

**A STUDY OF INDONESIAN-ENGLISH CODE MIXING**  
**IN *GO GIRL* MAGAZINE**

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Abstract

Fenomena campur kode adalah fenomena yang sering terjadi di masyarakat dwibahasa seperti di Indonesia. Kedwibahasaan terjadi dalam masyarakat yang terbuka dengan masyarakat lain. Dalam hal ini, kedwibahasaan seseorang tidak ditunjukkan dalam pemahaman yang sama untuk memahami bahasa lain. Namun, pemahaman akan bahasa lain yang terbatas pun dapat membuat seseorang bisa dikatakan sebagai seseorang yang berkedwibahasaan. Campur kode adalah penyisipan suatu elemen bahasa lain kedalam bahasa yang dipakai penutur dalam suatu percakapan. Dalam penelitian ini, penulis meneliti tentang campur kode dalam majalah *Go Girl* edisi Mei 2013. Tujuan penelitian ini adalah untuk mengetahui jenis campur kode yang terjadi di dalam majalah *Go Girl* dan faktor sosial yang memotivasi penulis majalah. Penelitian ini adalah penelitian deskriptif kualitatif, bahan penelitian dalam penelitian ini adalah kata-kata dan sumbernya berasal dari majalah *Go Girl* edisi Mei 2013. Dalam mengumpulkan data, penulis menggunakan teknik simak bebas libat cakap. Untuk mendukung penelitian ini penulis menggunakan teknik padan untuk menganalisis data. Dalam penelitian ini, penulis menemukan jenis campur kode yaitu penyisipan kata dan frasa. Faktor sosial yang terjadi adalah faktor dalam dan luar. Faktor dalam mencakup keterbatasan kata, penggunaan homonim, dan penggunaan sinonim sedangkan untuk faktor luar status social dan keterbatasan kata.

Keywords: kedwibahasaan, campur kode, faktor sosial.

## 1. INTRODUCTION

### 1.1 Background of the Study

Language is a part of culture which cannot be separated from human daily life. It is used and created by human to communicate with each other. In the process of communication, they do not only use one language but also use other languages to convey their ideas. People who are using more than one language are called bilingual or multilingual society. Bilingual or multilingual society will not be separated from the existence of language variation. Language variation covers code switching and code mixing. People in Indonesia, as multilingual society, often use two languages alternately or by mixing two languages in daily life conversation. Language variation by mixing two languages or more is called code mixing. Indonesian people are frequently mixing Indonesian language and English in an utterance either spoken or written. In written language, code mixing occurs in some printed media. It often uses the mix of two languages such as Indonesian language and English.

Code mixing is also used in written language such as in magazine. Today, as a result of globalization, many magazines use the codes from other languages. Magazine can be classified into sport, technology, game, and lifestyle. The magazine writers tend to use the terms from other languages to support the meaning and purpose of the writing. The journalists use code mixing to address particular group with social status, sex, age, and ethnicity. Lately, magazine becomes a popular one after other medias such as television, newspaper, and smartphone. Mostly, magazines in Indonesia are served for girls. *Go Girl* is a well known Indonesian girl magazine, it consists of the information about feature, health and beauty, lifestyle, celebrity, fashion, and monthly routine. Code mixing of Indonesian-English also has big portion in the whole articles. I am going to analyze code mixing in *Go Girl* magazine, the research entitled “A Study of Indonesian-English Code Mixing Used In *Go Girl* Magazine”.

### 1.2 Research Questions

- a. What types of Indonesian-English code mixing that appear in *Go Girl* magazine?
- b. What are the factors that influence the phenomenon of Indonesian-English code mixing in *Go Girl* magazine?

### 1.3 Scope of Studies

In this research I focus on the study of sociolinguistic analysis concerning types and social factors of code mixing. The types of code mixing are divided into two forms. In this research, I also write about of the using of code mixing in *Go Girl* magazine.

### 1.4 Purposes of the Study

to elaborate what types of code mixing in *Go Girl* Magazine May Edition 2013.

to explain social factors that influence in the using of code mixing in *Go Girl* magazine.

