AN ANALYSIS OF CODE-MIXING IN GAUL TEEN ENTERTAINMENT MAGAZINE

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Abstract

This research aims to analyze code-mixing used in Gaul Teen Entertainment magazine. Code-mixing in which people, then, are usually required to select a particular code whenever they choose to speak, and they may also decide to switch from one code to another or to mix codes even within sometimes very short utterances and thereby create a new code in a process known as code-switching called code-mixing (Wardaugh, R. 2006:101). In this research, the writer uses sociolinguistic approach. The writer used qualitative method stated by Basrowi and Suwandi (2008). The results show there are three types of code-mixing used in the magazine, they are (1) intra-sentential mixing, (2) intra-lexical mixing, and (3) the use that involving to change pronunciation. The writer also found four forms of code mixing in term of phrase, sentence, word and root. Furthermore, the writer also found six functions of code-mixing, some of them are to express the prestigious feeling and social supports to bilingualism. In conclusion, the use of code-mixing seems automatically break the rules of English and Bahasa Indonesia in terms of grammatical errors, the forms of words created.

Keywords: code-mixing, intra-sentential, intra-lexical, forms, functions.

Introduction

People who live in bilingualism or multilingualism community use more than a language exist. People have a tendency to use the languages in their communication. Indonesia is called bilingualism community because; they are using the first language as mother tongue, and the second language as mother language (Indonesia). Otherwise, Singapore called multilingualism community because; they use English, Melayu, Chines, and Kamil in their daily activities. They mix their code. This is called code-mixing. According to Holmes, J. (2001:42) said, “code-mixing (metaphorical switching) suggests the speaker is mixing up codes indiscriminately or perhaps because of incompetence, whereas the switches (mixing) are very well-motivated in relation to the symbolic or social meaning of the two codes”.

Whereby Wardaugh, R. (2006:101) says that ,”People, then, are usually required to select a particular code
whenever they choose to speak, and they may also decide to switch from one code to another or to mix codes even within sometimes very short utterances and thereby create a new code in a process known as code-switching. Code-switching (also called code-mixing) can occur in conversation between speakers’ turns or within a single speaker’s turn”.

Code-mixing is different with code-switching. According to Holmes, J(2001:35) said that, ”code-switching is some is obvious change in the situation, such as the arrival of a new person, it is easy to explain the switch”. Code-mixing don’t change the code and situation in conversation. Code-mixing occur in conversation between speakers’ turns or within a single speaker’s turn.

To more understanding about code-mixing, let see the example of code-mixing as follow:

(1) A: Well I’m glad I met you, OK?
M: andale pues (OK SWELL) and do come again. Mm (Switch between Spanish and English) (Holmes, J 2001:35).

From the example (1) the exchange occurred between two Mexican Americans or Chicanos in the United States. It uses code-mixing between Spanish and English language. This mixing presents a clause in Spanish languages and sentence in English language”.

This is can be seen M used a Spanish clause in begin of his utterance or sentence. This is included to intra-sentential switching based on theory of Holmes, J (2001:35) said, “whereas people are less proficient will tend to switch (mixing) at sentence boundaries, or use only short fixed phrases or tags in one language on the end of sentence in the other”. M only used Andale pues, it means ok swell in English then follow with English. Andale pues is a clause in Spanish language. M used mixing English language with Spanish which serves as an ethnic identity marker.

Phenomenon of code-mixing can be seen in mass media, for example magazine. Look at the following example:

(2)”Bedanya kali ini nadanya lebih ngebeat
Different 3rd river this tone 3rd more NGE beat dan berduet bareng Ember”.

and do duet with Ember’.

(Gaul, 04-12-2011:3)

The example (2) there is also code mixing between Indonesia and English. The writer uses glossing translation technic. The
used of “ngebeat”, it started with prefixes Indonesian that is “nge” and additional with root English “beat”. This example includes to intra lexical code-mixing types, because this is kind of code-mixing occurs within a word boundary (Hoffman, C. 1991:112). Nge is mean more or tendency. Journalist doesn’t use more in code-mixing but mix with nge as prefixes and beat as root. So, in this sentence code-mixing happens in root.

(3) “Tapi jangan asal facial foam, yah”.

‘But do not from facial foam, yeah’.

(Gaul, 04-12-2011:3)

From example (3) there is a code mixing between Indonesian and English, this is a phrase. Journalist makes one sentence has not grammars in Indonesian and English. He used some single word in English, and mixing Indonesian. This example includes to intra-sentential mixing, according to Hoffman, C. (1991:112) said that, “this kind of code-mixing occurs within a phrase, a clause or sentence boundary”. The form of code-mixing is phrase form. The form is facial foam.

Magazine has the kinds and forms of code-mixing related with Holmes, J and Hoffman, C theory’s. This relation makes the writer interested to analyzed code mixing in magazine. In this research, the writer is interested in analyzing code-mixing especially between Indonesian and English. Magazine printed out from September until December 2011. It is one of famous entertain magazines. Recently teenager tendency in using code-mixing between Indonesia-English to show who they are and their social status. It contained some horoscope news, gossip of superstar, short story, and advertisement.

