CHAPTER IV

DATA ANALYSIS

This chapter is actually focused on analyzing the data of this study. The data is analyzed in order to be able to answer the problem of the study. As mentioned in the last chapter, in Articles Titles in *Indonesia Info Franchise Magazine*, code mixing often happen. Most titles use Indonesian and English. In this part of chapter four, the result of the study on code mixing will be presented based on the statement of the problem. In the section of the study, code mixing is analyzed based on the grammatical form.

4.1 The Form of Code Mixing

In the section of the study, codes mixing are analyzed based on their grammatical form. The codes mixing are in the form of word and phrase.

4.1.1 Code Mixing in the Form of Word

The author in the magazine mixes English and Indonesian in many titles of the article. He often uses code mixing in the form words and phrases. Code mixing in the form words is a word in Indonesian that is inserted into another language (English) or English words inserted into a base language (Indonesian). The writer found that code mixing in the form of inserting words occurred between Indonesian – English. The example of code mixing in the form of word can be seen in the following data analysis:

a)   *Sandler* Hadir di Indonesia.

(Edition of February, 2013 : 32)

From the example above, one can see that the publisher of magazine uses Indonesian in the title. Then he inserted English *"Sandler"*. It shows that code mixing is in the form of word insertion. The language that is used in the article has a special characteristic, the mix between Indonesian and English. In Indonesian, there is no appropriate word for *"Sandler"*. Using this word is more competent than using it in Indonesian. Therefore based on the theory proposed by Nababan (1984:32) the use of this mix is because the user wants to show his/her social status or to show that he/she is well educated.

b)   *Branding* Delapan Jurus Mata Angin.

(Editon of April, 2013 : 2)

From the example above, one can see that the author of magazine uses English in the title that he inserted English *"Branding"*. It shows that code mixing in form of word to English. In Indonesian there is no appropriate word for "*Branding* ", therefore the author of magazine inserts English. The language that is used in the title can meet the characteristic of code mixing. In this way, someone can be interested in the topic of article based on the title first. Therefore, based on the theory proposed by Nababan (1984:32) the use of this mix is because the user wants to show his/her social status or to show that he/she is well educated.

c)   Mencari   Waralaba Yang *Sustain*.

(Edition of March, 2013 : 62)

In this way, someone can be interested. In the topic or article to get information. The word *"sustain"* is used by someone just in formal situation. From this example above, one can see that the author of the magazine uses English in the title he inserted English *"sustain"*. It shows that code mixing in form of word to English, in Indonesian *sustain* means terus-menerus. Further more he uses code mixing in this title to explain to the reader about how to be a delay franchisee and have a lot of profit by stand up the sustain franchise bussiness. Therefore, based on the theory proposed by Kamarudin (1989 : 60-61) this is because the person wants to make the topic of the title clear and give information.

d)   Artis Berbisnis *Franchise*, Sekedar Cari Peluangkah?

(Edition of March, 2013 : 90)

Based on the example above, the author of magazine mixes Indonesian into English. He inserts the word *"Franchise"* in the middle of the title. *"Franchise"* is one familiar English, it means a form of business organization in which a firm which has already had a successful product or service people often use the word *"Franchise"* than use it in Indonesian meaning. The use of this mixing words is for the reason of being more simple and effective. This reason is supported by Nababan (1984:32), he states that there is no proper word or expression in the language being used. It is because the person who wants to show his/her status or to show he/she well educated.

e)   Kedekatan Terhadap *Brand* Menentukan Kesuksesan Terhadap Produk Baru.

(Edition of February, 2013 : 38)

Based on the data above, the author of magazine mixes Indonesian into English. The word *"Brand"* is not Indonesian, he inserts a word *"Brand"* in the middle of the title. It is adopted from English, it has the meaning with type of product made by a company in a particular company. This word is used by a company in a formal situation. People often use the word *"Brand"* because it is more competent. Besides, this word is familiar in English. Therefore, based on the theory proposed by Nababan (1984:32), the use of this mix is because there is no proper word or expression in the language being used. It is because the user wants to show his/her social status.

f)   Deddy Putra: Dalam Sebulan Bisa Menarik 8000 *Customer*.

(Edition of March,2013 : 84)

Based on the example above, one can say that the author of magazine uses English in the title. He inserts the word *"Customer"* in the last of the title. *"Customer"* is a familiar English word. Most people know the meaning, actually the author of magazine can use *"Pelanggan/Pembeli"* instead of *"Customer"*. The word *"Customer"* is more familiar and more competent than *"Pelanggan/Pembeli"* especially in the business world. Besides, most know the meaning and usually used in informal situation.