## 2. THEORETICAL FRAMEWORK

In order to analyze the forms of code mixing, the writer uses Fasold's theory that says code mixing covers the insertion of words and phrases. In the next analysis, the writer uses Weinreich's theory to analyze factors that influence the use of code mixing in *Go Girl* magazine. Factors cover internal and external factors. Internal factors include low frequency of words, synonym, and pernicious homonymy. In other hand, external factors consist of the development of knowledge and new culture, social status, and oversight.

### 2.1 The Types of Code Mixing

According to Fasold (1984) code switching can be distinguished from code mixing based on grammar. If a person uses a word or phrase in other languages, he has mixed the code. However, when a person uses a clause based on the grammatical structure of a language and the next clause is arranged in another language, he has switched it.

#### 2.1.1 Words

Word is a unit of language that stands for one or more spoken sounds and written representation, its function is the bearer of principal meaning. Words are usually separated by space in writing; it is able to distinguish phonologically by accent for some languages.

#### 2.1.2 Phrases

phrase is a group of two or more words which does not function both as subject and predicate. A phrase shows the function of single part of speech. In English there are five types of phrase, according to the grammar of the keyword or head.

## **2.2 Factors Influence Code Mixing**

According to Weinreich (196), there are two factors that influence code mixing:

### **2.2.1 Internal Factor**

#### **2.2.1.1 Low frequency words**

Low frequency words mean that the word in another language is easier to remember and the sense of the word is more stable.

#### **2.2.1.2 Pernicious homonym**

In case to avoid the ambiguity, people borrow other languages terms. If the speaker uses the word from his own language, it can make a homonymy problem.

#### **2.2.1.3 Synonym**

The using of other languages is to soften the meaning.

### **2.2.2 External Factor**

#### **2.2.2.1 The development of knowledge and new culture**

The development of new culture makes emergences of new terminologies in some fields, example automotive, fashion, medicine etc. They usually are not the word from mother tongue.

#### **2.2.2.2 Social value**

People use other languages to show their social status. The speaker takes the word from other languages by considering social factor.

#### **2.2.2.3 Oversight**

The using of other languages is caused people have the limit of words to complete their sentence. Many kinds of field of fashion, automotive, business, sports, etc have the terminologies from another language that make the speaker

difficult to find similar word in speaker's language. For example the word *hang* in multimedia field, the word *chic* in fashion field, etc.

### 3. RESEARCH METHOD

In this thesis, the writer uses descriptive method with a qualitative approach. Descriptive method is conducting the fact based on the speakers empirically so that the result is exact explanation (Sudaryanto, 1986). Qualitative method is the method which is explaining more words than statistic data. Data collection method uses Simak Bebas Libat Cakap. The writer uses Padan method to analyze the data.

### 4. DATA ANALYSIS

#### 4.1 The Type of Code Mixing in *Go Girl* Magazine

##### 4.1.1 Word

##### 4.1.1.1 Noun

In this research, I found some of the English words as noun inserted in this magazine. Mostly, the word that I found in this magazine is nouns. A noun is a word that can be the name of persons, things, animals, places, and the concept of an abstracts. It is one of eight parts of speech which function also as subject and object in a sentence. The following are the examples of noun in a sentence that I found in analyzing the data:

##### (a) Common Noun

*Sepatu, tas, **belt**, dompet atau barang apa pun yang terbuat dari kulit pasti lebih mahal.* (Page 36)

The word 'belt' belongs to common nouns. Common nouns are words used to name general item rather than specific ones. They are general names for something. They are not capitalized unless begin a sentence or as the part of a title.

##### (b) Abstract Noun

*Acara yang diadain Ophélie Renouard ini bertujuan ngumpulin dana untuk **charity**, seperti untuk Enfantsd'Asie **humanitarian** program anak, Mélima Bern-Schlanger Findsation dan Feed Findsation.* (Page 28)

The words 'charity' and 'humanitarian' include abstract noun. Abstract noun is a noun that cannot be experienced according to sense. Sometimes abstract noun denotes an ideas, qualities, or state rather than concrete objects.

