

CHAPTER IV

DATA PRESENTATION AND ANALYSIS

4.1. Data Presentation

During the research the writer take 19 data of advertisement which could be classified have code switching or lexical borrowing. They are :

1. Essenza tile

No shine like it
no strength like it
Essenza no tile like it.
(Suara Surabaya)(SCFM)(EBS)

2. Supertin

Langit kelap-kelap, abyore lintang gumebyar..
I know I know
Raden Gatotkaca..Raden Gatotkaca tambah kuat
tambah kuat, pasti Supertin,..OK..OK
(Merdeka)(Wijaya)

3. Bokormas

...Bokormas, high quality for all product.
(Merdeka)(Strato)(Wijaya)

4. Baskin Robin

a : Eh,dengar nggak tentang Baskin Robin
b : iyes,whuat
c : Baskin Robin semakin banyak rasanya
b : hm..
a : tentu dong, Baskin Robin kan punya 31 flavours
ice cream.
(EBS)(Today)(SCFM)

5. Djarum Super

...Djarum Super, super taste for super people.
(Suara Surabaya)(Istara)(Strato)

6. Sampurna mild

.. How low can you go....how low can you go...
.. how low can you go....Sampurna...
.. how low can you go.
(Suara Surabaya)(Istara)(Strato)

7. Johnson Johnson

Adit, mama punya apa hayo..
Itu lho sabun baru yang ada baby oilnya.
..Johnson and Johnson penyempurna perawatan bayi
anda.
(Suara Surabaya)(Strato)

8. Kratingdaeng

...Kratingdaeng, energi drink pemulih tenaga dan
kesegaran anda.
(EBS)(Strato)

9. Pucelle

Segarkan hari-harimu gadis, rasakan kesegaran Pucelle
splash cologne.
(EBS)(Today)

10. Vaseline

...Vaseline light lotion , nyaman dipakai dan tidak
lengket. Vaseline intensive care dari penelitian
intensif untuk perawatan intensif.
(Istara)(SCFM)

11. Peugeot

...The new Peugeot 405 STI
No body understand luxury , style and elegance quite
like French.
(Today)(Suara Surabaya)

12. BMW

..The new BMW 530 i
the ultimate evidence of succes.
(SCFM)(Suara Surabaya)

13. Bank Universal

...Asal kita menabung di Flexi save Bank Universal
(Istara)(Strato)(Wijaya)

14. Bank Niaga

Apalagi sekarang ada ada autocash Bank Niaga
(Istara)(Merdeka)(Wijaya)

15. Goodyear

Goodyear autotred, support safety of your new car.
(Suara Surabaya)(Istara)(SCFM)

16. So Clean

..Ultra So clean dengan extra power plus colour
guard melindungi pakaian paling sempurna.
(Wijaya)(Suara Surabaya)

17. Volvo

..The 950 GL,...you can get more for less.
The prestige that is volvo
(SCFM)(Today)

18. Grundig

Megatron grundig, made for you.
(Strato)(SCFM)

19. Citra

Kirimkan segera ke Citra beauty lotion
(SCFM)(EBS)

Actually, it was not all advertisement use code
switching or lexiucal borrowing, although more
advertisement are presented during the reseach time not

all could be classified as data. The classification of the data into code switching, English borrowing and code mixing were listed below :

4.1.1. Code switching and English borrowing

table 1

Type	Level of integration into CS Base language			yes/no	example
	phonem	morphem	syntax		
1.	*	*	*	yes	1.Essenza 2.Bokormas 3.Djarum 4.Sampurna 5.Peugeot 7.Volvo 8.Goodyear 9.Grundig 10.Citra
2.	*	*	-	no	1.Baskin Robin 2.Kratingdaeng 3.Vaseliine 4.Pucelle 5.So Clean 6.Bank Universal 7.Bank Niaga 8.Citra 9.Supertin 10.Johnson&Johnson
3.	-	-	-	no	1.Baskin Robin

source : Poplack cited in Milroy, 1987:194

According to Rene Appel and Pieter Muysken (1987) code switches exactly were differentiated into code

switching, code mixing and borrowing. The table mentioned above described classification the types. Type one where code was switched fully integrated phonologically, morphologically and syntactically was classified as code switching. The second type where code was switched phonologically and morphologically but not syntactically were called lexical borrowing or borrowing. The third type where the native items were not adapted abruptly in phoneme, morpheme and syntax were called as code mixing.

