

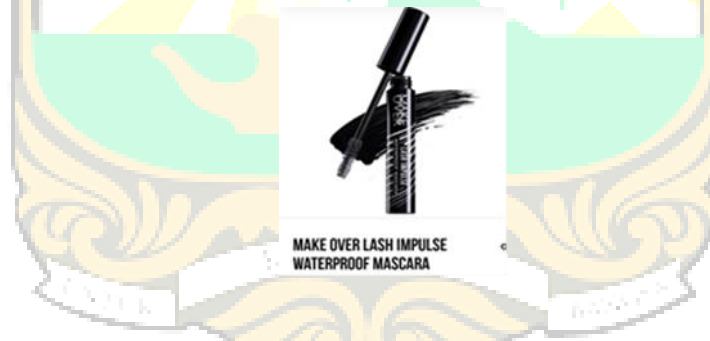
# CHAPTER I

## INTRODUCTION

### 1. 1 Background

In this era, there are a lot of Indonesian companies using English Language to describe their product. Writing the brand names in English may make the brands go international. This is because English is an international standard for the languages that is known widely in the world (Modiano, 1999).

One of the popular Indonesian cosmetic companies that used English for the names of their products is "MakeOver." English is not only used for their cosmetics brands but also for the description of the product. Some of the products that use English are Foundation, cushion, and Powder. This can be seen in the description of this Mascara below:



**Image MakeOver Mascara**

*"Makeover lash impulse waterproof mascara adalah mascara tahan air dengan 3D Maxi-Lash Technology yang menghasilkan volume 10x pada bulu mata anda menjadikannya lebih terlihat tebal, lentik dan lebat. Mascara ini diformulasikan dengan zero-smudge formula yang menjaga performa mascara ini tidak luntur hingga 12 jam. Diinovasikan dengan customize dual*

*sided flat-curve brush yang secara presisi didesain untuk memberikan hasil maksimal tanpa menggumpal. Sisi aplikator yang rata untuk mengisi volume pada bulu mata dan sisi aplikator yang berlekuk untuk menjangkau dan meratakan mascara untuk hasil yang tidak menggumpal. Dermatology tested & ophthalmologist tested."*

The description of the Mascara uses both Indonesian and English languages as can be seen in the following sentences:

1. "***Makeover lash impulse waterproof mascara*** adalah mascara tahan air dengan ***3D Maxi-Lash Technology*** yang menghasilkan volume 10x pada bulu mata anda menjadikannya lebih terlihat tebal, lentik dan lebat"
2. "Mascara ini diformulasikan dengan ***zero-smudge formula*** yang menjaga performa mascara ini tidak luntur hingga 12 jam."
3. "Diinovasikan dengan ***customize dual sided flat-curve brush*** yang secara presisi didesain untuk memberikan hasil maksimal tanpa menggumpal."
4. "***Dermatology tested & ophthalmologist tested***"

This description contains English language, which is marked in bold and Indonesian language marks in italic. Even though the products were made in Indonesia, the languages used for the description of the products above are not only Indonesian but both Indonesian and English. This kind of language use is called code-mixing in sociolinguistics. Using English in the description of Indonesian cosmetic products is likely to make the brands popular, unique, and remembered by many people. As mentioned by Martinez (2019), English language used on the description of cosmetic products is also used as a marketing strategy to promote the product to reach the aim of sales promotion.

The use of English besides the Indonesian language for the name of cosmetic products, the compositions of the products, and the description of how to apply the

product sociolinguistically is called Code-Mixing and Code-Switching. Code-Switching is a situation when a speaker switches the language to another language at the same time, while Code Mixing is when the speaker uses two or more languages in one utterance or one sentence, in other words they mix the language with another language. Both Sociolinguistic phenomena are encountered in spoken and written communication.

The writer is interested to study the use of English in the description of MakeOver's products and how the language is used sociolinguistically. It will be focused on code-mixing phenomena. The importance or the benefit of code-mixing in this study is to clarify the meaning of a term in English language that has on selected cosmetics product.

## **1. 2 Theoretical Background**

### **1.2.1 Sociolinguistics**

The definition of sociolinguistics is a branch of linguistics study that concerns language phenomenon in society and also its use in a social context. It is discussed how language works in society and the ways it is used to convey social meaning (Holmes, 1992). It studies the social uses of language (Chambers et al., 2002) and is concerned with language as a phenomenon in social and cultural (Trudgill, 2000).

