

# **CODE MIXING USED IN WOMEN MAGAZINE: A SOCIOLINGUISTIC STUDY**

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## **Abstract**

In modern era, mostly people use more than one language to communicate. Therefore, the phenomenon of bilingual or multilingual community is feature of code mixing and code switching. This study concerns of the code mixing used by journalist in women magazine of Nova. The data took from the Magazined which was published on March 12-18<sup>th</sup>, 2012 . This study found types of code mixing and reasons of code mixing. The types of code mixing consist of lexical mixing, phrase mixing of code, and Indonesian speeling of English sounds. The last is reason why people mixed codes. The reasons are lexical need; it is when the Indonesian word not available such as film and the prestige, such as Talkshow although it is available in Indonesian language.

**Key words: Code-Mixing, Women Magazine and Sociolinguistics.**

## **1. Introduction**

In daily life, human being will mostly communicate by using a language. Hence, language is a tool to communicate. Therefore, language is the most important tool in the relationship between person to person in a social group, community and society. Kramsach (1983:3) notes that language is principal means whereby people conduct their social lives. In everyday life people use language for different purposes. Beside for communication, language is also used for negotiation, introduction and socialization. In other words, communication cannot be separated from language and society.

To study about correlation between language and society is learn in sociolinguistics. Holmes (2001:1) states that sociolinguistics is a study of language in society. Wardhaugh (2000:12) adds that sociolinguistics concerns with investigating the relationship between language and society, with the goal of being a better understanding of the structure of language and how language functions in the communication. While Nababan (1984) in Setyoko (1984:1) sociolinguistics is a study or a discussion of language where the language speakers as a society member. Thus, language in a society can be studied in sociolinguistics. As we know in sociolinguistics is the studying and discussing language societal aspect, especially the variation, which is included in the language, related with societal factor. Most the people can speak more than one language in speech community, other than mother tongue ,like that Indonesia people can also speak or write in foreign languages, espeacially English. This make mixed languages(codes).

Based the explanation above, Retno (2012:12) the concept of code mixing is used to refer to a more general from of language contact that may include cases of code switching and the other form of contact which emphasizes the lexical items. Different from the above standpoint, code mixing is going to be distinguished here

from code switching. With an emphasis on the different grammatical items involved as well as the association with situation and topic found in the case, the questions below suggest a theoretical difference between code mixing and code switching. From the definitions, the difference between code mixing and code switching can be inferred. First, in code mixing, bilingual speakers seem to apply some foreign words or phrases (pieces of one language smaller than clause) while the other language (code) functions as the base. Second, bilingual speakers are said to code mix (but not switch from one to another) when there is no topic that changes, nor does the situation.

Furthermore, communication involves two or more people encoding and decoding messages to teach others through the medium of language in mass media. The development of printing media in Indonesia greatly developed. This makes high competition among journalists in creating or innovating of style in writing. This makes some codes used. In addition, there are some specific media such as women magazine also help in developing. Therefore, the writer tends to study women magazine of "Nova" viewed in terms of code mixing.

## **2. Phenomena of Code Mixing**

In the modern era, most people will communicate more than one language, for instance in Indonesia. Thus, mostly people in Indonesia tend to use more than one language in communication either speaking or writing. As explained previously that the concept of code mixing is used to refer to a more general form of language contact that may include cases of code switching and the other form of contacts which emphasizes the lexical items this definition is found in the following excerpt. Musyken (2000:78) states that the term code mixing to refer to all cases where lexical items and grammatical features from two languages appear in one sentence.

Thus, code mixing is going to be distinguished here from code switching. With an emphasis on different grammatical items involved as well as the association with situation and topic found in the case. In code mixing, bilingual speakers seem to apply some foreign words or phrases (pieces of one language smaller than clauses) while the other language (code) functions as the base. It involves use of foreign phrases or group of words it means code mixing. Another view considers the formality of the situation, in which mixing is said to be found in the less formal situation while switching is possibly done in formal one.

Moreover, Herawati (2012:9) who quotes from *Wahdani (2008:3)*, code switching is a term in linguistics referring to using more than one language or dialect in conversation. Code-switching can be distinguished from other language contact phenomena such as loan translation (calques), borrowing, pidgins and creoles, and transfer or interference. According to Gal (1988) in Wardhaugh (2006:101) that code switching is a conversational strategy used to establish, cross or destroy group boundaries; to create, evoke or change interpersonal relations with their rights and obligations. While Jendra (1996:185) adds that code switching is a situation where people choose to switch from a language or a variety of it to another in a conversation.

