

CHAPTER IV

CONCLUSION

This chapter consists of the conclusion of the study, the limitations of the study, and the suggestions for the future research.

4.1. Conclusion

This study has tried to uncover the types of code-switching that occur in the captions of the advertising posts of *Something*'s Instagram account and also the possible reasons or motivations of the CS. The types were based on Poplack's (1980) types of switching, while the motivation is described by referring to Bishop's (2006) theory. There are 165 total data found from 36 samples of *Something*'s Instagram advertising posts. Some conclusion can be withdrawn from the result or the data analysis to both aspects of CS.

First, it is found that there are three types of code-switching in this study: 1) intra-sentential switching, 2) inter-sentential switching, 3) and tag/extra-sentential switching. Intra-sentential switching becomes the main occurred type in this study, which has 113 data (68%). Then, the second type that occurs in this study is inter-sentential switching with 41 data (25%). Lastly, the third type found in the study is a tag/extra-sentential switching with the least amount of data, which is 11 data (7%). There is a considerable discrepancy in the amount between the data, in which most data are dominated by the type of intra-sentential switching.

Intra-sentential is a type of language switching that occurs within the same sentence and it has a higher syntactical risk than the other types of CS. Despite having a greater risk of violating grammatical rules, it becomes the main type of CS

that occurs in the study since the data is dominated by the switch of single nouns. The single nouns are referred to the beauty or skincare terms that are more familiar in English, for instance, ‘stretch marks’, ‘skin barrier’, ‘sunscreen’, ‘bamboo charcoal’, etc. These words are used in advertising posts because of some circumstances, suppose that for the lack of equivalents in the first language, the switched words facilitate the meaning better than the ones in the first language, and/or the switched words are more familiar and attractive to be used in advertising. These conditions are the motivation for CS to occur because of its function as a language economy/facility.

Second, there are five motivations behind the use of code-switching referring to Bishop: 1) language economy/facility, 2) stylistic purposes in communication, 3) construction of multiple identities, 4) making requests, and 5) communication distance/euphemism. However, there is no data found for the motivation of construction of multiple identities because most of the CS found are used as a language style to describe the products in the ads, not to construct identities. Therefore, only four motivations found in this study. It is found that language economy/facility becomes the major motivation why Indonesian-English code-switching occurs in *Somethinc*'s Instagram advertising posts, in which it has 114 data (69%). Then, it is followed by stylistic purposes in communication with 48 data (29%). The last two motivations for code-switching that have a little amount of data are making requests with 2 data (1%) and communication distance with only 1 data (1%).

This study shows that the language shift which is dominated by the shift from Indonesian to English and is found in *Somethinc*'s Instagram advertising posts

occurs probably because there are some words and phrases that are more attractive and prestigious to write in English, especially in the context of the language used in advertising. It is in accordance to the research done by Gerritsen et al. (2007) in which it is found that the use of English in the product ads in Germany, Spain, and Netherlands could create a more modern image. Sajib (2020) also found that code-switching that is used in the ads mainly has purpose to attract the consumers. In addition, considering that the products are advertised on the brand's official Instagram account as the platform, not unexpectedly the language used is terms that commonly appear in languages on social media, including terms in the world of beauty and skincare products whose understanding is now increasingly widespread. In other words, the use of English in *Something's* Instagram ads post has a probability to increase the selling value of the products.

4.2. Limitations

The writer acknowledges that this study has limitations. The first limitation is that there are not many theories about reasons or motivations for why code-switching occurs in a written type of advertising. The theories about reasons for the occurrence of CS are mostly reserved for spoken communication among bilinguals. Therefore, the writer uses the theory by Bishop (2006) which is used in previous research articles that examine code-switching in advertising, whether written or spoken, as a guideline. Bishop's idea of motivation for CS is not strictly reserved for the type of written advertising data. However, it was found that several research articles used this theory in analysing CS that occurred in advertising language, so it can be concluded that Bishop's idea can be applied in this study as well. Besides, another limitation exists in the object of the study, especially in the findings of

tag/extra-sentential type of CS, and communication distance as the motivation for CS. Each of them has the least amount of data, in which tag/extra-sentential switching only has 11 data and communication distance only has 1 data. The very small amount of data is a limitation that affects the results of this study.

4.3. Suggestions for Future Research

After conducting this study, the writer acknowledges that this study must be refined. Code-switching is one of the topics in sociolinguistics whose research continues to develop. Thus, the writer suggests that code-switching researchers in the future can be more varied in choosing research objects and objectives and adapt to the times as well. In addition, this study is under the field of sociolinguistics, which is a study of language use concerning social factors. Aside from examining the types and the reasons for CS in advertising, it would be better to provide an analysis of how the public's attitude towards the use of CS is found in advertising as well. Therefore, more in-depth analysis results will be obtained regarding the use of CS in advertising and its impact on society.