In this research, the writer needs to relate to some literatures and studies which have been found before. Some study found code-mixing used in Facebook and on Radio Broadcast in Padang. Those are analyzing and identifying the form and reasons used of code-mixing. In this research, the writer focuses on identifying the types, form and function of code-mixing used in Gaul Teen Entertainment Magazine.

Methodology

The writer uses qualitative research in conducting the research. Basrowi and Suwandi (2008:1) said “qualitative research is a type of research that produces findings cannot be achieved using statistical procedures quantification know the other way”. Strauss and Corbin (1997:1) explain, “Qualitative research can use to examine the
lives of the people, history, behavior, functional organizations, social movements, or kinship”.

The sources of the data of this research are the script of Gaul Teen Entertainment that code-mixing information is contained in the magazine. Information of code-mixing contains advertisement, information of horoscope, information of gossip, information of news, information about product sells and short story. Magazine printed out from September until December 2011.

The writer chooses magazine printed out in 2011 because the writer shows that phenomenon of code-mixing not only occurs in this year but since long time ago.

The writer uses Badgan and Taylor theory to collect data. Bodgan and Taylor (1975:91 in Basrowi and Suwandi 2008:89-90) gives three principles to know how technique of collecting data, there are :

1. Briefing limits studies.
2. Take a note of the data.
3. To obey the guidance and direction of the research.

In analyzing the data, the writer takes Bodgan and Taylor (1975:91 in Basrowi and Suwandi 2008:91-92) discussed in the data analysis stage three key principles. The keys principles are:

1. The Basic Concepts of Data Analysis

Defines data analysis as the process of detailing a formal effort to find a theme and formulate ideas as suggested by the data, and in an effort to provide assistance to the theme and the theory.

2. Founded Themes and Formulating the Theory

3. Analyze Based on the Theory

The author should analyze the data and find whether the theory was supported whether it is right.

In representing the data the writer wrote the data base in magazine transcript, if magazine make capital letter or small letter, the writer follow size of letter without change the size of letter. The writer an analysis all data and use a theory to analysis the different types and form of code-mixing. The writer uses glossing translations to translate every Indonesia words to English. This translation uses tactic like item to item, not translation depend of meaning.
Findings and Discussions

(4) “Desainnya memperlihatkan empat plat”
‘Design 3rd show four plat’
form menyerupai kaki yang menjadi
form similarity foot which become
pillar penegaknya’.
pillar platform 3rd.

(Gaul, 04-12-2011:18)
From the example (4) code-mixing occurs in phrase form. According Hoffman,C this example is Intra lexical code-mixing. Code-mixing occurs in two code. Phrase of code-mixing is plat form. The journalist chooses code-mixing in his magazine because influenced by the reader which as focus in teenager. In this era teenager would like to used and read a sentence in English because in Indonesia school have been studied about English language. So, English like a second language for them. Because of that, according to Gumperz(1972:215-250)code-mixing has a function to “complete range of equivalent lexicon in both systems”. To be understanding and able used English language gives an equivalent lexicon in both languages. The journalist knows about this effect education in teenager era and relation to function of code-mixing. Therefore, the journalist uses English in Indonesia magazine. In relation to Yanti,Y (in Risalah Kongres B.Indonesia 2011,751) said that, “the functions of code-mixing are the speaker would be show education background, ethnic, expression of emotion, or there is no fix word in one topic”.

The last form of Intra-sentential types of code-mixing is sentences. In those findings, the writer found some form of Intra-sentential switching/ code-mixing as follow:

(5) “Karir : there’s a will, there’s a way”.
‘Career : there’s a will, there’s a way’.

(Gaul,04-12-2011:34)
From the example (5) code-mixing occurs in sentence. According to Hoffman,C this data include to Intra-sentential code-mixing. The reason speaker used code-mixing in this data is Being emphatic about something (express solidarity) based on Hoffman theory (1991:116 in Cakrawati 2011, 19-21). This is explain that the speaker mixes from his second language to first language because the speaker feels more convenient to be emphatic in his second language rather that in his first language. This proves in this sentence, that speaker only used word in Indonesian, and then English sentence. The function of code-mixing is to show oneself or one’s interlocutor was more master of the alternation rules within it.

(6) “Brain alias otak cewek yang smart
dan full sama wawasan bakalan ngasih nilai”
and full same insight shall NGASIH mark 

\textit{jauh lebih dimata cowok”}.

far more in eye boy”.

(Gaul, 31 Oct 2011:8)

From the example (6) code-mixing occurs in word form. According to Hoffman, C this data is included to Intra lexical code-mixing. In this section, the journalist uses code mixing to make the sentences to be attracted and catch the readers’ attention.

Word of this sentence appears in three words, such as brain, smart and full but still has one type of code-mixing not mix with other types. The journalist uses more than one word in English which has a function to show that one self or one’s interlocutor is more master of the alternation rules within it. The journalist does not only understand one English word.

(7)“Golden vest \textit{dengan padanan} leather vest

‘Golden vest with balance leather vest 
gold \textit{dan topi bling-bling gold}nya’”
gold and hat sparkling gold 3rd.

