CHAPTER I

INTRODUCTION

1.1 Background of the research

Nowadays, people tend to communicate through various types of media such as website, email, blog and other social networking sites. One of the usages of social media is to promote a product. In promoting a product, people usually use informal language. Sometimes, they use two languages to attract the readers. Besides that, people in describe a product not only through a word but also add a picture to support a product.

Recently, online shop has been popular because people feel convenient and easy to bargain through internet. The phenomenon of code mixing between Indonesian and English can be found in online shop. One of the online shops that will be identified is OLX Indonesia. OLX Indonesia is one of the biggest online shops in Indonesia. In there, we can buy or sell anything product that we like and it frees to post the advertisements, as like Cosseboom (2015) says "OLX is an online classifieds platform that enables its user to create ads and display them on social networks". Then, OLX Indonesia as a medium for seller to advertise their products and for buyers to search for a variety of second-hand products and new items for their needs (OLX Blog, 2017).

OLX Indonesia is interesting object to be analyzed because this online shop has some achievements. This online shop received Indonesia Best Brand online shopping category from Swa magazine. Then, this site got the appreciation as Gold Brand Champion 2013 of Most Widely used Brand from Mark plus Insight Magazine and Marketer. Next, this online shop holds the best category site

e-commerce of online shopping Top Brand Award 2012 from Frontier Consulting Group & Marketing Magazine. Then, OLX Indonesia received the award as the best site e-commerce "The great Performing Website in communication category of Digital Marketing Award 2012 from Marketing Magazine & Lembaga Survei Indepenent SurveyOne". In addition, OLX Indonesia is in over 40 countries with 260 million active users per month and more than 19 billion pages are visited. This site is the first application in 17 countries based on Google Playstore, Shopping/ lifestyle (OLX Blog, 2017).

In OLX Indonesia, there are ten main categories of advertisements: Car, Motorcycle, Property, Personal use, Electronic and Gadget, Hobby and Sport, Household, Equipment of children, Office and Industrial, Service and Vacancy. The household category is chosen in this investigation, and the analysis focuses on the food and drink subcategory. The advertisements of food and drink are important to identify because this subcategory can be accessed by all people like children, teenagers, and adults. In addition, the use of English to describe the food and drink more prestigious rather than the use of Indonesian language. In agreement with Chen (2006), he stated that English is often used to add to the colourfulness and attraction of an advertisement (p. 467).

Here the example of the use of English language in the food and drink subcategory of online shop OLX Indonesia advertisements:

Figure 1: The example of code mixing

Grosir pancake durian asli Medan

Pekalongan Kota, Jawa Tengah | via HP 20:47, ID iklan: 319414128

Grosir pancake durian asli Medan di Pekalongan
Segera hubungi kontak kami
Atau ke alamat kami
Jl. Samudra Pasai no 34 Panjang Baru Pekalongan
Atau dekat Masjid Walisongo /STAIN

OLX-Jual Cepat Beli Dekat. (2017,March 23). Retrieved from http://olx.co.id/

*"Grosir **pancake** durian asli Medan di Pekalongan segera hubungi kontak kami atau ke alamat kami Jl.Samudra Pasai no 34 Panjang Baru Pekalongan atau dekat Masjid Walisongo/STAIN".* (Wholesaler original durian **pancake** Medan in Pekalongan, please contact us or to our address at Samudra Pasai number 34 Panjang Baru Pekalongan or near Walisongo mosque/STAIN).

In this example, the advertiser uses two languages (Indonesian and English) to promote the food. The advertiser describes the advertisement with Indonesian language and is changed into English word to mention ''Pancake'' and is changed again into Indonesian language until the end of the sentence. In the example above, the advertiser inserts English word in the middle of the sentence.

In this study, the types of code mixing and the functions of the use of code mixing in the food and drink subcategory of online shop OLX Indonesia advertisements will be elaborated.

1.2 Research questions

This research answers the following questions:

1. What are the types of code mixing that is found in the food and drink subcategory of online shop OLX Indonesia advertisements?

2. What are the functions of code mixing that is found in the food and drink subcategory of online shop OLX Indonesia advertisements?

1.3 Objectives of the research

The aims of this research are:

1. To identify the types of code mixing that is found in the food and drink subcategory of online shop OLX Indonesia advertisements.

2. To describe the functions of code mixing that is found in the food and drink subcategory of online shop OLX Indonesia advertisements.

1.4 Scope of the research

OLX Indonesia has ten main categories. Among them is household category. In household category, there are eight subcategories: food and drink, furniture, decoration of house, contraction and park, clock, lamp, equipment of house, etc. Therefore, the analysis will focus on food and drink subcategory. Because online advertisements keep changing, the data collection has to be done at one particular time. Then, the data collection of the advertisements was done on Thursday, March 23rd, 2017. The Muysken's (2000) theory is used to identify the types of code mixing. Hoffman (1991) and Saville- Troike's (2003) theory is applied to describe the functions of code mixing.

1.5 Methods of the research

1.5.1 Collecting the data

In collecting the data, the writer opens the website of OLX Indonesia on internet. In OLX Indonesia, there are ten main categories of advertisements. Then, the household category is chosen by the researcher. In household category, there are eight subcategories among them is food and drink. Food and drink subcategories will be elaborated in this study. Then, the advertisements are ranked based on the newest advertisements and the new condition of the products. The data collection of the advertisements was done on Thursday, March 23rd, 2017. There are 315 advertisements of food and drink that have been collected in one day. The advertisements that contain code mixing are 56 data and it will be identified in detail. After that, the advertisements are printed in order to simplify in analyzing the data.

1.5.2 Analyzing the data

Some steps are used to analyze the data. First, the code mixing that is found in food and drink advertisements are identified to find the types and the functions. Second, the code mixing that is found in advertisements is classified based on the type and the function. Next, the bold mark is given to emphasize the English language, which is found from the data is code mixing. The data contains two languages, Indonesian and English. Then, the advertisements are translated into English in order to make the reader understand the meaning of the sentence. The translation version uses the regular bracket ( ) in order to give the explicit differentiation between the data to be analyzed with the translation of data. The next step is analyzing the data by using Muysken's (2000) theory to find out the

types of code mixing. Then, the Hoffman (1991) and Saville-Troike's (2003) theory is used to identify the functions of the use of code mixing.

1.5.3 Presenting the result

The presenting of the result is shown using table. The table is used to categorize the types and the functions of code mixing. Then, the data is supported using the picture of the advertisements. After that, the explanation of the data is explained descriptively using common word.