Khaofia	MOOD PADA TALK SHOW MATA NAJWA ON STAGE "SEMUA KARENA AHOK"		
	Ni Made Dhanawaty	GELIAT REVITALISAI BAHASA DAN BUDAYA DI DESA BALI AGA PEDAWA		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
13.30 – 15.00	Widyatmike Gede Mulawarman	PERILAKU SINTAKSIS KALIMAT MAJEMUK BAHASA KUTAI	MATRIX	COMMITTEE
	Martina	THE VITALITY OF MALAY LANGUAGE IN GLOBAL SOCIETY IN PONTIANAK CITY (SOSIOLINGUISTIC STUDY)		
	Tatang Sopian	TEACHING THEME AND THEMATIC PROGRESSION TO TOURISM STUDENTS AND ITS IMPLICATIONS ON THEIR WRITINGS		
13.30 – 15.00	Muhammad Rayhan Bustam	VULGARISME BAHASA: KREATIFITAS PENARIK MINAT PASAR (STUDI KASUS KAJIAN SOSIOLINGUISTIK DI RESTORAN STEAK RANJANG BANDUNG)	KRYPTON 4	COMMITTEE
	Tatang Suparman	PENGAYAAN KOSAKATA BAHASA INDONESIA MELALUI KORESPONDENSI KATA KEMBAR		
	Nur Faidatun Naimah	A CRITICAL DISCOURSE ANALYSIS OF SUSILO BAMBANG YUDHOYONO'S SPEECH ON ANTASARI AZHAR'S ACCUSATION AS MASTERMINDING THE MURDER OF NASRUDIN ZULKARNAEN		
PARALLEL 7			HOTEL 2ND FLOOR	
15.00 – 16.30	Pramesty Anggororeni	ANALISIS TERJEMAHAN MAKNA INTERPERSONAL DALAM DUBBING FILM “ <i>THOMAS AND FRIENDS: BLUE MOUNTAIN MYSTERY</i> ”	KRYPTON 1	COMMITTEE
	Prayudisti Shinta P	MEDIA FRAMING PADA THE GUARDIAN DAN AL JAZEERA: SEBUAH KAJIAN KORPUS LINGUISTIK DAN IDEOLOGI		
	Prayudha	USING COH-METRIX TO ASSESS THE WRITING SKILL OF EFL STUDENTS		
	Qurratul A'ini	PRINSIP KERJASAMA DALAM KOMENTAR BERITA DI FANSPAGE FACEBOOK MERDEKA.COM		
15.00 – 16.30	Sukron Adzim	IMPLIKATUR DAN DAYA PRAGMATIK TINDAK TUTUR DIREKTIF MASYARAKAT INDONESIA DALAM AKUN <i>TWITTER</i> PRESIDEN JOKO WIDODO	KRYPTON 2	COMMITTEE
	Yumartati	POTRET PENGGUNAAN BAHASA DI LINGKUNGAN PELAJAR SMA DAN SMK DAERAH ISTIMEWA YOGYAKARTA		
	Inayatul Mukarromah	LINGUISTICS COMPETENCE FOR DEVELOPING STUDENTS' OUTCOMES AT A COLLEGE: SURVEY APPROACH		
	Yafed Syufi	KLASIFIKASI VERBA MAKAN BAHASA MIYAH		