(c) Countable Noun

*Dulu supaya bisa dekat, **fans** Cuma bisa ngarep ketemu idola di panggung konser. (Page 200)*

Countable nouns are individual people, animals, places, things or ideas which can be counted. They have a singular and a plural form. Singular form can use the determiner "a" or "an". Plural forms are formed by adding "s" or "es" in the end of the noun or sometimes a specific noun has irregular plural form. The word 'fans' in the sentence belongs to plural form. It formed by adding "s" after the word 'fan'.

(d) Uncountable Noun

*Angkat dan keringkan kaki. Lalu oleskan **coffee** pada lengan kaki yang kasar dan kering. (Page 184)*

Uncountable nouns are for the things that we cannot count with numbers. They may be the name for abstract ideas or qualities or too amorphous to be counted such as liquids, powders, gases, etc. Uncountable nouns usually do not have plural form. In the sentence the word 'coffee' belongs to uncountable noun. It cannot be counted by number but needs a counter to measure..

#### 4.1.1.2 Verb

The verb is a word which has function to refer an act that the subject doing. It is one of eight parts of speech that can be divided into two based on its form regular and irregular verb. Based on the presence of object, it is classified into a transitive and intransitive verb.

(a) Transitive Verb

*Total hutangnya saat meninggal dunia adalah \$500 juta, ini termasuk \$17 juta buat beli Neverland, ditambah lagi \$10 juta buat biaya **maintain** per bulan.*

An action verb with a direct object is transitive verb while an acting verb with no direct object is intransitive. According to Oxford dictionary, the word ‘maintain’ includes into transitive verb. It means that the verb needs object to complete the idea

(b) Intransitive Verb

*Saat **chat**, tekan dan tahan “Hold to Talk” sambil menyampaikan pesan suara.*

An intransitive verb has two characteristic. First, it is an action verb expressing a doable activity and the second one unlike transitive verb, it will not have direct object receiving the action. The word ‘chat’ belongs to intransitive verb which does not need object to complete the idea of the magazine writers.

4.1.1.3 Adjective

An adjective is a word that modifies noun or pronoun. It can be divided into some types and sometimes, it is formed by adding some affixes. It is also divided into single adjective, derived adjective, or sometimes it becomes a participle. I found some adjectives as follows:

(a) Single Adjective

*Dibalik suasana pekantoran SCBD yang super **hectic**, Kopitiam Tan hadir dengan konsep tradisional modern yang nyaman dan **homey**. (Page 89)*

The word ‘hectic’ in the sentence above is single adjective. However, some words endings or suffixes are typical of adjective, they called derived adjectives. For instance, the sentence above is also contained derived adjective: ‘homey’. It becomes an adjective by the forming of word ‘home’ then add by suffix –y.

(b) Derived Adjective

*Detail dan desain yang **timeless** juga jadi andalan brand jam Patek Phillipe & Co. (Page 29)*

Derived adjective is a noun or verb that becomes an adjective by adding a suffix or suffixes at the end of the word. From the sentence, the adjective ‘timeless’ consists of the word ‘time’ as noun and –less as suffix. The combination of noun and suffix becomes an adjective.

(c) Participle

*Mereka juga **excited** dengerin sharing dari mbak Indri dan mbak Debora.*  
(Page 54)

A participle is a word formed from verb and adjective that is used in a sentence to modify a noun, noun phrase, verb, or verb phrase, and it plays the role similar to an adjective or adverb. There are two kinds of participle, they are present and past. In the sentence above, there is a past participle represents the word 'excited'. It has function to modify noun that comes before it.

4.1.1.4 Adverb

Adverb is a word that modifies a verb, an adjective, or another adverb. It is one of eight parts of speech. It is classified into adverb of time, manner, place, frequency and attitude. In analyzing the data, I found adverb in a sentence as follows:

**Unfortunately**, *banyak media nge-cap Tay as serial dater yang sering gonta-ganti cowok demi lagu!* (Page 24)

The adverb in the sentence above is the word 'unfortunately'. 'Unfortunately' belongs to the adverb of attitude. It tells something about the speaker's opinion about the information expressed. Adverbs of attitude are often placed at the beginning of a sentence in order to give a kind of context in the rest of the sentence.

