An analysis the Use of Code Switching and Code Mixing on Vehicle Stickers As Promotional Media for Mangrove Ecotourism Development in Bangkalan, Madura

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Abstract

One of the interesting phenomena in the use of written language is found in vehicle stickers. The use of language is able to reveal social dimensions and show the socio-culture of a particular society. This research aims to describe code switching and code mixing on vehicle stickers as a promotional medium for Mangrove ecotourism in Bangkalan Madura. This research uses sociolinguistic research on code switching and code mixing using Suwito's theory. This research uses descriptive qualitative research methods with data collection techniques using listening and note-taking techniques in the form of sentence fragments in promotional stickers. The results of this research obtained two types of code switching and one type of code mixing, namely: internal code switching and external code switching. In internal code switching, there are 4 data used in vehicle stickers. In external code switching, there are 3 data used. The factor that causes code switching is the promotion factor. There is one type of code mixing, namely: inner code mixing, there are 2 data used in vehicle stickers. Factors that cause code mixing: the factor of wanting to explain something; situational factors; and the factor of establishing familiarity between visitors.

Abstrak

Salah satu fenomena menarik dalam penggunaan bahasa tulis terdapat pada stiker kendaraan. Penggunaan bahasa mampu mengungkap dimensi sosial dan menunjukkan sosial budaya suatu masyarakat tertentu. Penelitian ini bertujuan untuk mendeskripsikan tentang alih kode dan campur kode pada Stiker kendaraan sebagai media promosi ekowisata Mangrove di Bangkalan Madura. Penelitian ini mengunakan penelitian sociolinguistic tentang alih kode dan campur kode dengan menggunakan teori Suwito,

Penelitian ini menggunakan metode penelitian deskriptif kualitatif dengan teknik pengumpulan data menggunakan teknik simak dan catat berupa penggalan kalimat dalam Stiker promosi. Hasil penelitian ini mendapatkan dua jenis alih kode dan satu jenis campur kode yaitu: alih kode intern dan alih kode ekstern. Alih kode intern terdapat 4 data yang digunakan dalam Stiker kendaran. Alih kode ekstern terdapat 3 data yang digunakan. Faktor yang menyebabkan terjadinya alih kode yaitu faktor promosi. Terdapat satu jenis campur kode yaitu: campur kode ke dalam (inner code) terdapat 2 data yang digunakan dalaam stiker kendaraan. Faktor penyebab terjadinya campur kode: faktor ingin menjelaskan sesuatu; faktor situasi; dan faktor menjalin keakraban antara pengunjung.

Kata Kunci: Alih Kode, Campur Kode, Stiker.

INTRODUCTION

Language as a means of communication shows that people do not only master the use of one language. Foreign languages, for example; Chinese, Korean, English and so on that have been used by the community. Bilingual or multilingual communities generally view that code switching is a linguistic phenomenon that is sociolinguistic in nature. Code switching and code mixing often occur in conversations in society. Code switching or code mixing occurs based on a person's social status in society. This phenomenon occurs anytime and anywhere, both in the family environment and the school environment, which can occur in Indonesian language learning.

According to Suwito (1995: 117), external code switching occurs when language transfer occurs between a native language and a foreign language, such as Indonesian to English or vice versa. Suwito (1995:117) Internal code switching occurs when code switching occurs between regional languages into one national language, or between dialects in one regional language or several varieties and styles contained in one dialect. External code mixing is code mixing originating from foreign languages (Suwito in Majid, 2009:25). Code mixing includes code originating from the original language and all its variations (Suwito in Majid, 2009:19).

Appel (in Chaer and Agustina, 2010: 107) defines code switching and code mixing as a symptom of language transition due to changing situations. Code switching is a change in language users or language varieties contained in a language as a result of certain factors. Suwito (1995:117) divides code switching into two, namely: external code switching and internal code switching. Chaer (2010:114) argues that code switching and code mixing is the use of two or more languages, or two variants of a language in one society. In contrast to the opinion of Ohoiwutun (2002:71) in Rulyadi, et al. (2014) that code switching is a change in the use of language or dialect.