TIME	NAME	TITLE	ROOM	CHAIR PERSON
15.00 – 16.30	Teddi Muhtadin	POTRET PENGAJARAN BAHASA SUNDA DI SEKOLAH DASAR DAN DAMPAKNYA TERHADAP PEMERTAHAN BAHASA SUNDA DI JAWA BARAT	KRYPTON 3	COMMITTEE
	Ariya Jati	A DISCOURSE ANALYSIS OF AEROSMITH'S "I DON'T WANT TO MISS A THING"		
	Valentino Pamolango & Irvan Gading	VERBS AND VERBAL MORPHOLOGY OF BALANTAK LANGUAGE		
	Sugeng Riyanto	PENERUSAN ANTARGENERASI DAN PEMERTAHANAN BAHASA SUNDA DI DALAM KELUARGA		
15.00 – 16.30	Elvi Citraesmana, Fatimah Djajasudarma, Hera Meganova Lyra	THE ROLE OF LOCAL LANGUAGE IN NATION'S CHARACTER BUILDING	MATRIX	COMMITTEE
	Johanna Rimbing	TINDAK TUTUR ILOKUSI DALAM PERCAKAPAN JUAL-BELI DI PASAR TRADISIONAL MINAHASA (SEBUAH KAJIAN SOSIOPRAGMATIK)		
	Rosaria Mita Amalia	CULTURAL TRANSLATION OF TRADITIONAL FOOD FROM WEST-JAVA: A MEDIA TO PROMOTE THE TRADITIONAL CUISINE TO THE WORLD		
	Putri Yuni Utami	MAKING MEANING USING SYSTEMIC FUNCTIONAL LINGUISTICS AND VISUAL GRAMMAR ANALYSIS: COMPARISON OF SOURCE TEXT AND TARGET TEXT REFLECTED IN THE MAIN CHARACTER OF GRAPHIC NOVEL <i>V FOR VENDETTA</i>		
15.00 – 16.30	Elvi Citraesmana	CONCEPTUAL METONYMY IN PRESENT-DAY BANDUNG YOUTH TALKS: A COGNITIVE SEMANTIC ANALYSIS	KRYPTON 4	COMMITTEE
	Jujan Fajriah & Nisa Fikria Haqinatul Millah	VARIATIONS IN DIPHTHONG'S PRONUNCIATION PRODUCED BY NATIVE SPEAKERS OF MINANGKABAUNESE		
	Sutiono Mahdi	SUNDANESE'S CHILDREN NAMING TRADITION: A CASE STUDY OF LANGUAGE MAINTENANCE AND SHIFT IN BANDUNG.		
	Wahya	DISTRIBUSI FONOLOGIS BAHASA SUNDA DI KABUPATEN BREBES: SEBAGAI IDENTITAS BAHASA		
16.30 – 16.45	CLOSING SPEECH		KRYPTON	Head of Master Program in Linguistics Diponegoro University
16.45 – 17.00	BREAK (CERTIFICATE HANDLING)		LOBBY HALL	COMMITTEE

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CODE-SWITCHING AND CODE-MIXING ON PERSUASION IN INDONESIAN TELEVISION ADVERTISEMENTS

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Abstract

Bilingualism and multilingualism have been a popular topic to discuss recently. Two the examples of the phenomenon are code-switching and code-mixing. This research is aimed to describe the usage of code-switching and code-mixing in Indonesian television advertisements. Further, it also investigates the factors affecting the code-switching and code-mixing in the area. The research used descriptive qualitative method. The data collection was done by recording television advertisements focusing on English-Indonesian advertisements taking place from 6 May until 14 May 2017. The techniques of analyzing data were the interactive analysis that consisted of four steps, namely data collection, data reduction, data analysis, and verification or drawing the conclusion. The result of the study showed that there were 80 data consisting of 42 code-switching and 38 code-mixing. From the data, inter-sentential code-switching and intra-lexical mixing were commonly used in the advertisements. The most products using code-switching and code-mixing were from cosmetics, medicines, and hygiene stuff group. The factors affecting the usage of code-switching and code-mixing were language facility, language economy, euphemism/communication distance, stylistic purposes in communication, and expression of multiple identities. The study concludes that code-switching and code-mixing are highly used in Indonesian television advertisements. It shows that bilingualism and multilingualism have been accepted in Indonesian people's daily lives.

Keywords:code-switching; code-mixing; television; Indonesian

INTRODUCTION

Bilingualism and multilingualism have become such a never-ending topic today. Their emergence in this globalization era is an effect of language development used by people around the world. One person, accordingly, is able to understand and speak one or two other languages besides his or her mother language. Even, children, in some countries, have been taught two languages by their parents or their schools since their early childhood.

Based on the phenomenon, people's ability to master two languages or more in this modern era is not considered to be an extraordinary thing, yet it is a common thing. It is about fifty percentage of the people around the world are accustomed to communicating by using two or more languages in their daily routines (Grosjean in Auer: 1998: 52). However, bilingual and multilingual people do not actually realize that they are using code-switching while having a conversation (Holmes, 2001: 45). As a result, they are also unaware that their bilingualism or multilingualism create impacts to their ways of talking to the interlocutors. They will produce linguistic behaviour and products, such as words, phrase, clauses, interjections in the utterance and dialects. They present certain codes from one language to another language which they think those can support and make the happening conversation easier to transfer and understand. This is in line with Auer (1998: 31), 'codes are 'used' in order to interpret and produces peech.'