One of the language phenomena in society is Bilingualism. Bilingualism refers to situations in which the speakers can speak two languages (Bloomfield, 1958). The speaker masteries two languages like a native speakers. Bilingual speakers often use two languages at a speech event, either by using one or some words of the other language in the language used or switching from one language to another.

### 1.2.2 Code-Mixing

(Wardhaugh, 1986) said code-mixing is a phenomenon when speakers use two or more languages in one utterance or one sentence. When they have a conversation, they mix a language with another language, for example, English language with Indonesian language. This phenomenon usually occurs in the bilingual or multilingual community or society. Code-mixing has many different types according to experts. Wardaugh did not mention specifically the types of code-mixing. However, Wardaugh states the type of code-switching is 2, they are:

1. Situational code-switching
2. Metaphorical code-switching

The types of code-mixing according to (Hoffman , 1991) divided into:

#### a. Inter sentential code-mixing

It is a phenomenon of code-mixing that happens between clauses or sentences. The clause or the sentence in one language is switched into another in this type of code-mixing. This switching is concerned with the conversation's situation. This type of code-switching is not limited to the insertion of words, and the shift is in the middle of the sentence.

For example: mampu membersihkan seluruh sisa **makeup waterproof**, minyak berlebih dan kotoran serta melindungi kulit dari pertumbuhan bakteri penyebab jerawat.

In the example above the code-mixing occurs in the middle of a sentence.

#### b. Intra Sentential Switching

Code-mixing happens within a clause or a sentence. In this case, the speaker switches parts of clauses, lexical items, or morphemes. Intra sentential is code-switching in which switches occur between a clause or sentence boundary.

For example: cocok untuk semua jenis kulit bahkan kulit rentan berjerawat dengan formula **non-acneogenic & non comedogenic. Dermatology tested.**

In the example above, the switching occurs between sentence boundary.

c. Tag Switching

The transition from one language to another language occurs in different sentences. Tag switching is a phenomenon when code-switching is at the end of a sentence that involves inserting the tag of the sentence

For example: **face contour kit**, untuk koreksi pada ketidakseimbangan bentuk wajah.

In the example above, English tag '**face contour kit**' followed by Indonesian sentence.

According to (Muysken, 2000), there are also three types of code-mixing, they are:

a. Insertion

The code-mixing process inserts lexical items or constituents of foreign lexical or phrasal categories into a structure. The code mixing in insertion occurs only in words or phrases. Insertion can be described as material from one language into a structure from the other language. For example: "*Dengan kandungan **oil-absorber** yang terasa ringan diwajah*"

In the example above, there is English language in the middle of the sentence '**oil-absorber**'. Therefore the type of code-mixing contains in this sentence is insertion.

b. Alternation

Alternation is a process of code mixing when two structures from different languages alternate at the lexical and grammatical levels. It means the clause of one language is followed by the clause of another language. Example: “*dengan formula yang non-acnegenic & non-comedogenic*”

Indonesian language followed by English language. Therefore the type of code-mixing contains in the example above is alternation.

c. Congruent Lexicalization

Congruent lexicalization is the situation when two languages share grammatical structures which can be filled lexically with elements from either language. In this case, the grammatical structure is shared by Indonesian languages and English with words or phrases from both languages that are inserted randomly. Example: “*dapat digunakan tanpa make-up untuk tampilan wajah yang matte*”

In the example above, the English and Indonesian language are mixed randomly. Therefore, the type of code-mixing contains in this sentence is congruent lexicalization.

The theories above are different in the form of the description and explanation. According to the theory by Hoffman, the types of code-mixing are inter sentential, Intra sentential, and tag switching. It could not be used in this research because it only focused on analysing sentences. Therefore, the writer chose Muysken’s theory for this research.

### 1.2.3 The Function of code-mixing

According to Hoffman (1991), there are several functions of code-mixing and code-switching, they are:

#### 1. Talking about particular topic

People sometimes use two different languages when they are talking about something. They feel more comfortable and free to express their messages using another language. For example: “*wardah lightening liquid foundation adalah liquid foundation yang terasa ringan dan nyaman digunakan sehari-hari.*”

#### 2. Quoting somebody else

Quoting someone’s word, famous expression, or saying of some well-known figures may happen in code-mixing. Sometimes people say quotes intact in their original language. For example: *Saya lupa siapa namanya, **What is a name?*** (Apriana, 2006:49). The example shows the popular quotation “what is a name?” by Shakespeare, a poet from England.