4.1.1.5 Interjection

An interjection is a short greeting that is used to express emotions. Interjection is followed by a comma or exclamation and sometimes it is followed by a question mark. I just found one interjection as follows:

*Bagi kamu penyuka cake, ngga afdol rasanya kalau belum nyicipin Chocolate Lava Cake, fondant cake lezat dengan filling chocolate melted dipadukan dengan ice cream vanilla sehargaRp 15.000 aja hmm...**yummy!*** (Page 60)



From the sentence above, I found interjection as the word 'yummy'. This expression sometimes is used by people to express happiness and satisfaction while eating food which has good taste.

#### 4.1.2 Phrase

##### 4.1.2.1 Noun Phrase

Noun phrase is a group of words that its head is a noun. It is used when a single noun cannot be specific enough to refer a noun. It has function as a subject or object in a sentence. This sentence below is the example of noun phrase in the analyzing the data:

*Karena kesan leather yang mewah dan mahal Stella McCartney, seorang desainer asal Inggris, bahkan mempromosikan **biodegradable suede**, atau **fake suede** yang digunakan dalam rancangannya untuk menghindari pemakaian leather tanpa mengurangi nilai estetis karyanya. (Page 36)*

The phrase 'biodegradable suede' and 'fake suede' are noun phrases. The phrase biodegradable suede consists of a noun (suede) as its head and a modifier (biodegradable and fake).

##### 4.1.2.2 Adjective Phrase

Adjective phrase is a group of words that describes a noun or pronoun in a sentence. An adjective phrase always has adjective acting as head. Adjective phrases can be accompanied by other words such as determiner and modifier. I found the example of adjective phrase in sentence as follows:

*Stabilnya harga logam mulia ini tentu nggak lepas dari sifatnya yang **long lasting**. (Page 34)*

The phrase 'long lasting' consists of an adjective (long) as a head and a modifier (lasting).

#### 4.1.2.3 Adverbial Phrase

An adverbial phrase is a group of words that acts together as an adverb, giving more information about a verb, adjective, or other adverb in a sentence. Adverb phrase is a group of words that consists of an adverb with a qualifier, or a group of words such as: propositional phrase that can be functioned as an adverb. From analyzing the data, I found an adverb phrase in sentence as follows:

*Nama ini diambil dari YS Media dengan tujuan memberi sensasi yang lain **on stage**.* (Page 154)

From the sentence above, the bold mark is a preposition phrase that has function as adverb of place. The function of adverb phrase in that sentence is to explain the place of the event.

#### 4.1.2.4 Prepositional Phrase

The combination of preposition and its object which are able to be a noun, pronoun or gerund. A preposition that is used can be a single preposition or complex preposition. It is a word that indicate the relationship between various elements within a sentence.

*Kalau low season, kita bisa pesan hotel **on the spot**.* (Page 92)

The phrase 'on the spot' consists of preposition (on) and an object of preposition (the spot). The function of this preposition phrase is as adverbial of place.

### 4.2 Factors Influencing the Use of Code Mixing in *Go Girl Magazine*

#### 4.2.1 Internal Factor

##### 4.2.1.1 Low frequency words

*Apalagi kalo selama ini rencana kita ikutan kelas dansa, **backpacker**, atau les masak musti depending karena mantan.* (Page 63)

Low frequency of words is the using of borrowing words from other languages terms than Indonesian language terms which are rare to hear for

completing the meaning. A person used code mixing because the words are often used, it is easier to remember than using it in own language.

For that statement above, they are rather to choose 'backpacker' than the term in Indonesian language. It is easy to hear the term 'backpacker' when we are discussing about travelling to anyone than using in Indonesian language "traveling with limited budget" which has same meaning with 'backpacker'. So, the borrowing of other languages terms has a function to avoid the word that is rarely heard by the readers.