Appel and Muysken clarified lexical borrowing into two terms, importation and substitution. The table below clarified in which advertisement have importation and in which advertisement have substitution.

table 2

Type of English borrowing			
Type	Importation	Substitution	Example
1	*	—	1. Baskin Robin 2. Kratingdaeng 3. Vaseline 4. Pucelle 5. So clean 6. Bank Universal 7. Bank Niaga 8. Citra 9. Supertin 10. Johnson&Johnson
2	—	*	-----

source: adapted from Appel and Muysken theory

Table 3 below would contain the data of code mixing
table 3

product	code mixing utterance
1. Baskin Robin <i>iyes whuat...</i>

The words with italic font were classified as code mixing. The explanation would be presented in the next subchapter.

4.2. Analysis

4.2.1. Code switching

From 19 data listed above, 9 data were classified as fully integrated code switching, and 1 data was classified as code mixing. In the preceeding chapter has been discussed several definitions of code switching and the characteristic of code switching. The definitions at last give conclusion if code switching could be devided into two classified conditions; situationally and structurally.

The first one, situationally, were presented by Saville-Troike, Bloom and Gumperz. This characteristic tends to analyze code switching depend on cultural

background of speech community, although not ignore structural unit of data . In contrary, the second characteristic of code switching analysis tend to analyze code switching depend on structural units of data, phoneme, morphem, and syntax, but also not ignore cultural background of speech community. The linguist who used the manner were Erica McClure, Rene Appel and Pieter Muysken. The advertisement of Surabaya FM broadcating exactly could be classified into both characteristic of anaysis, situationally and structurally.

In first characteristic, Saville-Troike has stated code switching was elaborated to situational code switching and metaphorical code switching. Exactly, situatinal code switching would be used by the users to include certain people and excluded the others . Situational code switching had important role to make exclusive situation. The clearly example could be seen at 9 product advertisement; Essenza, Bokormas, Djarum, Sampurna, Peugeot, BMW, Volvo, Goodyear, and Grundig. Spesifically, the brand could be classified into :

table 4

kind of product	number
1.tile	1
2.television	2
3.wheel	1
4.cigarrete	3
5.car	3
total	9

All prouduct mentioned above were not describe primary necessity, so what the advertisers mean on their manner to describe exclusivity of the products. All products, may except ciggarete, shown luxury products. Based on Turner research in New York (1972) the writer tought code switching of advertisement above were meant to give perception to receiver if the products were consumed by elite people in Indonesia. One reason of English switching in Indonesia occur, it was mark of well educated people and symbol of new elite (Turner in Pride, ed.,1972). The clearly example could bee seen below :

The new Peugeot 405 STI
 Nobody understand luxury, style and elegance
 quite like French

The new BMW 530 i
 the ultimate evidence of succes

In the first example, advertiser would intend receivers into perception if luxury, style and elegance

were only made by French. Exactly, French was known as one state which have fashion center and science center. French also gave symbol of progress in the world, because French was one leader of industrial countries where usually developed countries (included Indonesia) give high attention to it.

In the second example, It was more clearly described the evidence of succes could be taken in BMW. Extreemely both examples above gave perception symbol of elite, where more people in big city in Indonesia like Surabaya need to take it.

From the examples above, the writer tought code switching were used on expressive function. Expressive function meant code switching occur as the mode of speech and was assumed it could give more expressive meaning. Among well educated, middle class and upper class in Indonesia English switching often used to identify their class. In conclusion, The classes used English as prestigious symbol. The advertiser who need the classes as their consumer made the ability as the way of product communication.

