CODE MIXING AND CODE SWITCHING
IN "COSMOPOLITAN INDONESIA" MAGAZINE

Zeanita Tiffany Spallanzani

C.A. PuanEllisafny

S1 Sastra Inggris Fakultas Ilmu Budaya Universitas Diponegoro

Jl. Prof. Soedarto, SH Tembalang Semarang Kode Pos 50275

ABSTRAK

Penggunaan alih kode dan campur kode dalam bahasa penulisan kini kian marak di masyarakat Indonesia terutama pada penulisan artikel di majalah.Majalah Cosmopolitan Indonesia merupakan salah satu majalah yang banyak memuat alih kode dan campur kode pada artikelnya.Adanya variasi bahasa dalam penulisan artikel menggunakan alih kode dan campur kode mempermudah penulis menyampaikan pesan dan juga pembaca untuk mengerti isi pesan. Selain itu penggunaan alih kode dan campur kode dengan bahasa asing menjadikan suatu gaya hidup atau tren baru dalam masyarakat. Tujuan dari penelitian ini untuk mengetahui kegunaan dan faktor adanya alih kode dan campur kode yang terjadi di majalah Cosmopolitan Indonesia.

Metode yang digunakan dalam penulisan final project ini adalah deskriptif kualitatif yang sistematis, nyata, dan akurat. Dalam pengumpulan data, penulis melakukan *note taking* dalam artikel di majalah Cosmopolitan Indonesia, kemudian meneliti pada setiap kalimat dan tuturan yang ada dalam artikel.

Hasil penelitian final project ini ialah penggunaan alih kode dan campur kode dengan bahasa asing di majalah Cosmopolitan terjadi karena penulis ingin membuat pembaca lebih mudah menerima pesan yang disampaikan, bahasa yang digunakan sesuai dengan tren masa kini dan penggunaan bahasa yang lebih tepat dalam menyampaikan sesuatu.

Kata kunci : Alih kode, Campur kode

1. Introduction

Language is a tool to represent our ideas and explain our mind to other people. Language has a big impact for our lives, without language we cannot communicate with other people. Language can be divided into two types: spoken language and written language. Spoken language is a conversation or sounds like song, speech, announcement, audio or video, and etc. Written language is a

compile of written words like article, book, newspaper, e-paper, and etc. Discussing written language, one of the most popular written languages can be found in magazine. A magazine contains a lot of hottest issues and a part of our lifestyle. In Indonesian magazine we will find the use of code mixing and code switching in many articles. This is very common for Indonesian people not only speak one language when they are speaking and writing, but they often also switch and mix it with another language.This caused bilingualism.

Bilingualism presents at the point where the speaker of one language can produce complete, meaningful utterances in the other language (Haugen, 1956:10). As we know in Indonesia we live in diversity, we have so many languages and societywith different culture, and then this is very common thing if we switch our mother language with another foreign language. English is one of the most popular foreign languages in Indonesia. The effect of globalization pushed Indonesian people to learn and speak English as well as they can. English becomes trend in our society, and make people prestigiouswhen they can speak English or another foreign language. People like to mix and switch Bahasa Indonesia with English in their conversation. This may affect on our lifestyle and also the media use this to increase their readers. For example, the use of code mixing and code switching in a magazine is a common thing. This is a language phenomenon that occurs in Cosmopolitan Indonesia Magazine. Many articles in Cosmopolitan Indonesia use code mixing and code switching as a great trend. This may affect some social factors – what you are talking about, the social context of a topic and code mixing and code switching as a social style. Also the readers of Cosmopolitan Indonesia are mid-high level society, commonly they are able to read English.

The aim of this research is to analyze the use and the factor of code mixing and code switching that occur in *Cosmopolitan Indonesia Magazine***.** Magazine is publication, usually periodical publication that are printed or published electronically. In short, magazine as the media that fulfill information related with the reader background and segmentation. The segmentation of *Cosmopolitan Indonesia Magazine* is for the modern women in age upper than 20 years old and

makes their own lifestyle. The content of this magazine is good and relate with women lifestyle especially about love, fashion, beauty, and career. The researcher chooses this topic because there are some particular language phenomena, especially in Code Mixing and Code Switch that make a new lifestyle in Indonesia.

2. Theoretical Framework

Accordingly, one of the important aspects of code-switching discussed in the study will focus on describing it as a dynamic discourse strategy (Romaine, 1989:111). The formal categorization, according to Poplack (1980:605), defines three types of code switching :

- Inter-sentential switching
- Intra-sentential switching
- Tag switching

Inter-sentential switching "involves switches form one language to other between sentences: a whole sentence (or more than one sentence) is produced entirely in one language before there is a switch to the other languages" (Myers-Scotton 1993:3). In Assyiran-English switching one could say, "*Aniwideili.* What happened?"

