

CHAPTER IV

CONCLUSION, LIMITATION AND SUGGESTION

4.1 Conclusion

In this research, the writer found 48 data that contained code mixing in food and drink subcategory of online shop OLX Indonesia advertisements. As explained in Chapter 3, the 48 data that are analyzed were the description of the food and drink that are sold in online shop OLX Indonesia. The data collection of the advertisement was done on Thursday, March 23rd, 2017.

This research analyzed the types of code mixing used a theory from Muysken (2000). Muysken divided three types of code mixing, they are insertion, alternation and congruent lexicalization. However, the types of code mixing that was found in this study were insertion and congruent lexicalization. Insertion was found 32 data (66,67%) and congruent lexicalization was found 16 data (33,33%). The dominant type of code mixing that is used by the advertisers are insertion. The advertiser tends to insert the English word when described their product.

Then, this study also analyzed the functions of code mixing that was proposed by Hoffman (1991) and Saville- Troike (2003). The functions of code mixing that were found in this study were talking about particular topic, because of real lexical need, repetition used for clarification and interjection. Talking about particular topic was found 44 data (81,26%), because of real lexical need was found 5 data (10,41%), repetition used for clarification was found 3 data (6,25%) and interjection used for clarification was found 1 datum (2,08%). Therefore, the dominant function of code mixing that is used by advertiser is

talking about particular topic. Then, since the topic that is used in this advertisements is about selling and buying. Therefore, the advertiser feels free and more comfortable when described their product used the language that is not their native language.

4.2 Limitation and suggestion

Having done the analysis, the limitation of this research is that the references about the language of advertisement especially on online shop are not yet available so far. Therefore, the writer hopes that the next researcher will be able to find more related references about the language of advertisement, especially on online shop. Then, the analysis of this research based on the context of the advertisements. Therefore, the writer hopes that the next researcher will do the direct interpretation of correspondences by interview or questionnaire. Then, the next researcher will be able to find the theory that is related with the data.

