CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The development of advertising and the use of the language are as the medium of communication with customers through the varieties languages use in the world. As the fact, we must integrate global economy in facing AEC (Asean Economic Community) to be able practice of commercial business show more diversified and extensive in different kind of business. Where the imported English names express different degree and flavours of consumer culture, teen culture, or international English based commerce in a more general, global sense (Banu & Sussex, 2001).

Moreover, Indonesia included in AEC at the end of 2015. Indonesia realizes to develop and encourage the production in order to increase international business. It is obvious stated in AEC fundamental freedoms are becoming a point of increased focus for international business (Xing & Kalloe, 2014). Being able to compete in global economy, some businesses have been marketing their products in print advertisements, with an already tired set of combinations in languages. Bilingualism is naturally occurring linguistic phenomenon through language contact (Leung, 2010). Presumably, bilinguals are able to communicate naturally and fluently in more than one language. Myers-scotton (2002:5) writes that one of the main concerns of bilingualism being "the social factors involved in how people become bilingual and the ways in which they allocate their different

languages to different uses".

This language phenomenon is referred to as code mixing in which linguistics units of two languages are mixed within a sentence. Code mixing is common in business" print advertisements. Futhermore, code mixing is considered as a sociolinguistic phenomenon a linguistic product of language contact, determined in various ways by the social circumstances in which it occurs. Code mixing is now considered to be a normal and natural product of interaction. Multilingual societies do code switch not because they have to, but they want to with clearly intended purpose. This means that people code mix and they are fully aware why they mix from one language to another.

Code mixing is strategy in advertising (Rullot, 2011). The advertisers use code mixing as a means reducing the distance with bilingual consumers. It means that by mixing a language can be support the communicative effect not only in using varieties of language in one advertisement but also persuade consumers.

Generally, code mixing is commonly seen as more typical spoken language, but there are some areas of language use, especially when business names and advertising are involved. In recent years, code-mixing takes place to some degree everywhere that English is spoken alongside another language, and is a normal feature of bilingualism. It is unusual to see any of these varieties in writing, but some are very widely spoken. They have received only limited linguistic study.

The field of code-mixing in written English makes for a highly interesting and entertaining reading. Also, worth observing would be the repercussions it has

on the written as well as spoken English of the target readers, along with the other members of the educated. It is about time that these varieties receive the necessary linguistic attention (Lee, 2006). Similarly, Bhatia 2001 addresses the issue of globalization in advertising and stresses the notion of "globalization," which is also extensively discussed by Robertson 1995. Bhatia focuses more on the innovative and creative aspects of mixing, an emphasis which resonates with empirical findings in this study of Korean advertising. The "positive approach" claims that "language mixing in advertising satisfies deeper innovative and creative needs of advertisement writers to create desired effects of persuasion, naturalness, and other socio-psychological effects in their language" (Bhatia 2001:197).

Thus, this research aims to see varieties categories of code-mixing in micro scale business‟ advertisements and which elements of print advertisements mostly occurred code mixing which construct the product identity recently. They are like a mushroom in any places, especially in Medan.

In Medan, the culinary micro scale business‟ advertisements have been mixing the language (English mixing) to advertise the product and construct the identity through mixing the language recently. The combination of English works so fast and gives a lot effects in print advertisement. Nowadays, the micro scale business‟ mostly use English and Indonesia in promoting, marketing and constructing the identities of modernity on the products itself in Medan.

In addition, Woodward (1997: 15) explained, „advertisements can only „work‟ in selling us things if they appeal to consumers and provide images with

which they can identify‟. Thus raises the important point of identification. For an advertisement to work, it needs to construct an identity that consumers can identify with (Woodward, 1997: 15). While, Thomas and Wareing (2000:121) supports that identity construction is one of fundamental ways we have of establishing our identity, and of shaping other people‟s views of who we are, is through our use of language. In fact, one of the ways that media affects identity construction is through the creation and perpetuation of stereotypes (Motschenbacher, 2009). This is especially seen in advertising, English use and modernity construction in discourse of advertising language-code as identity construction in advertising, identity in commercial advertising to discursive construction of modern identities more generally (Piller, 2001: 153). Piller discusses multiple orientations in identity constructions in bilingual advertisements.

Identity and its construction in social practices has become one of the most central themes in sociolinguistic research in the past two decades. The theoretical frame of reference for the study of identity has been radically shifting from the pairing of linguistic variables with pre-existing social categories such as class and socioeconomic status, typical of sociolinguistic research in the 1970s and1980s, to a focus on how those social categories are negotiated through language and other symbolic systems by interact ants in concrete situations of everyday life (Fina, 2007).

One of the strategies used by advertisers is to accommodate the bilingual consumer through the use familiar code mix phrases and words which are familiar

to the consumers for the primary purpose of selling as exemplified in the following advertisements is describe below:

The phenomenon that happen mostly in culinary micro scale business" advertisements in Medan are closely related with aspect in language power and language varieties in written discourse, those are identity construction and code mixing. In other words, the advertisers have realized to mix languages in constructing their identities and marketing of products. It can be seen obviously in the culinary outlets that used mostly by sellers. He or she displayed his/her products in mixing language, especially English.

Furthermore, code mixing is used to construct various identities in the print advertisements could be explained primarily as a marketing strategy which aimed at persuading potential customers through the use of accommodation,

affective reasons, building credibility and building solidarity (John and Dumanig, 2013).

In brief, advertisements are used by producers to advertise their products so that those consumers will receive them. The languages used in advertisements are very important for promoting its products. Consumers will know and remember the product if advertisers use interesting language in the advertisements. Advertisers will try to make the language as maximum as possible to reach the meaning and the curiosity of the target about the product itself. It must have a make sense power to them. To put it more simply, advertisements are advertising about events held by a company to promote a new product.

