CHAPTER I

INTRODUCTION

1.1   Background of the Research

Research shows that language plays a significant role in business and international trade. It is, among others, reflected in a review of 264 articles on the importance of language in international business (Tenzer, Terjesen, & Harzing, 2017). English is the most dominant language in international trade, especially between big countries (Leech, 2013, p. 229). It is used in many aspects of business in either developed or developing countries.

English is widely used in business, especially in print advertising in Germany, Spain, and the Netherlands (Gerritsen et al., 2007). Some English business terms now also panetrates the use of language in business in other European languages (Anglemark & John, 2018). It is required as a means of professional advancement and a tool to make the business function more effectively in Thailand (Hiranburana, 2017). English is used for naming many small and medium-scale companies in Malaysia, a multicultural and multilingual country (Hasan et al., 2015).

Many people in non-English speaking countries, including Indonesia, learn or speak English fluently or less fluently. When people change their language, dialect, or variation while speaking, they are in a state of code-switching or code-mixing (Nababan, 1993). Code-mixing is defined as a transition from one language to another in the same speech or written text (Sebba, 2012; Muysken, 2003).

English today is the language of the world (Kachru, 1983; Crystal, 1977). The use of English in Indonesia has been observed in many domains. In Media communication, it is also found on various platforms, such as television shows and

social media. In the industrial sector, code-mixing can be found in many brand names, products, and advertisements of products. One example is the use of English in the writings on shirts produced by several clothing startup companies in West Sumatra, such as *Tangkelek, Kapuyuak,* and *Kapalo Kombed*. Startup is a business or endeavor concentrated on a particular good or service the founders seek to market (McGowan, 2022).

The three startups produce clothing using screen printing techniques for pictures and writings on the shirts they produce. They produce and sell clothes that have writing written on them in various languages, such as Minangkabau, Indonesian, English, or a combination of two languages. Some of the written are:

1. *Urang Awak, Anak Gadih Ama Jo Apa* (Minangkabau)

2. *Siap Diajak Serius* (Indonesian)

3. *Original, Road Safety* (English)

4. *I Love Amak Den, The power of Kaki Limo* (English and Minangkabau)

5. *Nasi Padang Addicted* (English and Indonesian)

In addition, In their writings, English is often used beside the Indonesian or Minangkabau language. This can be seen on the sample of the shirt below:

[Picture from Tangekelek Instagram Catalog]

[Picture from Kapuyuak Instagram Catalog]

As we can see in the picture, the writings on the shirts contain a mixture of Minang and English. The researcher is interested in analyzing the mixture of English languages contained in writing on shirts. The data source used by the researcher is the Instagram catalog of the previous startup companies, namely *Tangkelek, Kapuyuak, and Kapalo Kombed*.

The researcher chooses the data source based on several reasons. The first is because it is a Minangkabau clothing startup company originating from West Sumatra. The second is that the researcher can find the data more efficiently by visiting their Instagram page. The last reason is that the three clothing startup companies often mix the language between Minang language and English in writing on the clothes they produce. This study aims to find out the form and types of code-mixing and also the reasons for code-mixing between Minang language and English in writing on the clothes they produced.

1.2 Theoretical Framework

1.2.1. Sociolinguistics

Sociolinguistics is a branch of linguistics that studies the interaction between language and society. When people communicate with each other anytime and anywhere, they should use language. The task of language among people is very essential. Besides being used for public speaking, people use language to show their sentiments, judgments, or thoughts. According to Wardhaugh and Fuller (2015, p.1), Sociolinguistics examines how language works in everyday speech and the media it is exposed to, as well as the existence of social norms, rules, and laws discuss language. As Wardhaugh points out, sociolinguistics investigates the kinds of language used in social settings where language is involved in public activities.

Numerous peculiarities regarding linguistic capacity that can be identified by general public. Code exchange is a common occurrence. It is because a social setting allows people who live in networks to communicate in more than one language. There are four sociolinguistics studies: interdisciplinary science, language variety, word choice, and bilingualism or multilingualism.