#### 4.2.1.2 Pernicious homonym

*Tapi kalau udah berubah jadi obsessive hate, sampai kita jadi **stalking** di tiap hari, seneng kalo dia dapet masalah, atau pengen nunjukin kalo kita lebih hebat dari dia, berarti ada yang harus kita perbaiki nih. (Page 67)*

In case to avoid the ambiguity, they borrow other languages terms. It means that if the magazine writers use Indonesian language words, it could make a homonym problem. For that statement, the word 'stalking' in Indonesian language means *menguntit*, if they use it in that sentence, the readers will be confused with the meaning. In Indonesia, the word *menguntit* is usually has negative meaning because it is used to describe bad habit like walking behind person in every time. However, the word 'stalking' does not refer to bad habit for people because it is used in social media and people can do it every time when they need. The word 'stalking' is used to describe an activity to watch someone in social media. It has different meaning in Indonesian language in common.

#### 4.2.1.3 Synonym

*Jadi **drama queen**, ngegede-gedein semua hal supaya perhatian tertuju cuma buat kita seorang. (Page 62)*

The magazine writers use foreign languages to soften the meaning. They try to avoid the words or terms that make a rough meaning. The example of the using of synonym in that sentence is showed in phrase 'drama queen'. It is intentionally

used by the speaker to address a person who frequently gives excessively performance or reaction. In Indonesian language, drama queen means *orang lebay* (overact). In Indonesia when a person called as *orang lebay*, he or she will be embarrassed so they try to soften the meaning by using the term drama 'queen' rather than explaining the true meaning of the term.

#### 4.2.2 External Factor

##### 4.2.2.1 Social value

*Banyak, pas syuting itu letak studionya di daerah pegunungan, kebetulan juga pas **winter**.* (Page 198).

The magazine writers use foreign languages to show someone social status or to attract the object they are talking about. In the magazine I found the word 'winter'. The winter season does not take place in Indonesia, the four seasons usually occur in foreign country. Indonesia has two seasons, dry and rainy season.

In Indonesia, the stereotypes as rich people are given to them who are going abroad. The magazine writers interviewed girl band from Indonesia who has been trained in Korea for winter season. It shows us this girl band is not like a common girl band from Indonesia because they have been trained in Korea.

##### 4.2.2.2 Oversight

*Kate Middleton mutusin untuk mematenkan namanya buat merk **clothing line**.* (Page 210)

Oversight is the using of other languages, it caused people have the limit of words to complete their sentence. When they talk about clothing business, they will mention the word 'clothing line', it is a company or store that produces clothes with their own brand. Indonesian language does not have the term to replace it. They use the word 'clothing line' to mention company or store that sell clothes with their own brand.

## 5. CONCLUSION

In this magazine, I discover the use of Indonesian-English code mixing. From the analysis, the magazine writers use informal code mixing in their writing. It is used to make closer with the readers. This research found two types of code mixing used in *Go Girl Magazine* May

2013 Edition according to Fasold. Those are the insertion of word and phrase. From the research, I found 463 codes mixing in *Go Girl Magazine* May 2013 Edition which covers the insertion of words and phrases. It consists of the mixing of words insertion as much as 246 insertions cover of noun 177, adjective 60, adverb 5, verb 3 and interjection 1. Phrases insertion as much as 207 insertions cover of noun phrase 169, adjective phrase 23 adverb phrase 10 and prepositional phrase 5. Code mixing in this magazine is mostly noun insertion as much as 177 and noun phrase 169.

This research found some social factors for the use of code mixing in *Go Girl Magazine* May 2013 Edition. According to Weinreich about the factors of code mixing, I analyzed them that influence the use of code mixing in *Go Girl* magazine. The factors are internal and external. Internal factors include low frequency of words, pernicious homonym, and synonym. The external social are the development of knowledge and new culture, social status and oversight. In the analysis, I found low frequency word as the factor that mostly influences in *Go Girl* magazine. However, the external factor as the development of knowledge and new culture did not find in this magazine.

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