(Gaul, 26-09-2011:38)

From the example (7) code-mixing occurs in root form. This sentence uses code-mixing phrase like golden vest and root form is gold, the unique of this sentence because the journalist mixing between root English and Indonesia suffix. In this example the writer found the other type of code-mixing, which is Intra-sentential code-mixing. This is proving with leather vest gold in sentence. Code-mixing is used by journalist can be classified to why are the journalist speaking. The journalist used code-mixing in this magazine because the journalist quote designer utterance, where is this word become common in designer community. The function of code-mixing in this data is to show oneself or one’s interlocutor was more master of the alternation rules within it.

(8) “Peserta yang sebelumnya telah

‘Participant who before 3rd done

\texttt{mengupload videonya ke} 
MENG-\texttt{upload} video 3rd to

\texttt{www.caribintang.tv, diberi kesempatan yang} 
\texttt{www.caribintang.tv, give opportunity which} 
\texttt{sama untukunjuk kebolehan di depan juri}”.
similar for show ability in front jury’.

(Gaul, 04-12-2011:12)

From the example (8) code mixing occurs as root. Which is upload and term Indonesia MENG, this is happen because the journalist tends to use English and takes single Indonesian word to be one sentence. The journalist knows that this fashion for teenager is interesting sentence, and root upload become a common language in Indonesia. So, the journalist chooses this root to prove that this root can be understood
by all people. In relation with Holmes, J about setting where are they speaking, for journalist magazine is his work area, and code-mixing for teenager is a good style in magazine. So, journalist used code-mixing to attracted the reader. The function of code-mixing is a complete range of equivalent lexicon in both systems.

(9)” Alrite”!

“All right”!

(Gaul,04-12-2011:5)
From the example (9) involving changing pronunciation (phonology) occurs in word. The phenomenon of code mixing uses to modify the pronunciations English to Indonesia able seen in magazine. According to Holmes, J that, the reasons used code-mixing are influence which depends who is speaking and whom are they speaking to? In this case the journalist must adaptation how the teenager language style. In this Era teenagers tend to use English but modify to Indonesian pronunciations. Other reasons use code-mixing for interjection and relation with function of code-mixing for identify themselves to a particular group. In relation to function of code-mixing in relation with function of code-mixing is to use two code pronunciations are prestigious. Prestigious is meaning that the speaker has a trend language in bilingualism or multilingualism community.

(10) “Siapa aja mereka? Cekidot….”
 ‘Who else they? Check it out…

(Gaul,31-10-2011:1)
From the example (10) Involving to change pronunciation (phonology) occurs in word. To representing the data, the writer knows the example this is including to involving a change of pronunciation types of code-mixing based on theory, that involving a change of pronunciation is types of code-mixing at the phonological level, as when Indonesian people say an English word, but modify it to Indonesian phonological structure. According to Holmes, J the reason use code-mixing is why they are speaking. In this case the journalist use code-mixing and modify to Indonesia phonological to make the sentence is more unique. In relation with function of code-mixing is to use two code pronunciations are prestigious. Prestigious it means that the speaker is more has a high language like follow language trend in big city.

In sum up of involving changing pronunciation (phonology) the writer found two word forms. Speaker use English but changes the pronunciation into Indonesia phonological. So, this is sounds similarity
with Indonesia phonology but incorrect Indonesia phonology and incorrect English words.

From all data analyzed, the writer found three types of code-mixing according to Hoffman,C’s theory. The writer also found four forms of code-mixing. Intra-sentential mixing contains two forms like phrase and sentences. Intra lexical code-mixing contains two forms like word and roots, but the writer didn’t find affixes form in magazine. The last type is Involving to change pronunciation, this type consist of one form like word.

Furthermore, types of code-mixing can occur in every word. But, one word can see two types of code-mixing. In data analysis the writer found two types in one sentence. Such as in type Intra-sentential code-mixing occurs in phrase form, the writer also found Intra-lexical code-mixing type which occurs in word and root form. The writer doesn’t find affix form in magazine. Then, type of code-mixing like involving to change pronunciation (phonology) case show that the writer doesn’t do wrong type in allrile because this word not only appear in one time but more one time.

In the other hand, code–mixing automatically make Indonesia grammatical error. Because Indonesia don’t has mixing with other foreign language. Indonesian speaker make Indonesia has error grammatical. Although the speaker has good education but still makes Indonesia error grammatical. In this discussion, the writer found three types base of theory, and writer doesn’t find a new theory for code-mixing. From all data analyzed, the writer found different functions of code-mixing.

Conclusion

From all of data analyzed, the writer has a conclusion about code-mixing especially in code-mixing magazine. The writer knows code-mixing tendency occurs in Intra lexical code-mixing especially in words form. Then, secondly is Intra-sentential mixing especially in phrases. The writer only found a little Involving to change pronunciation (phonology) type of code-mixing.

Code-mixing used in society influenced by the participant, the setting or social context of the interaction, the topic language choice and the function. The function of code-mixing also has a different in every utterances of code-mixing.

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