1.2.2. Code-Mixing

Code-mixing is shifting one language to another within the same speech or oral/written text (Ho, 2007, p. 1). It is common in societies where two or more languages are used. Code-mixing research contributes to our understanding of language's nature, processes, and restrictions, as well as the relationship between language use and individual values, communicative techniques, language attitudes, and functions in specific socio-cultural situations.

Haugen and Gumperz describe code-switching and code-mixing as exchanging two languages (Anastassiou & Andreou, 2017, p. 14). Wardhaugh (2010, p. 98) also claims that code-switching (code-mixing) can occur within a single speaker's turn or between speaker turns. However, in most current literature, the phrases 'code-mixing' and 'code-switching' are used interchangeably, referring to both types of language mixing.

Mahootian (2006), for example, used the term code-switching for what others mean, such as Muysken (2003, p.3) as code-mixing. He stated that there are two types of code-switching: intra-sentential (switching that takes place within a clause and involves a phrase and morpheme) and inter-sentential (the switching occurs between sentences or clause boundaries). It differs from Hoffman (2014, p. 104), who uses the term code-mixing to combine two languages within a sentence. He states that code-mixing is when switches occur at the lexical level within a sentence (intra-sentential switching). The term code-mixing refers specifically to intra-sentential switching, and this study will focus on code-mixing and uses Muysken's theory of code-mixing.

1.2.3. Types of Code-Mixing

Pieter Muysken (2000, p. 3) identified the following types: insertion. alternation, and congruent lexicalization:

1. Insertion

Insertion is a code-mixing technique that involves inserting a word into an oral or written discussion. Insertion is the insertion of material from one language, such as lexical items or complete constituents, into the structure of another language (Muysken, 2000, p. 3).

This is the pattern of insertion:
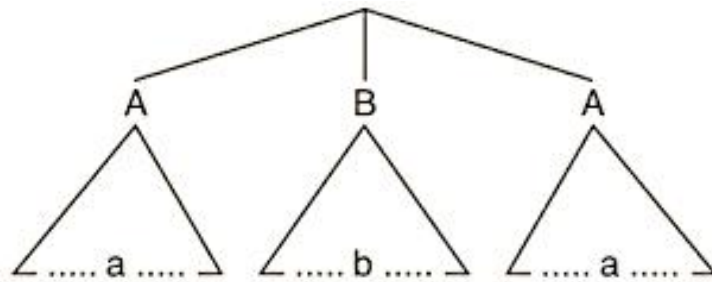
(Muysken, 2000)

The first language, A, is represented by the lexical elements in the image above, whereas the second language, B, is represented by the lexical items that have been inserted into the utterance.

The example of insertion:

*"Padang..! Kamu memang **hot** banget."* (Chairani, 2014, p. 3)

The example above describes Padang's weather using two languages. First in Indonesian, " Padang..! Kamu memang" then in English, "hot," then in Indonesian again, "banget." The English word "hot" is inserted in the middle of the sentence. Therefore, the type of code-mixing in this utterance is insertion.

2. Alternation

Alternation occurs between clauses, implying that the speaker is mixing his or her language with a phrase. According to Muysken (2000), alternation happens when two languages' grammatical and lexical structures alternate indistinctly.

This is the pattern of alternation:
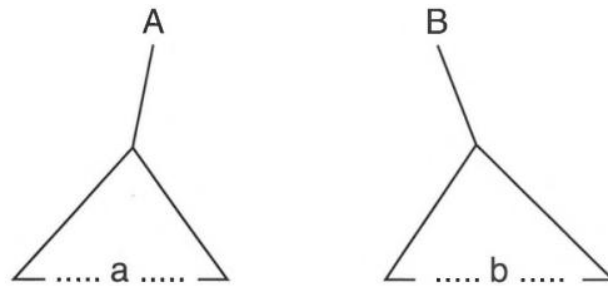
In the picture above, a language A element is followed by a language B constituent (between structures from languages). The language of the constituent dominating A and B is unspecified.