On the other hand, Intra-sentential switching (code mixing) occurs "within the same sentence or sentence fragment" (Myers-Scotton 1993:4). This type of switching will be considered most frequently for the analysis of the language behavior in the study due to the consideration of morpho-syntactic patterns. In Spanish-English switching one could say, "*La onda* is to fight *y jambar*."

Tag switching refers to insertion of tags such as **you know** and **I mean** in sentences that are completely in the other language. According to Romaine (1995), tags are "subject to minimal syntactic restrictions", therefore the insertion into a monolingual utterance does not violate syntactic rules. This implies that

inter-sentential and intra- sentential switching reflects higher language proficiency, unlike in the case of tag switching. This pattern was common occurrence with both subjects from the study. In Spanish-English switching one could say, "*Éles de Mexico y asi los criaron a ellos*, you know."

3. Methodology

3.1 Research Design

In this study the writer uses descriptive qualitative method because it provides a systematic, factual, and accurate description of a situation of area. Besides descriptive method, the writer also uses qualitative method. This method is based on the data that are words and not about the number. It is called qualitative one, since the collected data are in the forms of sentence. The research is conducted by qualitative approach because the result of the data analyzed is in descriptive phenomenon such as words, sentence and utterance. In collecting the data, the writer took note an article in Cosmopolitan Indonesia Magazine, then the writer observed about the sentences and utterance.

3.2 Method of Data Collection

In order to describe the patterns and the motivation of code mixing and code switching phenomena in language varieties, the data were gathered through a sample of article that was collected through written text with note taking and observation that appeared in Cosmopolitan Indonesia Magazine. The domain examined has been primarily the language that mixed and switched from Bahasa Indonesia into English.

The fact that articles used in two different settings implies that two different environments between the writer and reader influence the bilingualism of article. The writer is always actively involved in conversations in mixing in English.The writer used three articles from three different editions to see how code mixing and code switching occur in Cosmopolitan Indonesia Magazine.

3.3 Method of Analyzing Data

Topic:

Code Mixing and Code Switching in Cosmopolitan Indonesia Magazine

Data:

Articles in Cosmopolitan Indonesia Magazine

In this research the method of data analysis that we used is Padan Method, the method identified by finding the equivalent data outside the aspects studied. Sub-types of padan method used here is Referential method. Referential method was implemented by way of the reference referred to analyze. An advanced technique that we used is "TeknikGanti" or Substitution Techniques, to replace elements of lingual unit of data to determine the extent of similarity classes.

4. Data Analysis

In this paper, the writer analyzes code mixing and code switching that appeared in three articles in Cosmopolitan Indonesia Magazine. The writer analyzes three articles with three types of code switching : Inter-sentential switching, Intra-sentential switching, and Tag switching according to Poplack (1980:605).

4.1 Inter-sentential switching

"The Limited percayabahwakoleksiiniakanmencerminkangayaunik Olivia Pope danmenonjolkansisi*sophisticated professional*.*So excited to wear them*!*"* (Paragraph 3, Article 1)

In the last sentence, we can see Inter-sentential switching or code switching appear in the article. Before the last sentence is using Bahasa Indonesia, then the last is in English. "*So excited to wear them!*"This kind ofsituational switching while the sentence will attract the readers in the last sentence. The writer also

knows the segment of Cosmopolitan Indonesia Magazine's reader are modern women who able to speak in English. That sentence is a substitution of "Sangattertarikuntukmemakainya" from Bahasa Indonesia to English.

> "*Why?*BilaAnda orang yang tergolongmalasmengantremakaAndaberpotensiberkeliling supermarket untukmenungguantreanmemendek." (Paragraph 2, Article 2)

In the opening of the paragraph, the writer is using English "why" as a question. In the next following sentences, the writer explains the answer with Bahasa Indonesia.

> "Yup, suatustudimembuktikankalauAndapergibelanjadalamkeadaanlaparmaka kemungkinanbesarsaatmelewatilorong snack Andaakanmemboronghampirsemuanya. *So better fill up your tummy first, ladies!*" (Paragraph 3, Article 2)

Inter-sentential switching happened here to give conclusion about the previous sentence. The previous sentence talk about: "if you are hungry and passing snack aisle you will buy up the snack" then the writer gives conclusion with *So better fill up your tummy first, ladies!*This switching make eye catching in article and reader will be more attractive to read the next sentence because the use of sentence is really explain the solution.

> "Namununtukseorangwanita? *She's a bitch!*" (Paragraph 1, Article 3)

Code switching here appeared to response and to answer the previous sentence. From Bahasa Indonesia to English will make a new sense of reading. Using "bitch" is a kind of relief and great answer for previous question.