Auer (1998: 21) points out that the process of language alternation from one language to another language by bilingual speakers is called code-switching. He gives an example after his definition; *Y en Puerto Rico* he would say *que cortaba caña*, even though *tenía su negocio, you know* (1998: 36). This utterance is produced by the speaker in Spanish and English at the same time. Meanwhile, code-mixing happens when the sayer uses the changing of the two languages in a single utterance.

The phenomenon of changing two languages is widely-used in the communication so that

it inevitably appears in many communication media, which act as a tool used by people to connect their messages to others. Related to this, televisions as the most highly-consumed media throughout the world automatically get the impacts of code-switching and code-mixing development.

A number of scholars have conducted research in the field of code-switching. Ayeomoni (2006) studied the use of code-switching and code-mixing in childhood in Yoruba Speech Community. In this study, Ayeomoni investigated children from the elite speech community who were monolinguals. The language used was Yoruba. However, the children turned to be bilinguals after they entered primary schools. As a result, code-switching was used unconsciously by the children during their study in the classroom. Another scholar, Pishghadam and Risouli (2011) studied a cross-linguistic study of persuasive strategies used in Persian -English Language. This study analyzed the types of persuasive strategies applied in English and Persian without learning the motivations of the usage of code-switching in the languages. This is definitely different from what I am going to write in my paper. Further, Nerghes (2011) studied the impact of code-switching on persuasion in an elaboration likelihood perspective. This research examined the influence of code-switching on the systematic processing of the message without classifying the types of code-switching.

Based on the three previous studies mentioned before, I try to fill a gap in the research fields of code-switching and code-mixing. I will try to discover how the code-switching and code-mixing are presented in Indonesian television advertisements. In addition, I also investigate motivations or factors affecting the use of code-switching and code-mixing in Indonesian television advertisements.

REVIEW OF LITERATURE

For many people or communities, the use of two or more languages in a conversation is not an extraordinary phenomenon, but a norm. It is influenced by the condition where people in the society learn more than one language, especially in this modern and globalization era. They often use the two languages within a single utterance of the clause.

a. Code-Switching

Holmes (2001, 35) illustrates that the switch of the languages between speakers occurs because of a sign of community membership and shared ethnic identity towards the addressee. She adds that speakers who are not able to use their second language very well, may apply short phrases and words to deliver their intention. For instance, Scottish Highlanders who do not speak Gaelic fluently are still able to convey their identity with the local Gaelic speech group by applying Gaelic tags and phrases mixed with their English.

The previous illustration represents the existence of code-switching in the conversation in one community. According to Milroy and Gordon (2003: 29), code-switching is able to show areas of language and dialect switch which occur during communication that may use similar chance and identical language structure. Chloros (2009: 4) adds that code-switching influences someone who gets along with one or two languages or accents, to a bigger or smaller increase. Further, Chloros states that at a practical level, bilinguals frequently alter the variation of languages so that they can convey the intention, beyond their surficial ideas of their range of vocabular. From the explanations, it can be concluded that code-switching is linguistic behavior used by bilinguals or multilinguals to deliver their thought which comes beyond their reach.

Based on the explanation, it can be inferred that that code-switching is an important phenomenon to understand, particularly in today's increasingly connected global environment. Now that it relates to bilingualism and multilingualism in one society, it means that it will be applied by the language users, such as children, teenagers, and adults. On other words, it will impact on the families, classrooms, societies to businesses that vary in many types of setting.

b. Types of Code-Switching

There are types of code-switching according to some linguists. Wardhaugh and Fuller (2015: 98) classifies code switching into two types. The first type is situational switching that usually happens when the speakers alter one language to another language based on the situations. The second type is metaphorical code-switching, that is the change of the used language which represents symbolic meaning.