The example of alternation:

John   : She said she might be a bit late but actually I think that's her arriving now.

Sarah   : You're right. *Kia ora Mere. Haere mai. Kei te pehea koe* ? [Hi Mere. Come in. How are you ?] (Holmes, 2013)

Sarah's utterance in the example above shows the Maori language. In this case, almost half of his utterance contains the Maori language and half before in English. First, she utters in English, "You're right," and then she continues in the Maori language, "*Kia ora Mere. Haere mai. Kei te pehea koe* ?". Based on the pattern of alternation, language element A is followed by language element B (between the structures of the language). Therefore, it can be said that the type of code-mixing is alternation.

3. Congruent Lexicalization

Congruent lexicalization is the last type of code-mixing. It occurs when two languages have grammatical structures that can be filled lexically with items from either language (Muysken, 2000). The influence of dialect within language use is

known as congruent lexicalization. It indicates that when the speaker speaks, the words that come from his or her mouth are like the same language.

This is the pattern of congruent lexicalization:
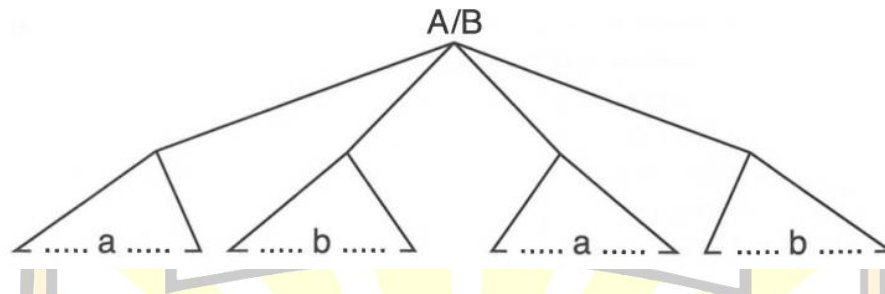
Languages A and B share the same grammatical structure in the image above, and words from both languages are placed roughly randomly.

An example of congruent lexicalization:

"Gw **konek** pake **cellp** gw" (Claros & Isharyanti, 2009).

The example above uses English and Indonesian language. Based on the picture, it can be seen that language A is Englis, and language B is Indonesian. The sentence is arranged according to the grammatical structure in two languages randomly. First, it starts with Indonesian "Gw," and then it is shifted to English "konek/connect," then Indonesian "pake" and changed again to English "cellp/cellphone," then changed again to Indonesian "gw." Thus, the type of code-mixing in this sentence is congruent lexicalization.

In addition, Suwito in Saputro (2013, p. 21-4) divided types of code-mixing according to the element of language:

1. Word Insertion

The word is the smallest grammatical unit and can function as a subject, object, predicate, and complement.

2. Phrase Insertion

Phrases are grammatical units formed from two or more words with the characteristic that there are words that become the core and other words that become descriptions.

3. Clause Insertion

A clause is a grammatical unit formed from words with the characteristic that there is a word that is the subject and the predicate so that it has the potential to become a sentence.

4. Repetition Insertion

Word repetition is a word that appears as a result of reduplication.

5. Idiom Insertion

Idiom insertion is a figurative insertion of a language that becomes fragments of the primary language it is inserted.

6. Hybrid Insertion

It is when a meaningful word created from two elements of different languages is inserted into the sentence.

1.2.4. Grammatical Categories of Code-Mixing

Kolln & Funk (2012) characterize the form of grammatical categories of code-mixing by referring to word classes, phrases, and clauses, which will be examined below:

1. Word class

a. Nouns

In general, a noun is a word that is used to refer to a person, place, thing, or animal. For example, *cat/cats* and *child/children* can be singular or plural. However,

by adding apostrophe-plus-s to a noun, it can be modified to show possession, for example, *Lily's book or women's rights* (Kolln & Funk, 2012).