Therefore, based on theory proposed by Chaer and Agustina (2004:62) state that people will get through the use of a certain language because of the status or prestige.

g)   Perluas Pangsa Pasar Es Teller 77 *Bundling* dengan Nidji dan D'Masiv.

(Edition of April, 2013 : 38)

From the example above one can say that the author of magazine uses English in the middle of title. It shows that code mixing in form of word to English. *"Bundling"* is a familiar English word, it describes about number of things fastened or wrapped together. Using this word is more competent than using it in Indonesian the reason is supported by Chaeer and Agustina (2004:62) state that people will get through the use of a certain language because of the status or prestige.

h)   80 % Pengguna Internet Indonesia Baru Belanja *Online* Dua Tahun Terakhir.

(Edition of February, 2013 : 37)

Based on the example above, the author of magazine mixes Indonesian into English. He inserts the word *"Online"* in the middle of the title. In Indonesian, there is no appropriate word for *"Online"*. Therefore, the author of magazine insert English, the language that used in the title can meet the characteristic of code mixing. In this way, someone can be interested in the topic of article based on the title first. The word *"Online"* is used by

someone just in informal situation, further more this word can be used. Therefore, based on the theory proposed by Nababan (1984:32) the use of this mix because the user wants to show his/her social status or to show that he/she is well educated.

i)   Pentingnya Buku Pintar Buat *Franchisee*.

(Edition of April, 2013 : 116)

The use of this mixing word is for the reason of being more simple and effective. *"Franchisee"* in English is mean of person who join with a form of business organization in which a firm which has already had a success full product or service. Using the word *"Franchisee"* is more competent than using it in Indonesian meaning because this word is familiar in English and people know the meaning. Besides, the un availability of vocabulary in native language encourages the process of importing words from other language, in this case is in English. Therefore, this reason is supported by Nababan (1984:32), he states that there is no proper word or expression in the language being used. It is because the person who wants to show his/her status or to show he/she is well educated.

4.1.2   Code Mixing in the Form of Phrase

Beside code mixing in the form of word, Info Franchise Magazine also often uses code mixing in the form of phrase. It is the insertion a phrase of one language into another language. Phrase is group of words

which have a particular meaning when used together. The example code mixing in the form of phrase can be seen as follow:

j).   *Japanese Food* Marak, Peluang Manis di Industry Franchise.

(Edition of February, 2013 : 12)

From the example above, one can see that the author of magazine uses English in the title. Then he inserted English *"Japanese food "*. It shows that code mixing in form of phrase Indonesian to English. The author of the magazine uses that word because it for addressing the prestige that can be covered by the term class. Therefore, based on the theory proposed by Nababan (1984:32) this is because the person who wants to show his status or to show he is well educated.

k).   Kopi Kamu *Go International*.

(Edition of February, 2013: 18)

Based on the example above one can see that the author of magazine uses English in the title. He inserts the phrase "*Go International*". It is usually used in formal situation and this word is familiar English phrase. The phrase *Go International* is adopted from English. In Indonesian it means mendunia. People usually use this word to describe the position of the company. Using this word shows that the user is more competent in using Indonesian. The reason is based Chaer and Agustina (2004:62) who states that people use a certain language because of the status or showing prestige.

l).   Shasmira: *Market Leader* Yang Sudah Menembus Pasar Asia.

(Edition of April, 2013 : 84)

Based on the example above the author of magazine mixes Indonesian into English. He inserts the phrase *Market Leader* in the first of the title. The English phrase *Market Leader* is use by someone to give expression to the other how they are well known in the term class because this phrase is means that the person who leads, furthermore this phrase is available used. Therefore this reason is supported by Stockwell (2002:11) Says that most language community, however have a hierarchy of wealth and power defined in relation to economics and prestige that can be covered by the term class.

m)   Membeli *Master Franchise*.

(Edition of march, 2013 : 60)

Based on the example above one can see that the author of magazine uses English in the title. This phrase is familiar for common people. The author of magazine use some phrases taken from another language in their utterances because this mixing will increase the prestige and show how well educated they are and to show that they belong to a high class. Therefore this reason is supported by Hammers and Blanc (1980:153). State that the resulting mixed code is marker of high social status and membership of educated elite.

n)   AHCPS, Mantapkan Diri Sebagai *Leading Conference Hotel*.