According to Kridalaksana (2008:40) in Ngalim, et al. (2015:60) states that code mixing is a language style or variety of language extended to the use of other languages. Chaer (2010:114) also states that code mixing is a main code or basic code that has its

function and autonomy. According to Chaer (2010: 116 - 117), it is in the form of basic words, phrases and clauses, all of which are elements contained in syntactic analysis, namely analysis of the relationship between linguistic signs and the things they signify or analysis of meaning or sense in language.

According to Poedjasoedarmo (1976:12-13) in Darmawati (2013) states that there are several factors that cause code switching, namely: (1) Speaker; (2) Speech partner; (3) The presence of a third speaker; (4) Main points of discussion; (5) To evoke a sense of humor; and (6) For mere prestige. Soewito (1983:77) believes that there are 3 factors that encourage code mixing, namely: role identification, variety identification, to explain and interpret. Code mixing occurs due to the attitudes and relationships between the speaker and the interlocutor. The speaker mixes code because he has a certain reason, for example wanting to explain or interpret something, show the identity of the speaker to the interlocutor, and so on.

The preparation of two problem formulations that will be discussed in this research, namely: What are the types of code switching and the factors that cause code switching in vehicle stickers? and what are the types of code mixing and the factors that cause code mixing in vehicle stickers? The aim of this research is to describe the types of code switching along with the factors that cause code switching and the types of code mixing along with the factors that cause code mixing in vehicle stickers as promotional media for Mangrove Ecotourism in Bangkalan Madura.

METHOD

Descriptive research is research that uses the description method, namely a method that is carried out solely based on existing facts or phenomena in the speaker (Sudaryanto, 2015:205). The method used in this research is a qualitative descriptive method. The design of this research is to analyze the fragments used in vehicle stickers in the form of code switching and code mixing. This research was conducted to describe in detail the types of code switching and code mixing along with the factors causing their occurrence, the data source is vehicle stickers which aim to promote Mangrove Ecotourism in Bangkalan, Madura. This research is descriptive in nature so that the data analyzed and the results of the analysis are in the form of a description. The data in this research collection is in the form of three promotional stickers.

Sudaryanto (2015:204) data collection by observation is the systematic observation and recording of a symptom that appears on the research object. This research uses observations and recordings made on objects at the place where the event occurred or took place so that the researcher is with the object being studied. The data obtained is immediately analyzed, checked first to ensure that the data obtained can be accounted for and can answer the problem formulation that the researcher stated. This research uses a qualitative descriptive research method with data collection techniques using reading and note-taking techniques in the form of sentence fragments from promotional stickers. Fragments of sentences in vehicle stickers collected through careful reading and note-

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taking. After the data is collected, the first step in analyzing the data is to categorize it into categories of types of code switching and types of code switching, code mixing and types of code mixing along with the factors that cause code mixing in vehicle stickers as promotional media for Mangrove Ecotourism in Bangkalan Madura. The second step is to copy and describe the data using Suwito's theory.

FINDING AND DISCUSSION

Types of Code Switching and Code Mixing along with Causal Factors in Vehicle Stickers as Promotional Media.

CODE SWITCHING

External code switching

Suwito (1995:117) External code switching occurs when language switching between a native language and a foreign language such as Indonesian to English or vice versa.

"Visit Mangrovenya"

(**Visit** the Mangroves)

The word Visit indicates external code switching, namely using English and switching to Indonesian in the Mangrove Ecotourism Promotion Sticker in Bangkalan, Madura.

"Mangrove Awesome"

The word Awesome shows external code switching, namely using Indonesian and switching to English in Mangrove Ecotourism Promotion Stickers in Bangkalan, Madura.

"Warning! Tempat wisata cocok untuk keluarga**"**

The word Warning shows external code switching, namely using English and switching to Indonesian in Mangrove Ecotourism Promotion Stickers in Bangkalan, Madura.