b. Verbs

In general, a verb is an action term that also has a meaning, such as *cook, hit, boil, drive, talk, eat, sleep*, and so forth. Kolln & Funk (2012) define a verb as a term that carries tense, such as present or past. For example, *cook/cooked* or *run/ran*. According to Kolln and Funk, verbs can be in the –s (cooks) and –ing (cooking) forms.

c. Adjectives

Adjectives are a type of word that change a noun or pronoun, usually by explaining it or making it more specific. The form or position of the adjective in the sentence will quickly identify its position. The adjective can be superlative, like *prettiest*, or comparative, like *prettier*. Using –est or –er at the end of a word can indicate an adjective, but it only happens in one-syllable words. It will be added *more* or *most* for two or more syllables. *Beautiful*, for example, will be altered to *more beautiful* or *most beautiful* (Kolln & Funk, 2012).

d. Adverbs

In general, adverbs are terms used to characterize adjectives, adverbs, verbs, and sentences. Adverbs are defined by Kolln & Funk (2012) as verb modifiers that provide information such as time, place, reason, and manner. Adverbs can be superlative, like *soonest,* or comparative, like *sooner*, as adjectives. The adverb can be identified by adding –est or –er to the end of a word; however, this only happens in one-syllable words. For words with two or more syllables, *more* and *most* are utilized. For example, *carefully* will be transformed into *more carefully* or *most carefully*. The –ly ending is another way to recognize an adverb. When an adjective is followed by –

ly, the word is categorized as an adverb; for example, random (adjective) + ly becomes *randomly* (adverb) (Funk & Kolln, 2012).

2. Phrases

a. Noun Phrase

A noun phrase is a phrase that performs the function of a noun. The noun phrase's headword is a noun. According to Kolln & Funk (2012), the noun phrase is frequently utilized in sentences and serves various functions in the sentence pattern. A noun phrase is made up of a noun headword and its modifier. A determiner is a noun signaler or marker commonly found in noun phrases. For example, *the black car* shows that "car" is the noun, "the" is the determiner and "black" functions as a modifier which is in pre headword position.

b. Verb Phrase

A verb phrase is a group of words that can be used as a verb in a sentence. A verb phrase is a phrase in which the headword is a verb. In most cases, adverbials are inserted in the verb phrase to supply information to the verb. For example, <u>Daniel cried</u> loudly. The underlined is a verb phrase, and "loudly" is the adverbial which functions to provide information for the verb.

c. Adjective Phrase

A phrase with an adjective as the headword that describes a noun or pronoun is called an adjective phrase. Adjective phrases can be adjusted with qualifiers like very, superlative or comparative words. For instance, very *expensive* (the italic word is an adjective with a qualifier) and more *brilliant* (the italic word is an adjective with the comparative word).

d. Adverb Phrase

An adverb phrase is a collection of words that make up an adverb. An adverb phrase is a phrase with an adverb as the headword. The adverb phrase, like the adjective phrase, can be modified with qualifiers such as very (very slowly) or superlative and comparative words such as more slowly (comparative) and most slowly (superlative).

3. Clause

A clause is a collection of words that includes both a subject and a predicate. Kolln & Funk (2012) classified clauses into two types: independent clauses and dependent clauses.

a. Independent Clause

A complete thought is expressed by an independent clause consisting of a subject and verb/predicate.The independent clause can stand on its own. For example, *Jack drives a car*. The subject is *Jack*, the verb/predicate is *drives*, and the object is *a car*.

b. Dependent Clause

A dependent clause is a collection of words that includes a subject and a verb (verb) but does not communicate a whole notion. A dependent clause, in contrast to an independent clause, is a clause that is incomplete and does not express a complete thought. A dependent clause happens when the presence of a marker word (before, after, because, since, when, where, and so on) and conjunction (and, or not, but, yet). For example, *when my sister was sleeping*. Dependent clauses must be combined with independent clauses to make them have a reasonable or understandable meaning. The combination of independent clauses with dependent clauses produces a complex sentence.