### **2.1 Types of Code Mixing**

Code mixing itself has some types. As explained by Hoffman (1991) in Herawati (2012:23) that many types of code mixing based on the scope of switch or mix where

languages take place. Those are intra-sentential code mixing, intra-lexical code mixing, involving a change of pronunciation, inter-sentential switching, emblematic switching, and establishing continuity with the previous speaker. Each type will be described as below:

a. Intra-sentential code mixing

This kind of code mixing occurs within a phrase, a clause or a sentence boundary, as when a French-English bilingual sample is from Wardaugh (1986:108) "*Estaba training para pelar*": "He was training to fight."

b. Intra-lexical code mixing

This kind of code mixing which occurs within a word boundary, such as in *shoppā* (English *shop* with the Panjabi plural ending) or *kuenjoy* (English *enjoy* with the Swahili prefix *ku*, meaning 'to').

c. Involving a change of pronunciation. (mixing)

This kind of code switching or code mixing occurs at the phonological level, as when Indonesian people say an English word, but modify it to Indonesian phonological structure. For instance, the word 'strawberry' is said to be 'stroberi' by Indonesian people.

## 2.2 Reasons of Code Mixing

When code switching or code mixing occurs, the motivation or reasons of the speaker is an important consideration in the process. Hoffman (1991) in Herawati (2012:25), there are a number of reasons for bilingual or multilingual person to mix or switch their languages. Those are:

a. Talking about a particular topic

People sometimes prefer to talk about a particular topic in one language rather than in another. Sometimes, a speaker feels free and more comfortable to express their emotional feelings in a language that is not their everyday language.

b. Quoting somebody else

A speaker switches code to quote a famous expression, proverb, or saying of some well-known figures. The switch involves just the words that the speaker is claiming the quoted person said.

c. Being emphatic about something

When someone who is talking using a language that is not his native tongue suddenly wants to be emphatic about something, he/she either intentionally or unintentionally, will switch from his second language to his first language. So, there are some cases where peoples switch from their second language to their first language because they feel more convenient to be emphatic in their second language rather than in their first language.

d. Interjection (Inserting sentence fillers or sentence connectors)

Interjection is words or expressions, which are inserted into a sentence to convey surprise, strong emotion, or to gain attention. Interjection is a short exclamation like: Darn!, Hey!, Well!, Look!, etc. They have no grammatical value, but speaker uses them quite often, usually more in speaking than in writing.

## 3. Methodology

The type of this study is descriptive qualitative research. According to Creswell (2003:119) in qualitative research the hypotheses and research questions are

often based on theories that the researcher seeks to test. In qualitative research, the use of theory is much more varied. And according to Narbuko & Achmadi (2004) in Mustari (2011: 51) state that qualitative data tend to be in the form of words and try to solve problem based on data, giving data, analyzes and interpret, and can be comparative and correlative also. Then the data collected from Magazine of "Nova" on March 12nd-18<sup>th</sup>, 2012.

#### 4. Analysis of the Data

In this study, the writer will identify and analyze. And then she analyzes based on the Lexical, Phrases, and sentences. The data will be noted based the esquencing numbers. Those will explained as follows:

a. Lexical Mixing Usage

Data 1

Akad nikah di **Hotel**

Based the data no 1, *hotel* is origin from English, it directly took from English word( Hotel).

Data 2

**Film** ayat-ayat cinta **booming**

Based the data no 2, *Film and Boomin* is origin from English, it directly took from English words(film and booming).

b. Phrase Mixing Usage

Data 3

Saya & jutaan wanita Indonesia percaya NATURE-E untuk kulit alami, **naturally Healthy Skin**.

The usage of Phrase in data 3 shows that **naturally Healthy Skin used as the pharses**. Because,the phrase above it consists of parts of speech such as, adverb, adjective and Noun.

Data 4

Untuk acara **talkshow**

The usage of Phrase in data 4 shows that **talkshow**. Because,the phrase above it consists **talk** and **show** both are verbs.

c. Indonesian Speeling of English Pronunciation

Data 5

**Konser tur** Dunia lady Gaga the born this way Ball, dipastikan di gelar di Jakarta

Data 6

Gading martin **syok** ditantang ditodong pertanyaan maut sang ayah

Based on the data 5 and 6 is Data 5 **konser tur** from English Tour Concert.

The data 5 shows Indonesian Spelling. While data 6 *syok* is from English shock.

d. Reason of Code Mixing

The reason of code mixing will be explained as following data

d.1 The Lexical need.

Data 7

**Akad nikah** di **Hotel**

Those words of the data 7 are origin from the source language. **Akad and Nikah** are from Arabic. Those are difficult to find in Indonesian Language, while **hotel** is from English, It is normally used in common communication.

## d.2 Prestige

Data 8

Untuk acara **talkshow**

Based on the data 8 above, The writer (journalist) uses **Talkshow** not use real Indonesian words such as Wawancara or perbincangan which have similar meaning of **Talkshow**. Here, the usage of English is more prestigious than using local language.

### 5. Conclusion

Thus, this study can be conclude that this study concerns of the code mixing used by journalist in women magazine of Nova. This study found types of code mixing and reasons of code mixing. The types of code mixing consist of lexical mixing, phrase mixing of code, and Indonesian speeling of English sounds. The last is reason why people mixed codes. The reasons are lexical needs, it is when the Indonesian word not available for examples "film or computer", those words are commonly used in daily communication. Awhile the other reason is prestige to use foregn word in communication, such as "talkshow" although it is available in Indonesian words.

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