Internal code switching

Suwito (1995:117) Internal code switching occurs when code switching occurs between regional languages into one national language, or between dialects in one regional language or several varieties and styles contained in one dialect. The discovery of internal code switching between English and Madurese. The existence of internal code switching can be found in the sentence fragment in the Promotional Vehicle Sticker

Sae (good)   Ka'dhinto (this)

"An Incredible Destination" (Sae tempat ka'dhinto)

Demonstrates internal code switching, namely using English speech switching to regional language (Madura) which is used in stickers as promotional media for Mangrove Ecotourism in Bangkalan.

Alengghi (sit down)   sareng (with)

"Lets Join With Your Family"(Toreh alengghi Sareng Keluarga)

Demonstrates internal code switching, namely using English speech switching to regional language (Madura) which is used in stickers as promotional media for Mangrove Ecotourism in Bangkalan.

"The Incredible Places"(Sae Tempat ka' dhinto)

Demonstrates internal code switching, namely using English speech switching to regional language (Madura) which is used in stickers as promotional media for Mangrove Ecotourism in Bangkalan.

Tor (also)   Ka'dhinto(this)

Demonstrates internal code switching, namely using regional language speech (Madura) switching to Indonesian which is used in stickers as promotional media for Mangrove Ecotourism in Bangkalan.

Factors causing code switching

The factor that causes code switching to occur in vehicle stickers is with the aim that visitors can read them well so that the level of promotion covers groups both inside and outside the Bangkalan, Madura area.

CODE MIXING

Code mixing into (inner code)

Code mixing includes code originating from the original language and all its variations (Suwito in Majid, 2009:19). The type of inner code mixing found in this research was successfully gathered from the findings that internal code mixing occurs when the Indonesian language used experiences the insertion of linguistic elements from the Madurese language in vehicle stickers as promotion of coined words (confix).

Derivative

(confix)

"**Liburan**, Eyatoreh to Mangrove Saos" (**holiday**, let's just go to Magrove)

Holiday : created word, confix an + basic verb

The word holiday is a confix, namely a combination of prefixes and suffixes that form one unit. The type of code mixing included in the vehicle sticker as a promotion is indicated by the presence of a confix plus the basic verb

(suffix)

"Visit mangrove **nya**" (Visit the mangroves)

The word mangrove is a suffix, namely the ending, this bound form of the term is used at the end of the word. The type of code mixing in the part of the vehicle sticker as a promotion is indicated by the presence of the suffix plus the noun mangrove.

Factors causing code mixing

There are 3 factors that cause code mixing to occur in a sentence on a sticker, namely: the factor of wanting to explain something, the situation factor, the factor of establishing closeness between the visitors.

CONCLUSION

Based on the research that has been carried out, 9 data have been obtained which show that there is the use of code switching and code mixing in Mangrove Promotional Vehicle Stickers. Of the 9 data, 7 code switching data and 2 code mixing data. The code switching data totaling 7 data found 4 internal code switching and 3 external code switching. There were four internal code switches found, namely internal code switching from English to Madurese, and internal code switching from Madurese to Indonesian. The factors that cause code switching are caused by the speaker, the interlocutor, the core of the problem being discussed, for jokes, and for promotion. Meanwhile, from the code mixing data, which amounted to 2 data, it was found that there was inert code mixing. The internal code mixture found was in the form of Madurese words engghi enten, and in the form of clauses, phrases and Indonesian words. The emergence of the use of code mixing is caused by several factors, including: the existence of limited word equivalents, the influence of the interlocutor and the influence of the element of prestige. The results that have been explained show that there are three types of language used in the speech,

namely Madurese, Indonesian and English. The use of these three languages in promotional vehicle stickers has led to the discovery of code switching and code mixing. Of all the data that shows code switching and code mixing, it is dominated by sentence fragments in Mangrove Ecotourism Promotional Vehicle Stickers in Bangkalan, Madura.

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