1.2.5. Reason for Doing Code-Mixing

When people undertake code-mixing, the speaker considers their motivations or reasons. According to Hoffman (2014), there are several reasons for a bilingual person to mix or switch languages, including speakers discussing a specific topic, quoting, expressing empathy, interjection (using sentence connector), repetition used for clarification, expressing group identity, and clarifying the speech content to the interlocutor.

1. Talking about a particular topic

The first reasons is talking about a particular topic. It is because a bilingual switches or mixes codes when they feel free and comfortable talking about a topic in a language other than specific topic in a language other than their native tongue. It is also because no words adequately express the speaker's intent; thus, they prefer to utilize a different language. When talking about skincare, for example, "*Lipbalm ini bagus banget, aku suka."* People prefer to speak English because there are various terms relating to skincare in English; therefore, they mix with English.

2. Quoting

When quoting the expression of someone, people frequently change the words. It is because people occasionally enjoy quoting famous people's phrases, statements, and expressions. Occasionally, the quote they employ is in a different language, such as English idioms or wise words, for example, "*Saya lupa namanya, what is a name."* People nowadays frequently quote clever phrases in English to highlight the content of a sentence or for other reasons.

3. Showing empathy for something

People frequently change their language to demonstrate empathy for the words they utter; there is a quotation, phrase, or sentence whose meaning or feeling is amplified when said in a specific language. For instance, *"Semangat! You'll be able to get through it!"* The speaker intended this phrase to inspire his or her companion to be more confident in doing anything.

4. Interjection (using sentence connector)

An interjection could trigger the switch. It is a type of sentence connector or filler commonly used and spoken naturally by people. For example, *by the way, any way*, and so on. An interjection is also known as a quick exclamation, such as *damn! Hey, take a look! Oh, my goodness!* and so on.

5. Repetition used for clarification

When a bilingual person wishes to clarify his or her message, they frequently repeat it in various languages so that the listener or interlocutor understands it. Repetition serves to not only clarify but also to reinforce the speaker's message. For example, *"Nice to meet you, senang bertemu dengan anda"*.

6. Expressing group identity

Switching a code from one language to another can also show solidarity and indicate group identification. For example, English Department students use English as a marker or a tool to identify themselves from other students during class.

7. Clarifying the speech content to the interlocutor

When bilingual or multilingual persons talk, they use a lot of code-switching or code-mixing to ensure that the listener hears their speech or message and that the message or utterance can be repeated from one code (language) to another code (language). It involves making the text flow quickly and making the audience understandable. For example, *"Tolong bawain buku itu dong, mau ta' copy, thanks*

banget ya". In this case, 'copy' means photocopy. They use the English word "copy" to clarify that one does not want to rewrite the book but photocopy it.

1.2.6. The Use of English in Business

Business is a purchasing and selling action. According to Merriam-Webster, business is the activity of producing, purchasing, or selling goods and services to exchange money. Local businesses have utilized English in a variety of industries. For example, in the clothing industry, such as blazers, blouses, shirts, jackets, hoodies, etc. Business people also usually use English words in their shop names and name the products they make (such as writing on screen printing clothes). English is gradually establishing itself not just as a global language but also as a standard for quality. English is commonly thought to be a branding strategy because it has become the benchmark of quality (Pradika, p. 139). This phenomenon occurs because English is considered a modern and globalized business image (Wardhaugh & Fuller, 2015).

1.3   Review of Previous Studies

There are several studies related to code-mixing in media communication, oral and written, in different media communication and in commerce or business, in Indonesian and others contexts. Some of them are reviewed here.

The first article is written by Robby Andre (2018), entitled ***Indonesian-English Code-Mixing in Writing Business Emails: Understanding the Communicative Purpose***. This study investigates the use of code-mixing in business email, which can be categorized as asynchronous computer-mediated communication.

The data is obtained from the Corporate Sales Officer's business emails at The British Institute Surabaya and its corporate clients from January to June 2017.

Similar to my research, for data analysis in this study, the identification of code-mixing by highlighting words, phrases, or sentences and using the code-mixing typology proposed by Muysken (2000) to classify the types of code-mixing. The difference between this research and mine is in the objective; the objective of Roby Andre's article is to know the type of code-mixing. Meanwhile, my research has two objectives: to know the types and reasons for code-mixing.