Meanwhile, Poplack (1980) introduces three other types of code-switching; the first type is inter-sentential switching. This type of code-switching occurs between sentences. Wardhaugh and Fuller (2015: 98) add that inter-sentential code switching usually appear within a sentence; for example: it shows a sentence with nouns or verbs in another language or it represents a clause in another language. “Sometimes I will start a sentence in English *y terminó* in *español*.” (Sometimes I’ll start a sentence in English and finish in Spanish). The second type is intra-sentential code-switching. It involves the different grammar or syntactical aspect between the two languages in a sentence that shows the high knowledge of the users. For example: “I was *speaking* with Steve the other day”. The last type is tag-switching. The same name is also proposed by Holmes (2001: 35). Holmes (2001: 35) mentions that emblematic switching or tag switching as the switch which is presented by an interjection, a tag, or a sentence filler occurring between or among languages as a representation of ethnic identity. For example: “I’m a good friend, neh?” In Japanese, particle, ‘neh’ (‘no? or isn’t that right?’) is added to give a teasing tone to the sentence.

c. Code- Mixing

Code-mixing is one thing that cannot be separated from code-switching. Code-mixing is also called rapid-switching. Muysken states that intra-sentential code-mixing is learned from a grammatical aspect. It includes diversity of language pairs, social settings, and speaker types. Therefore, this form only takes place at a particular item (Muysken: 2000, 18). Other types of code-mixing is intra-lexical switching and a mixing involving a change of a pronunciation;

a). intra-sentential code-mixing is learned from a grammatical aspect.

This kind of code mixing occurs within a phrase, a clause or a sentence boundary. French-English bilingual says: “I started going like this. *Y luego decla* (and then he said), look at the smoke coming out my fingers.” Another example is from Wardaugh “*Estaba training para pelar*”: “He was training to fight.”

b). intra-lexical switching

This kind of code mixing which occurs within a word boundary.

Ex: in *shoppā* (English shop with the Panjabi plural ending) or *kuenjoy*. (English enjoy with the Swahili prefix *ku*, meaning ‘to’).

c). mixing involving a change of a pronunciation.

This kind of code mixing occurs at the phonological level. For instance, the word ‘strawberry’ is pronounced to be ‘*stroberi*’ by Indonesian people.

d. Code-switching in Advertisement

Gardner and Chloros (2009: 21) pointed out that code-switching puts advertisements as a highly used object, and therefore there the examples that can be seen in many countries where English is used together with the local language to present exclusive image. Auer and Li Wei (2007: 438) illustrated that the successfulness of marketing relies on how the advertisements are designed in an effective way and how the language choice is applied as a main part in the market effectiveness of an advertisement. Authors Krishna and Ahluwalia examined the role of languages in advertisements in India. The results of their study indicate that it is good to give points of interests in languages for attracting the customers who are bilingual populations in marketing products. The use of different language can influence the customers’ perception.

RESEARCH METHOD

The research design of this study was descriptive qualitative method. The data collection was carried out by an observation. The observation was in the form of note-taking where the television advertisements were recorded. The techniques of analyzing data used an interactive analysis model that consisted of four steps, namely data collection, data reduction, data analysis, and verification or conclusion drawing. The scope of the research was that the data were only taken from 6 May until 14 May 2017, especially during the weekend starting from 5 pm until 7 pm. In the research, I focused on the use of code-switching and code-mixing in Indonesian television advertisements that use English-Indonesian language.

DISCUSSION

Finding

This chapter will present types of code-switching and factors affecting the widely-used code-switching and code-mixing in Indonesian television advertisements.

There were 80 examples of code-switching and code-mixing found in the advertisements. From code-switching side, inter-sentential code-switching as presented by 37 examples, and intra-sentential CS was 5 examples and tag switching had no example. Meanwhile, from code-mixing, intra-sentential was shown by 35 examples, intra-lexical CM had 1 example, and change of pronunciation presented 2 examples.

There were also some classifications of advertisements based on the type of products. The result showed that CDDHS consist of 40 examples of alternation of two languages, FMD 31, followed by ME as presented by 4 examples, GG had 1 example, MA and AH performed 2 examples.

Data Analysis

They were subsequently classified into the following types: code-switching and code-mixing types. For code-switching types, they are categorized into intra-sentential switching, inter-sentential switching, and tag switching. While, for code-mixing types, they are classified into intra-sentential switching or code mixing, inter-lexical code-mixing, and code-mixing involving a change of pronunciation. The advertisements are also divided into some categories, such as: food, milk, and drink (FMD), cosmetics, drugs, detergents and household stuff (CDDHS), motor and electronics (ME), gadgets (GG), and accommodation and hotels (AH).