#### 3. Being emphatic about something

People usually express their emphatic using another language. Sometimes it feels more powerful if people express their emphatic in a foreign language than first language or vice-versa. Example: “*Gimana sih si K, kerjanya nggak professional. Aku sdh korban banyak but I get nothing malah sakit hati. (I do not understand K. Her work is not professional. I have sacrificed a lot of thing but I get nothing, and my hurt hurts.*” (Apriana, 2006:48).

#### 4. Expressing group identity

Code mixing could be used to express group identity. The different group has a different way to express their identity, the way of academic people communicate are

different from others. For example: “*guys, ada yang tau kita kapan ya seminar proposal examinationnya?*”

#### 5. Interjection (inserting sentence fillers or sentence connectors)

Interjection may happen in code-mixing phenomena. It may be in the form of words or expressions which are inserted in a sentence to convey strong emotion, surprise or it can be to gain attention. Interjection has no grammatical value, and it may happen intentionally or unintentionally. Example: “*aduh aku lupa bawa bukunya. **Shit!***”

#### 6. Intention of clarifying the speech content for interlocutor

When people with bilingual or multilingual have conversations with another bilingual/multilingual, there will be lots of code-switching and code-mixing occurs when they are talking in order to make the content of their speech runs smoothly and can be understood easily. Example: “*Boleh minta **hotspot** ga?buat **nge-chat** dosen pembimbing*”

#### 7. Repetition Used for Clarification

Codes that people use when they want to clarify their speech so the listener can understand, sometimes use both of the languages that they masters to say the same message. Repetition is not only served to clarify what is said but also to amplify or emphasize message. Example: “*Li, aku kok miss him ya? Nggak papa ya? kalo aku sms dia, is that ok? Soalnya dia kan iceberg banget*” (Apriana, 2006: 49).

In conclusions, code-mixing is a phenomenon when speakers mix and switch two languages in one sentence. This phenomenon happens in bilingualism. Muysken’s (2000) theory applied to categorize the type of code mixing, and Hoffman (1991) theory to investigate the function of code-mixing.



### 1.3 Review of Previous Studies

This section describes the review of previous studies on the current research topic. There is one research article and two undergraduate thesis discussed here.

The research about code-mixing and code-switching by (Martin, 1998). The title is the use of English in written French advertising: a study of code-switching, code-mixing, and borrowing in a commercial context. The writer used the theory by Poplack 1980 which the data is written in French advertising in the magazine L'Express. This paper aims to reveal the English used in advertisements in non-English speaking countries, including the style, the structure of the language, and the reason why English plays such an important role in worldwide advertising.

The result of her study is the English use in French slogans illustrates that advertiser copy can be a rich source of linguistic data in code-mixing, code-switching, and loan words due to the various morpho-syntactic and phonological characteristics. Moreover, it could be said that by examining the phenomenon of code-mixing in French advertisements, one discovers that French people feel about their mother tongue as well as other aspects of their mentality. French seem to take great pleasure in incorporating new English words into their vocabulary than willing to use them to expand their marketing strategies. The only gap in this study is there is no further explanation about which advertisement that the writer used as the source of the data.

The next research is an analysis of code-switching and code-mixing in the film "*Tokyo Fiancée*" by Stefan Liberski (Arrizki et al., 2020). The writer also used Muysken's theory to analyze code-mixing. However, the writer used a film by Stefan Liberski as the source of data and the title is "*Tokyo Fiancée*." This research aims to

analyze and describe the code-mixing, and code-switching contained in the data, analyze the types of utterances of code-mixing and code-switching and also identify the influential factors of code-switching and code mixing in the film. This focus of study is too diverse. The study focus is not only code-mixing, but also code-switching.