(Edition of February, 2013 : 24)

The example above shows that the author of magazine uses Indonesian language at the first time and then suddenly mixes English phrase in the tiile. The author of magazine inserts the phrase *Leading*

Conference Hotel because it is difficult to find the Indoesian of this type of term and it is more appropriate in this context. Actually it is not necessary to state it in Indonesian because it is familiar phrase in English and the readers ofvthis magazine commonly know this term. The reason of the mixing this phrase is supported by Nababan (1984:32). Says that there is no proper word or expression in language being used. It is because the person who wants to show his status or to show he is well educated.

o)   Membangun *Leadership*.

(Edition of March, 2013 : 94)

Based on the example above the author of magazine mixes Indonesian into English. He inserts the phrase *Leadership* to give information to the readers about how tobe the *Leadership*. This phrase is familiar word in the world of bussines. The author of magazine uses this phrase to explain to the readers that that definition of *Leadership*. In English it means to lead, to make the right things, to manage and to make the things right. From this example above the reason of mixing this phrase is to maintain the smoothness of the conversation, make the topic clear and give information (Kamarudin, 1989:60-61).

4.2   The Dominant Type of Code Mixing

The most code mixing are in the form of word insertion. In the titles of the magazine, there are many words that are inserted into the title that consist of three or four words. On the contrary, there are only a few phrases are inserted into the titles. Therefore, it can be concluded that

word insertion is more dominant than phrase insertion.

4.3   The Reason of Using Code Mixing

The choice of code mixing that is done by author of magazine may have some reasons. Based on the analysis in Chapter IV above, the writer comes to the following conclusions about the reasons.

4.3.1   No proper word or expression

Most titles in the magazine do not only use one variety that can be used to represent no proper word. In Indonesia Info Franchise Magazine uses English because it is known that the title cannot avoid the loanword in English. Here are the example;

p)   *Branding* Delapan Jurus Mata Angin.

(Editon of April, 2013 : 2)

q)   AHCPS, Mantapkan Diri Sebagai *Leading Conference*

Hotel.

(Edition of February, 2013 : 24)

From the examples above, the author of magazine inserts the word and phrase *Branding* and *Leading Conference Hotel* in the title, because it is difficult to find the Indonesian meaning. Furthermore, people usually use these word and phrase that the codes mixing are a familiar words especially in the business, more competent and effective. Moreover, the word and the phrase as the code mixing are the development in many aspects of human life and also the unavailable stock of vocabulary in Indonesian

language encourages the author of magazine to import words from English. This reason is supported by Nababan (1984:32) who states that there is no proper word or expression in native language.

4.3.2 Showing his high status

Most titles in the magazine do not only use one variety that can be used to represent *reader's identity*.

r)   Deddy Putra: Dalam Sebulan Bisa Menarik 8000 *Customer*.

(Edition of March,2013 : 84)

s)   Shasmira: *Market Leader* Yang Sudah Menembus Pasar Asia.

(Edition of April, 2013 : 84)

From the examples above, the author of magazine inserts the word "*Customer*" and phrase *"Market Leader"* in the title, because the words are often used in the business world that have the high prestige to be interesting especially for the high level customers. Furthermore, The words *customer* and *Market Leader* have intended meaning in English. People usually use these words because they want to show that they belongs to high class and also have a tendency. Other experts said the most language communities however have a hierarchy of wealth and power defined in relation to economics and prestige that can be covered by the term class. This reason based on theory proposed by Chaer and Agustina (2004:62) state that people will get through the use of

a certain language because of the status or prestige.

4.3.3 Showing his well educated

Most titles in the magazine do not only use code mixing in the form of word but also use it in the form of phrase that can be used to represent *reader's well educated.*

t)   Willy Sugandha : Profesional Yang Berjiwa *Entrepreneur.*

(Edition of April, 2013 :100)

u)   *Japanese food* Marak , Peluang Manis di Bisnis Franchise.

(Edition of February, 2013:12)

From the examples above the author of magazine inserts the word *entrepreneur* and the phrase *Japanese food* because these words are familiar in English. People know the meaning and use it in formal situation. Using these words are more appropriate in this title because these words just belong to a high class and most of them use these words to show their well educated. This reason is supported by Nababan (1984:32) that the use of this code mixing is because the user wants to show that he/she is well educated.

4.3.4 Giving information

Most titles in the magazine do not only use one variety that can be used to represent *reader's giving information*.

v)   Mencari Waralaba Yang *Sustain.*

(Edition of March, 2013:62)

w)   Mencari Bisnis Yang *Low Invest High Profit.*

(Edition of March, 2013:64)

From the examples above the author of magazine inserts the word *Sustain* and phrase *Low Invest High Profit* in the title of magazine. The author of magazine uses these words to give information to the readers. The readers are participant that has the important role in business world. Moreover, the participant is the one who is taking part in the event of business.This reason is supported by Kamaruddin (1989: 60-61)