CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusions

This study focused on identity construction and code mixing in Micro Scale Business. It was aimed to find out the elements of print advertisements which contained code mixing; to describe the categories of code-mixing used by advertisers in print advertisements; to describe the process of identity construction in print advertisements; 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. After analysing the data, conclusions are drawn as follow.

1. In term of elements in the print advertisements occurred in micro scale business in Medan. There are product name, subheading, slogan, headline, body copy and illustration. Some slogans used puns to make them more memorable and attractive for consumers by mixing the language. The internet URLs also found as element that provided code mixing in the data.
2. Six categories of code mixing were found in Micro Scale Businesses, namely (1) bilingual, (2) isolated lexical, (3) phrasal lexical substitution, (4) phrasal substitution, (5) sentential substitutions, and (6) others. In some of print advertisements, the slang word was found in the data.
3. Identity constructions were realized in form of code mixing host language to other language, especially English. There is a correlation between language use and features identity. The English use expresses of modernity construction. The findings showed that advertisers/owners constructed

different identities for various reasons, the main goal of persuading the consumers either to buy their product or to be positively disposed towards their brand. As a form of marketing strategy, advertising did ideological work and it played an important role in identity formation. In those cases, the motivations typically involved prestige, success, modernity and sophistication orientation which were closely identified with mixing English occured in different micro scale business on the outlets.

4. In addition to being presented in English, foreign words turned to enjoy the potential to make a specific product or brand name more appealing and memorable, and this trait of foreign words can be used in Indonesian print advertising discourse, particularly in the slogans of advertisements. Based on the results of the study, the reasons for using the English language in Indonesian print advertising discourse change from attention getting, persuasion, innovation and creativity, prestige, technological words to fun and memorability because the owners thought that tag line and branding in Indonesian language cannot translate directly or if the discourse translate in English the message cannot deliver well to consumers. So the owners choose English word without translating the Indonesian to English before because English has own term in the market / business.

5.2 Suggestions

In line with the conclusions mentioned above, this study offers some suggestions for the readers as provided in the following items.

1. To the lecturers teaching sociolinguistics, discourse, language and communication; it is suggested to conduct, elaborate, and perform deep research in the study.
2. To other researchers; it is suggested that this study could be further expanded in the use of variant languages to support in the micro scale business. Exploring in terms of other discourses to contribute to the development of identity construction and code mixing theories, such as the use of identity construction and code mixing in other business or its application in terms other discourse.
3. To all the readers; it is suggested to use this study as references for understanding the application of identity construction and code mixing in advertisement discourse studies, especially for its entertaining and persuading function on the micro scale business.
4. To the advertisers; it is suggested that the print advertisement of micro scale business display on the outlets should be designed creatively in order to attract the consumers.