English since several decades has been enjoying a very privileged position in every sphere of life. The thrust of international English in business names is powerful and global, where English is foreign, rather than a second, language. Being a lingua franca, English has gained a very high status. It is yielding to the growth and developing of Indonesia‟ economy, social, and building cultural position internationally across the global. The language contact at some point allows English to be mixed not only in spoken form, but also in written form.

Several marketing strategies have evolved, and advertising these products nationally and internationally. The use of English in the media and in brand naming yields the enlargement of the stylistic range available for the users of the receiving language, in this case marketers and advertisers, making the language very appealing. Instead of one language, with an already tired set of combinations, one ends up having two codes available, which makes for an entirely new set of

possible combinations. The fact that English and nor another language is the choice that fulfils such creative needs makes one realize the unique position English holds at the present time (Friedrich, 2002).

Moreover, the ability to catch the audiences‟ attention by using language in an innovation manner motivates the use of language mixing, particularly in advertising and brand-naming (Friedrich, 2002). These motivations do not seem to be self-exclusive and all of them can apply to English in a lesser or greater degree, depending on the context. However, the one that is the most inclusive of all expanding circle countries is the use of English to fulfil the creative needs of advertising. In commercial advertising the goal is, ultimately, to sell. Helen (2005) adds in her fascinating book examines choices that have resulted in the use, non-use or, as it turns out, abuse of features from more than one language in commercially driven discourses.

Previous research has focused code-switching and code-mixing as communicative strategies are studied mainly in connection with the bilingualism. Code-switching and code-mixing have also been adopted by advertisers, who always look for new and catchy slogans (Alcnauerova, 2013). In linguistics properties in advertising language have attracted the attention of linguistic researchers over the years. Across cultures, English is frequently used in advertisements and it appears to be the preferred lingua franca in code-mixed advertisements. The types and nature of advertisement and also the target audience determine the choice of English used in print advertisements. Because of this, the use of the English words also matter in the advertisement. English

symbolizes westernisation, technology, and modernity.

Similarly, in Hong Kong, code mixing is common in almost every aspect of life including advertisements (Leung: 2010). This research found that most people are able to understand this informal lexical structure when it appears in print advertisement and it can catch eyes of audiences. People think that convenience products and shopping products are most suitable to be advertised with code mixing. Mixed English terms are perceived to be better than their native language because mixed elements may fill lexical gaps especially when advertisements are about field-specific products and they also serve as emotional buffer for euphemism. Code mixing, in general, is not suitable for specialty product and unsought product advertisements. But customers prefer English brand names for these kinds of products because this shows social prestige or status. It reflects mixing English terms in their communication is well accepted. Code mixing should be considered when they are target market segments of products. There is a high co-relationship between capability of using English and social and economic status.

On the whole, English is used here to connect with future orientation, internationalism, sophistication, elitism, success and fun (Alm, 2003; Kelly-Holmes, 2005; Piller, 2003). English is associated with a certain social stereotype, i.e., advancement and modernity. Myers-Scotton (1993) argued that most code mixing is to negotiate a social situation and it is viewed as a socially functional phenomenon that occurs with the consumer‟s intention. There are socio-psychological motivations behind code mixing that can maintain or negotiate

particular type of social identity. Therefore, code mixing helps people to simultaneously access to right and obligations connected with various social identities. In order to attain a more nuanced understanding of the generalizations of English mixing in advertising discourse, I argue that the convergence of the last two - identity construction and globalization - is necessary. Specifically, I will argue that in the globalizing world, the tension between global discourses and local practices produces hybrid that is interlinked with modernity by its engagement with English.

There are not many studies that focus on language use in print advertising in the Indonesian context which offer an explanation as to why advertisers code mix (English mixing), especially in written advertisement discourse. Therefore, I will focus on micro scale business advertisements to show how code mixing is used creatively as a medium to present messages of identity construction of modernity, is worth investigated.

1.2 The Problems of the Study

Based on the background of the study, the problems are formulated as the following.

1. What elements in the print advertisements contain code mixing?
2. What categories of code mixing are used by advertisers to construct identity in print advertisements?

3. How do advertisers use specific identity construct in print advertisements?
4. Why do the advertisers use of bilingual advertisements in the way advertisements they do?

1.3 The Objectives of the Study

In line with the problems of the study, the objectives are to:

1. to show the elements of print advertisements contain code mixing;
2. to describe the categories of code-mixing used by advertisers in print advertisements;
3. to describe the realization of identity construction in print advertisements;
4. to find out the reasons why the advertisers of micro scale business use bilingual languages in marketing a product in the way advertisements they do.

1.4 The Scope of the Study

This research is limited to the language used in marketing micro scale business by 4 micro scale businesses of local culinary in Medan. The language observed and analysed is the language used in printed advertisement that used varieties of linguistic code displayed in the outlets.

1.5 The Significance of the Study

The findings of the study are expected to be useful theoretically and practically:

1) The readers can enlarge their knowledge on theories of identity construction and code mixing in order to get some information to provide new contribution on theory of identity construction and code mixing in advertising discourse. They are also expected to have contribution as guiding information for linguistic students who are interested in the study of identity construction and code mixing on bilingual advertisements in written discourse.
2) The readers can understand how advertisers use language especially code-mixing in constructing the identity. It is hope that the result of the study will contribute for the other micro scale business to construct the identity by using varieties language of written discourse to enhance marketing strategy.
3) The readers who want to conduct the same study.
4) The customers will get an understanding how the advertisers code mix the language to construct the modern identity and why code mix occurs in marketing a product, especially in micro scale business.