The results of this study indicate that 257 emails consist of 3,223 words. One hundred fifteen occurrences (55.02%) correspond to the insertion category. Moreover, 16 occurrences (7.66%) fulfill the definition of alternation, and 78 occurrences (37.32%) are congruent lexicalization. Code mixing in insertion is used more often than other types of code mixing, while code mixing in alternation is used the least.

The second article is conducted by Fahrurrozy (2015), a graduate of the *English Letters Department* at *UIN Syarif Hidayatullah Jakarta*. The article is entitled ***Analysis of Code-Mixing in Commercial Advertisement***. This study examines the types and functions of code-mixing, especially in commercial advertising in Indonesia. This research is conducted because many commercial advertisements use code-mixing as a social interaction to promote the advertised product.

This research is the same as my research using the descriptive analysis method to analyze the types and functions of code-mixing by collecting and analyzing data. The sample data in this study were ten texts or advertisements of face wash and bath soap products. There is the difference in theory on the type of code-mixing used in this study with mine. In the article, Fahrurrozy uses the theory of code-mixing types, which refers to Wardhaugh (2010), where there are two types: intra-sententially and

inter-sententially. In contrast, mine is in Musyken (2000), where there are three types of code-mixing: insertion, alternation, and lexicalization.

The results of this study indicate that there are 10 cases of code-mixing. This study found two of the three functions of code mixing: a dialect choice, a gender-specific form of speech, and an age rating function. Therefore, it can be concluded that this is the company's strategy to promote its products to consumers. In other words, code-mixing is a strategy to increase the company's product sales.

The third article is written by Syafryadin and Haryani, who are *Department of English Education* graduates, *University of Bengkulu*. The article is entitled ***An Analysis of English Code-Mixing Used in Indonesian Magazine***. This study examines the types of code-mixing used in one of the youth magazines in Indonesia, *Aneka Yess!* magazine. This study aims to determine the type of code-mixing used in *Aneka Yess!* magazines, especially in the "Palls Issue" rubric.

The design of this research is the same qualitative descriptive as mine. The data collection techniques are: 1) collecting the magazine for a month which consisted of two editions, namely the 14 – 27 March and 28 March – 10 April editions, 2) setting the rubric as the object of research, 3) reading the rubric, 4) underlining code-mixing. English, 5) identifying the forms of code-mixing. There is the difference in the type of code-mixing theory used in this study with mine. In the article, Syafryadin and Haryani use theory referring to Soewito (1985:76) and Callhavid (2010), where there are five types of code-mixing such as word insertion, phrase insertion, clause insertion, idioms, and reduplication. Meanwhile, my research used the theory from Musyken (2000), where there are three types of code- mixing such as insertion, alternation, and congruent lexicalization.

The results of this study indicate that there are five forms of code-mixing used in magazines; word insertion consists of 64 data, phrase insertion consists of 29 data, clause insertion consists of 10 data, reduplication insertion consists of 1 data, and idiom insertion. consists of 4 data. Code-mixing in word insertion is used more often in magazines than other types of code-mixing, while code-mixing in reduplication insertion is the least used.

The fourth article is entitled ***Code-Mixing in an Indonesian Novel Entitled Teman Tapi Menikah*** by Ifrohatul Fauqoh Nikmah (2019). He is a graduate from *Universitas Sultan Ageng Tirtayasa*. This study examines the use of English code-mixing in an Indonesian novel *Teman Tapi Menikah*. This study aims to find out the use of mixed English code in the novel *Teman Tapi Menikah* by Ayudia and Dito. Same as the third research, this study also uses the types of code-mixing proposed by Musyken (2000): insertion, alternation, and congruent lexicalization.