> "Beberapawanitamerasaseganuntuktegasprinsipkepadakolegadanbawah anlantaranrisikodicap "*bitchy*", tapibilaAndamemang*project manager*merekamakaAndapunyahakuntukmenuntutpermintaanAndadi wujudkan. *Remember: you're the decision maker so stand by your decision!*" (Paragraph 2, Article 3)

The switching from Bahasa Indonesia to English is useful to remind and warn the reader. If there is no code switching to English, maybe the reader will feel this sentence is so flat and they will not remember it.

4.2 Intra-sentential switching

> "Kerry Washington bersama*women's fashion retailer,* The Limited akanmeluncurkankoleksibusana *Scandal.*"(Paragraph 1, Article 1)

From the first sentence we can see the code mixing in a sentence. The reference here is English as the original language, and the writer told it again by Bahasa Indonesia mixed with English. The writer still uses English to keep the name and as substitution of "produsenbusanawanita". This code mixing doesn't change the structure of the sentence but only substitute the words.

> "Rencanamaubelanjatapitakutmengeluarkanuanglebihdari*budget?*"
> (Paragraph 1, Article 2)

Intra-sentential or code mixing that appeared here is to make the sentence more hype using "budget" than "anggaranbelanja". This will make reader understand and enjoy the article.

> "BilaAnda orang yang tergolongmalasmengantremakaAndaberpotensiberkeliling supermarket untukmenungguantreanmemendek. Akibatnya...*you shop more*."
> (Paragraph 2, Article 2)

Code mixing here is a stressing in explaining the risk of previous sentence. As closing words may be a mock for reader and the reader will think twice before being lazy to take the queue.

> **"SiapaBilang "*Ambitchious*" ituNegatif?"** (Paragraph 1, Article 3)

The use of code mixing in the title of article will attract people to read the article, they will be curious about what is "ambicthious" and read the whole article.

4.3 Tag switching

"Dan berkaitandenganhalini, janganjugaAndapergibelanjadengan "tangankosong", *which means*, bawalah*list*berisirangkaianproduk yang mestiAndabeli." (Paragraph 3, Article 2)

The words "which means" are examples of tag switching. The writer uses this word to convince the reader about "tangankosong". With this word reader may easily understand what the writer think about.

"Well, kalaubegituAndapunyakesamaandengan Madonna yang pernahberkata, *"I'm tough, I'm ambitious, and I know exactly what I want. If that makes me a bitch, okay.""* (Paragraph 6, Article 3)

We can see that tag switching appeared in the first word it is "well". "Well" represents a tag to reassure the reader before giving the solution. The switching from English to Bahasa Indonesia may create a new sense in reading like this sentence is good to read.

5. Conclusion

The use of code mixing and code switching in written language is a new trend in Indonesian Magazine. Cosmopolitan Indonesia Magazines is one of magazines that uses code mixing and code switching as a great trend in many articles. The readers of Cosmopolitan Indonesia Magazine itself are mid-high level society and able to read English. English is one of the most popular foreign languages in Indonesia, and make people prestigious when they use English.

Based on the analysis, code mixing and code switching from Bahasa Indonesia to English occur to substitute a word with popular words. The writer mixes and switches any words or sentence into English as a substitution. The writer wants that the reader will easily understand the message if using popular words and substitute with foreign language. Using popular words make the reader enjoy and the article more prestigious. This kind of written style will increase the number of Cosmopolitan reader, and also new lifestyle in reader.

REFERENCES

Grosjean, Francois.(1982).*Life with two languages*. Harvard University Press

Gumperz and Dell Hymes (Eds.) *Directions in sociolinguistics*. New York: Holt, Rinehart and Winston.

Hujala, A. 1997.*Finnish-English code-switching in advertising [online]*. University of Jyväskylä, Department of English.

Kachru, B. B. (1978). *Towards structuring code-mixing: An Indian perspective*. B

Kachru., and S.N Sridhar (Eds.) *International journal of the sociology of language.Aspects of Sociolinguistics in South Asia. (16)*. New York: Mouton Publishers

Maschler, Y. 1998. *The transition to a mixed code. Ed. P. Auer, Codeswitching in Conversation*. London: Routledge. 125-149.

Myers-Scotton, C. 1993.*Social motivations for codeswitching.Evidence from Africa*. Oxford: Clarendon Press.

Poplack, S. (1980)."Sometimes I'll start a sentence in English y termino en espauol: toward a typology of code switching" (pp.221-256). In Li Wei (Ed.) *The bilingualism reader*. London: Routledge

Prucha. J.(1983).*Using language: A sociofunctional approach. In B. Bain (Ed.) The sociogenesis of language and human conduct*. Plenum Press: New York

Romaine, S. 1995. *Bilingualism.* Oxford: Blackwell.

Wardhaugh, R. 1972.*Introduction to Linguistics*. New York: Mc. Graw Hill Books Company.