The result of this research is the use of French in the data is more dominant than in other languages. In this type of code-switching, the most dominant code-switching with speakers as the casual factor, and in code mixing the most dominating are insertion, external code-mixing and individuals as the cause of code-mixing. This study can be used as an alternative reference related to teaching materials, especially for sociolinguistic and code-mixing, the factors that cause these two phenomena and examples of speech in related films

Another research is the English in Product Advertisements in Non-English-Speaking Countries in Western Europe: Product Image and Comprehension of the Text by (Gerritsen et al., 2010). The writer tested 715 women university students as the respondents for their research. The purpose of the study is to gain a better insight into the effect of the use of English in ads in Western European countries where English is not spoken as a native language.

The result of their study is English is unfamiliar in non-Europe. Furthermore, consumers will not realize that they have not understood a text, and the use of English will cause irritation and a negative attitude toward the advertisement or the product. Consumers will not understand the use of English compared to the use of the local language did not have any impact on the image or of the product. The weakness in this study is the writer not analyzed using linguistics theory

The next research is code-mixing in the food and drink of online shop OLX Indonesia (Dilavenna Surya, 2017). The writer chose OLX Indonesia as the source of data. OLX is an e-commerce which sells anything, including food and drink. The objective of her study is to find out the types of code-mixing and describe the function of code-mixing found in the food and drink of online shop OLX Indonesia advertisements. The writer used the theory from Musyken (2000) to identify the type of code-mixing and Hoffman (1991), and Troike's (2003) to describe the functions of code-mixing.

The result of the study is there are 48 code-mixing found in the OLX Indonesia advertisement. The Code-mixing can be categorized into insertion and congruent lexicalization. The research also found that Code Mixing has different functions. The functions are talking about a particular topic, interjection, repetition used for clarification, and because of real lexical need. However, the writer only presents a little amount of data to be analyzed, not reach 50% of the total data.

The next study was done by (Dyarini, 2018). She studied Code-Switching and Code Mixing Used in Gogirl! Magazine. The writer used GoGirl! Magazine as the source of data because there are many articles in GoGirl! Magazine that uses code-mixing and code-switching. The writer used the explanation of Hoffmann (1991), Miriam Meyerhoff (2006), and Muysken (2000). The research aims is to analyze the types of Code Switching and Code Mixing phenomena in GoGirl! Magazine.

The result of the research is there are two types of Inter-Sentential Switching, which are heading/sub-heading to inside text and a sentence in the inside texts. Code mixing phenomena in this study show their function in mixing English words as a subject, predicate, adjective clause, object of the preposition, and adjective phrase in Indonesian sentences. There is also social factor found in this study such as the topic, the participant, and social context.

All the research explained above is related to this thesis. Dyarini (2018) also studies Code-mixing, but she used magazines as the source of data. This thesis used same theory with Surya (2017) to identify the type of code-mixing. The previous studies above help the writer to find more information about the theory that the writer chooses to analyze the data.



#### **1.4 Research Questions**

This research is intended to find the answer to the following questions using Muysken's (2000) code-mixing theory and the function of code-mixing based on Hoffman (1991) theory. The research questions are:

1. What are the forms and types of code-mixing found in the description of "MakeOver" product?
2. What are the functions of code-mixing in the description of the cosmetic product?

#### **1.5 Objectives**

This study has two main objectives. They are:

1. To determine the form and types of code-mixing in the description of MakeOver product
2. To investigate the function of code-mixing in MakeOver product

#### **1.6 Scope**

8. Many Indonesian brands of cosmetics use English or Indonesian and English for the description of their products, one of them is MakeOver. Therefore, this research will focus on the description of MakeOver's cosmetic products. MakeOver has many different products, but in this research only MakeOver Ultra Cover Liquid Matt Foundation, MakeOver Hydrastay Radiant Finishing Powder, MakeOver Lite Glow Cushion, Makeover liquid tint blush, Makeover royal rose powerstay eye pallet, Makeover Richie glow highlighter, Makeover face contour kit, Makeover powerstay color correcting primer and Makeover

hydrastay smooth lip whip, Makeover Powerskin Micellar Water and Makeover powerstay Liquid Glow Moisturizer products are chosen as the source of data. Muysken's (2000) theory used to identify the type of code-mixing, which categorize into three types: insertion, alternation, and congruent lexicalization. Hoffman (1991) theory used to investigate the function of code-mixing which categorize into seven types: talking about particular topic, quoting somebody else, being emphatic about something, expressing group identity, interjection (inserting sentence fillers or sentence connectors), intention of clarifying the speech content for interlocutor, repetition used for clarification