a. Code-Switching

Based on the data, it shows that inter-sentential code-switching type is the most highly used in the English-Indonesian advertisements in Indonesia. There are 36 examples found from the data. One of the example is *Torabika Creamy Latte* (a name of the instant coffee brand) which has a slogan *It is so creamy. Gulanya atur sendiri*. From this example, there are two languages employed as they are signed by a juncture by the speaker. The first sentence uses English, while the second sentence employs Indonesian. The first sentence using English is delivered in a very expressive way which is represented by a teasing intonation and the expression of the models. It tries to emphasize the flavour of the coffee which is very good and has an international taste. It is represented by the clause 'it is so creamy' that uses English version. Meanwhile, the second sentence presented in Indonesian utters how the coffee-maker person can measure how much to pour sugar into his/ her coffee that it must be comfortable for him/her. It is shown by the clause *gulanya atur sendiri* (manage the sugar by your own) that reflects the feature of the product whose meaning will be simply understood in Indonesian.

The second is intra-sentential code-switching type which is presented by 6 examples. One of the example is shown by *Chocolatos Drink* (drink brand) which has a slogan *Relax-kan harimu, relax-kan hatimu*. It means relax your day, relax your heart. The intra-sentential code-switching takes place between two clauses. The word relax in English is combined by a suffix *-kan* in Indonesia which means causative verbs in Indonesian. It is followed in the second clause. The repeated word delivered by the ads shows that the producer wants to emphasize the effect of the product when the customers drink it. The customers will be relaxed by the product physically and psychologically.

The last and the fewest used type is tag switching which is presented by one example. In this advertisement, the switch employs an interjection, a tag, or a sentence filler in another language which serves an identity marker. A cheese product named Prochiz has a slogan *Prochiz. I love you, Ibu*. Prochiz is a processed cheddar cheese product which symbolizes *Ibu* (mother) as a call for mommy or mother in Indonesia. It is used to represent that mommy or *Ibu* is the one who usually prepares for meals for children. Her choice of using the product that is loved by the children gives a loving effect to the children. They give a gratitude and appreciation to their mother by saying I love you, *Ibu*. I love you is one of the most familiar expression in English. By employing a clause I love you, the producer wants to represent *Prochiz* cheese as an international and high-class product, and also a well-accepted cheese product in Indonesia.

For code-mixing, there are totally 38 examples found. The most-widely used type is intra-sentential code-mixing which presents a phrase, a clause within a sentence within two languages. Some examples can be seen in the Nutrijel Jelly Shake advertisement with its slogan *Shake dulu baru minum*

(shake first before you drink). This slogan emphasizes on the procedure of drinking the product, meaning that the customers should shake first before they drink the product. The word shake is considered to be simpler and easy listening than *kocok* (shake) in Indonesian. From here, the producer wants to make his product slogan more familiar to the customers so that whenever they remember the slogan, they will remember the product as well.

The English word happy and moment are very commonly used in the advertisements performing intra-sentential code-mixing, example: Frisian Flag Coconut Delight, with its slogan *Bikin loe happy..happy..happy* (Makes you happy..happy..happy) and Sensodyne, with its slogan *Makasih Sensodyne..gara-gara kamu aku happy* (Thank you Sensodyne..because of you I'm happy). The word *loe* dialect Betawi, one ethnic in Indonesia, meaning you. The highly used word of happy in Indonesian advertisements show that happy becomes the well-accepted English word for Indonesian people.

Another type of code-switching is switching with a change of pronunciation. There are two examples found. One of the examples is presented by advertisements Super Lollypop Candy which has a slogan *Co Cuiit banget* (extremely so sweet). There is a collaboration between two languages in the phrase. The phrase *co cuiit* actually imitates the pronunciation of the English words so sweet. While *banget* means very or extremely. Considering that the market target is children, it is pronounced in a childlike way.

The last one is intra-lexical switching which has one example. Unlike the other types, intra-lexical code-switching occurs within a sentence, for example: Ion Plus (isotonic drink). *Sekali tegukan..badan jadi fit dan fresh..ter-ionize*. It means one gulp of drink..the body will be fit and fresh..ionized). The example shows inter-sentential code-mixing in the word fit and fresh in English, while the intra-lexical is shown in the word *ter-ionize*. *Ter-* is a prefix in Indonesian language which means an intended condition (to make it ionized).

Besides the types, the findings also show that from the classification of the products, the cosmetics, drugs, detergents and household stuff (CDDHS) have the most code-switching and code-mixing, followed by food, milk, and drink products (FMD). Those products are commonly daily consumed products where the producers put a high target in marketing their products. By inserting code-switching and code-mixing in the most consumed products, the producers expect that the customers will feel proud of the products they use every day.