This study uses descriptive qualitative research to conduct the research and collects the data by reading the novel and underlining the English code-mixing that occurred in the novel, which consisted of 206 pages. The writer found the reason for code-switching and code-mixing in Pojok Kampong news. They are: Easier to Understand, Maintaining Certain Neutrality when both Codes are used, Asserting Power, Pride, and Status, Eliminating ambiguity, Adopting from other languages in Javanese, Declaring Solidarity, Expressing Identity, Express Self Emotion, Conveying the Speaker's Attitude to the Listener, Being more Informative, Being Incompetent in Finding the Appropriate Word.

This research shows that there are three types of code-mixing used by Ayudia and Dito in the novel Teman Tapi Menikah. They are; insertion, alternation, and

congruent lexicalization. It found that 49 data belong to insertion, 1 to alternation, and 3 to congruent lexicalization.

The fifth article is written by Fatemah HMH A Mahsain. She is a graduate of the Faculty of Humanities, *Manchester University*. Her article entitled ***Motivation Behind Code-Switching Among Kuwaiti Bilingual Schools Students***. It was published in 2014 and used to fulfill the requirement for the degree of Doctor of Philosophy. This study aims to discover why Kuwaiti bilingual school kids code-switch to English, even though they are not an immigrant community or have been colonized by an English-speaking country. It was discovered that students who attend Kuwaiti bilingual schools and those who attend monolingual schools exhibit different code-switching behaviors.

The method of this research is an interview. The conversational analysis framework is used to examine the interview. The strength of this study lies in its scope; code-switching among Kuwaitis is influenced by economic power, prosperity, prestige, and globalization, not by colonialization. The research has a flaw in that some of the data is written in Kuwaiti Arabic and needs a translation.

The goals and method of data collection differ between Fatemah's research and this one. Fatemah's research tries to discover the reasons for code-switching, whereas this study aims to discover the forms, types, and reasons for code-mixing. Her research relies on interviews, in which the researchers are involved in the data collection. In contrast, this study relies on observational methods, in which the researcher is not involved in the data collection process.

The sixth article is written by Stefano Puntoni, Bart De Langhe, and Stijn M.J. Van Osselaer (2008), entitled ***Bilingualism and the Emotional Intensity of Advertising Language***. This study investigates the current understanding of language

impacts in advertising by revealing a previously unknown process that shapes consumer responses to an increasingly globalized economy. This study proposes a language-specific episodic trace theory of language emotionality to explain how language affects the perceived emotionality of marketing communications.

This article extends prior research on bilinguals' emotions by examining the perceived emotionality of marketing messages in customers' native language (henceforth, L1) versus their second language (L2). The results of this study present five experiments with bilingual consumers that demonstrate: (1) that textual information (e.g., marketing slogans) expressed in consumers' native language is perceived as more emotional than messages expressed in their second language; (2) that this effect is not due solely to the activation of stereotypes associated with specific languages or a lack of comprehension; and (3) that the effect is dependent on the frequency with which words have been experienced in native-language versus second-language contexts.

Such as bilingualism, this article is a step in the right way by providing insight into the emotional implications of advertising language globalization and growing usage of English in advertising from nations where English is not the first language.

1.4   Research Questions

This research focused on the following questions:

1. What forms and types of code-mixing in writing on shirts produced by the three Minangkabau startup companies?

2. What are the reasons for code-mixing in writing on shirts produced by the three Minangkabau startup companies?

1.5 Objectives

This research is intended to:

a) Knowing the forms and types of code-mixing in writing on shirts produced by three Minangkabau startup companies.

b) Knowing the reasons for code-mixing in writing on shirts.

1.6 Scope

This study focuses on analyzing the code-mixing used in the writing on shirts produced by three clothing startup companies. The researcher limits the research to three Minangkabau startup companies, namely *Tangkelek*, *Kapuyuak*, and *Kapalo Kombed*, then focuses only on code-mixing between Indonesian, Minang, and English in the writing shirts that are produced. The researcher refers to Kolln & Funk (2012) to show the forms of code-mixing used, Musyken (2000) to explain the types of code-mixing, and Hoffman (2014) to explain the reasons for doing code-mixing.