

CHAPTER IV

CONCLUSION, LIMITATIONS, AND SUGGESTIONS

4.1 Conclusion

Code-mixing is one of the linguistic phenomena we can find in everyday life in verbal and written form, for example, in daily conversations, magazines, newspapers, literary works, television shows, social media, and so on. This study uses the expression contained in writing on shirts as a data source, namely the clothes catalog from the startups Tangkelek, Kapuyyak, and Kapalo Kombed. The researcher selected the three startups based on a brief review and found that they produced clothes that contained code-mixing writing in Minang and English. The use of code-mixing can help readers or consumers in learning languages, especially English. From young to old, they can improve their English vocabulary by reading the writing on the shirt. In addition, English is used to make products look more modern to create high appeal for consumers.

In this study, the researcher found 103 data on code-mixing. In the classification based on forms, there are 80 data found based on the classification of Kolln & Funk (2012). In the classification by type, there are 103 data found based on the classification of Pieter Muysken (2000). In the classification based on reasons, there are 85 data found based on Hoffman (2014).

The results showed that these three startup companies mostly do code-mixing in the form of words. They use all three types of code-mixing, but insertion is used more often. As for a reason for code-mixing, only five of them are included in the Hoffman (2014) category, namely talking about a particular topic, showing empathy

about something, repetition used for clarification, expressing group identity, and clarifying the speech content to the interlocutor.

4.2 Limitations and Suggestions

The limitations of this research are the number and location of the clothing startups studied. The language variations in this research data are also mainly from the Minang language which is mixed with English. The method used in this study is only to collect data from the Instagram catalog. Due to these limitations, the researcher suggests that future researchers interested in this topic modify the design of further research and expand the number and location of research, so that language variations are wider.