The data definitely present that the producers try to approach customers from the most-daily consumed products by using code-switching and code-mixing.

b. Factors Affecting Code-Switching and Code-Mixing

Studies of code-switching in naturally-occurring conversations identified six common reasons for code-switching, namely: (1) language facility, (2) language economy, (3) euphemism/communication distance, (4) stylistic purpose, (5) making requests and (6) construction/expression of multiple identities. The five factors work on code-switching in advertisements, except making requests.

a). Language Facility

Language facility implies that “for the bilingual, it is easier to express oneself using code-switching rather than remaining in one language” (Bishop, 2006: 18). This happens if there are some terms in the second language that do not have the similar meaning in the first language and vice-versa. Based on the findings, the words like creamy, charcoal, multi-excel, serum, crackers, heat-lock, mouthwash, cannot be easily translated into Indonesian language. Those terms need an explanation that demand more words to express it. If the terms consist of many words in the explanation, those will harm the producers of advertisements. For example: the word serum comes from health terms. Serum cannot be translated easily in Indonesian since it requires a description. Therefore, serum is still performed with serum, without altering it into Indonesian.

b). Language Economy

Language economy presents a word or a phrase that can be expressed more concisely in another language than one's native language (Becker, 1997:20). This factor must be very beneficial for the producers since the economical words do not make them spend much money to present their advertisements in the television for saving time reason. It is shown by some words such as heat-lock and crackers. Pocari Sweat is an isotonic drink which has a slogan “Pocary Sweat. Go Sweat. Go

Ion!” The slogan is used to encourage people to be ready to do their activities. The producer prefers to use English word with fewer syllables, that is go, instead of using Indonesian language namely *mulai* or *siap*, which has an equal meaning.

c).Euphemism/Communication distance

According to Bishop (2006), people use code-switching as a way to lower the feeling of inconvenience or anxiety over topics that are seen as embarrassing in some contexts. Euphemism is the use of English equivalent to allow the speaker/writer to allude to the same referent without making explicit mention of potentially embarrassing notion. One example is an advertisement of hair vitamin, Ellips, with its slogan *Bye Rambut Crispy* (Ellips. Goodbye messy hair.) The word *crispy* is used to represent the condition of messy hair which should be embarrassing for girls. The advertisement inserts a metaphor to reduce the direct expression of the condition of the hair.

d) Stylistic Purposes in Communication.

As regards the fourth motivation, “bilinguals use code-switching as a way to emphasize a particular message by creating situations that force the addressee to interpret their language switch” (Becker,1997:12). One example is a multi-vitamin product, Cerebrofort Marine Gummy with its slogan *Bikin hebat..rasanya yummy. Jadi idola, sudah biasa.* (Cerebrofort Marine Gummy. Makes you great with a yummy taste. To be an idol is common.) In this slogan, the producer wants to use language style in the words *gummy* and *yummy* so that they are easy listening and catchy considering the product is a multi-vitamin product for children.

e).Expression of Multiple Identities

Many linguists argue that language is an instrument of identity construction. It shows that language presents and re-present the speakers. One example is shown by a dairy product advertisement, Prochiz which has a slogan *Prochiz. I love you, Ibu.* (I love you, Mom). The advertisement shows that it tries to perform an international taste based on the clause *I love you* for it is an extremely popular expression in English as international language. Everyone knows the meaning of *I love you* and it is what is actually expected by the producers. Therefore, the product becomes popular too. However, they do not want to lose their identity of the product by using the word *Ibu*. *Ibu* is only found in Indonesia which means mother.

CONCLUSION

From the finding, it can be concluded that code-switching and code-mixing are language media highly used in Indonesian television advertisements to convey the messages of the producers to the customers. There are code-switching and code-mixing found based on the classification. This phenomenon shows that bilingualism and multilingualism are generally accepted in Indonesian’s people daily lives, especially in the television of which is the most generally enjoyed communication media in the day time.

The finding also shows that Indonesian people welcome English as an international language which is shown in the number of advertisements using code-switching and code-mixing. In one side, it can be good since it encourages Indonesian people to adapt and learn English so that it will be beneficial for their future lives. However, it is also a threat for Indonesian people themselves if they do not maintain their regional and national identity.

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