The Indonesian product like Djarum, Sampurna and Bokormas also used code switching to build consumer perception to the products. Three products were produced in Indonesia, otomatically product marketing also spread

in Indonesia. The English switching were actually used in the slogan, like :

- ...Djarum Super, super tasted for super people
- ...Sampurna, how low can you go
-Bokormas, high quality for all product

All slogan seems tried to impress the receivers as the prestigious product. In the advertisements code switching was used as expressive and phatic function. Phatic function of code switching usually occur on metaphorical code switching in which code switching occurs within a single situation but adds meaning so much components as the relationship which were being expressed (Appel and Muysken, 1987). English using for Indonesian product in Indonesian context actually gave description if the advertiser need another meaning beside referential meaning.

Structurally, code switching in advertisement of FM Surabaya broadcasting have no problem on code use. The writer thought 9 data mentioned above have no problem in their use phonem, morphem or syntax rules. It equal with the characteristic of code switching if phoneme, morphem and rule would be abruptly adapted.

4.2.2. Code mixing

Process of code switching where the native items were not adapted abruptly in phoneme, morpheme, or syntax was defined as code mixing (Appel and Muysken, 1987). Code mixing was differentiated from lexicacal borrowing in which phoneme and morpheme of native items fully adapted. Saussure said the terms borrowing involved the integration of two languages at the level of *langue* and code mixing integration at the level of *parole* (Appel and Muysken, 1987). The example clearly could be seen on Baskin Robin advertisement. The data of code mixing was used in phatic function :

a :Eh,..kamu dengar nggak tentang Baskin Robin

b :iyes...what?

The speech community above was Surabaya youngster, in which use Indonesian or Javanese. But, the second speaker answer the friend question on English where not used phonology rule. 'Yes' and 'what' in the level of *langue* should be murterred phonetically as [] and [], but the utterances of both examples (in the level of *parole*) phonetically murterred as [] and [] that seems nonnative of English tension. The writer tought influence of Indonesian tension occur on the term 'yes' and 'what' so the uterrance was not

adapted fully integrated into English rule. Exactly 'yes' and 'what' could be translated into native Indonesia items 'ya' and 'apa', so the writer considered in the advertisement code mixing was used in phatic function. The advertiser seems wanted describe the product as for the younster needs, in which the code was used identically like the youngsters style. The other reason, Baskin Robin also fast food product others which come from foreign have special attention among the Indonesian city yougster.

4.2.3. English borrowing

From 10 data there were no data could be clssaified as substitution. So, all data were classified as importation which mean involved bringing the English pattern into Indonesia. From 10 data, 5 data were classified foreign product and 5 data were Indonesian product. All were clarifiied below,

table 5
product brand

foreign	Indonesian
1.Baskin Robin ice cream	1.Ultra so clean
2.Kratingdaeng	2.Bank Niaga
3.Vaseline	3.Bank Universal
4.Pucelle	4.Supertin
5.Johnson and Johnson	5.Citra

The phenomena of borrowing were often used on expressive function. For example, 'auto cash' and 'flexi save'. Exactly both examples could be translated into Indonesian without lack of meaning as *kas otomatis* and *tabungan aman*. The writer thought the translation were not strange to be adapted in Indonesian. Thus, the writer assumed if the advertiser have had aim wiith the use of borrowing. The examples other also could be seen below :

"...extra power plus colour guard"

"...Vaseline intensive care"

"...I know...I know..."

All of them give more expressive meaning rather than referential meaning. Exactly, three examples mentioned above could be translated into Indonesian, but the advertiser has not done. The writer considered the advertiser mean as lexical borrowing theory defined. English borrowing was used to emphasized a mixed identity of the product to the receiver. First, as prestigious product and second, as expressive meaning. Thus, also could be said the borrowing use more influence by the prestige rather than lack facility in Indonesian.