

CHAPTER V

CONCLUSION

Code use actually would depend on proper context and cultural background. In fact code switching and English borrowing were occur in Surabaya FM broadcasting as communication code between broadcaster and listener. Radio communication, also has characteristic as one way communication, but every station that has not formated the program based on the listeners need would be left by the listeners. Advertisement which used the radio as their media for showing product should use the manners if they wanted the product advertisement achieved in good perception.

So, the answer of the statement of the problems could be concluded :

1. code switching and English borrowing function as important varieties to mark the elite symbol of the product. Some time code switching and English borrowing were used to give expressive meaning to the product.
2. code switching (also code mixing) and English borrowing would occur on slogan of the product and sometimes in conversation of advertisement.