

THE USE OF CODE SWITCHING AND CODE MIXING BY INDOFOOD AND UNILEVER FOOD ADVERTISEMENTS ON TELEVISION

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Abstract: The aims of the research are to find out the type, function and reason of code switching and code mixing mostly used by Indofood and Unilever Food Advertisements on Television. The research design of this research is descriptive qualitative because the result of the data analyzed is in descriptive phenomenon such as words, sentence and utterance while the research method used in this research is library research. The result findings are: 1). The type of code switching mostly used here is intra sentential switching which occurs 36 times. While the type of code mixing mostly used here is intra sentential mixing which occurs 38 times. 2). The function of code switching and code mixing mostly used here is metalinguistic function which occurs 60 times. 3). The reason of code switching and code mixing mostly used here is talking about particular topic which occurs 48 times.

Key Words: Code Switching; Code Mixing; Sociolinguistics; Advertisement

Introduction

As social beings, human certainly interact with others in their daily life. Human communicate with each other using language. Communication is used to convey a specific purpose of a person to another through language by oral, writing, or sign language. Language is a means to express everything from human to others such as feelings, thoughts, ideas and desires. Talk about language, there are monolingual, bilingual and multilingual people. According to Wijana & Rohmadi (2010:55) “monolingual is a person who only speaks in one language”. While the meaning of bilingual according to Weinrich (in Aslinda and Syafyahya, 2007: 23) he mentioned that “bilingualism as the practice of alternately using two languages, means the habit of using two languages interchangeably”. In this term, the speaker is not required to master both languages with the same assessment. This means that the second language is not mastered as fluently as the mastery of the first language. The term bilingualism is often considered the same with multilingualism because both of the term refer to the use of more than one language. Whereas, “multilingual refers to the act of using more than two languages by individuals or communities” (King and Carson, 2016). Bilingual and multilingual are common in many parts of the world. When people socialize to others, they meet with different situations and cultures. So, they have to learn, adapt, and choose the language they want to use when talking to other people.

People tend to change their language from one to another when they carry out some communication with other people suit to their situations and needs. Some people who are able to master more than a language even several languages often do code switching and code mixing between two or more languages in the process of communication. Code is a term that refers to variations. that “code will be understood as a speech system and the application of the language parts that have specific characteristics according to the background of the speaker, the connection between the speaker and interlocutor and also the situation”



Poedjosoedarmo (in Rahardi, 2001: 21 - 22). "Code Switching is a communicative method that is spread out in bilingual communities where the people can speak two languages well and, as such, they choose the code that conveys their intentions in the best way" (Coulmas, 2005:107). Whereas according to Kachru (Maksuwel and Yulia, 2021: 2) "code mixing refers to a competence of a person to use variety languages". People use their competence of using two or more languages when it is needed or there is a certain objective. Code mixing is another form closely related with code switching. It usually happens when the speakers use both languages together, switch between two languages to the extent that they modify from one tongue to the opposite within the course of a single utterance. Code mixing come about without changing topics and may implicate multiple language levels such as morphology, phonology, grammatical structures or lexical items. Code switching and code mixing is not a mistake or an error in using language due to the weakness of the speakers' mastery of the language used. This matter is not a coincidence or happens randomly, and also not a confusion of language use as many people said, rather it is determined by various social and situational conditions and is loaded with social meanings.

Mastering multiple languages can indicate the high level of education of the society, the more a person masters various languages, the more educated they are. This phenomenon forces people to study more than one language in order to get a good social status. The result of this phenomenon is that people and media usually talk in switched language and this affects the society, so nowadays people mix up the language in their daily life. Besides being often used in daily communication, code switching and code mixing are also commonly used in advertisements including in Indonesia, there are many advertisements that use code switching and code mixing between Indonesian and English. Advertisement is a message about goods or services made and delivered to the public through media (print, electronic, social media) with a purpose to make people interested, curious and then buy the products. Pamungkas and Suprpto (2020:52) stated that "advertising a product that is presented with good delivery and communication will attract people to buy the product itself". There are some kinds of advertisements used to promote the product such as direct mail, newspapers and magazines, radio advertising, television advertising, film advertising, outdoor advertising, window display, fairs and exhibition, and specially advertising. In Indonesia itself there are so many advertisements that are scattered everywhere, for example when watching television there is always an advertisement for a few minutes, besides that when watching YouTube it also begins with an advertisement for a product or service. Advertisements use attractive and clear language to captivate the public either using Indonesian or English language. However, there are many Indonesian advertisements that use English to make them look more international, cool, and keep up with the times.

It is undeniable, advertisement is an important factor in introducing a product, service, or event to the general public so that the product can be demanded, used, or attract attention of the people. Of the many advertisements, food advertisements are the one commonly seen. The basic need for food continues to demand humans to always consume it. Due to the endless demand for food products, culinary are one of the most popular niches for starting a business. Food advertisement should use attractive words, therefore many food companies are competing to make advertisements by mixing Indonesian with English to make their advertisement look more international, cool, catchy and keep up with the times especially if the target market is millennial youth. Based on the background above, the writer wants to conduct a research with the title: "The Use of Code Switching and Code Mixing by Indofood and Unilever Food Advertisements on Television".

Formulation of the problems in this research are: 1). What is the type of code switching and code mixing mostly used by Indofood and Unilever Food advertisements on television?. 2). What is the function of code switching and code mixing mostly used by Indofood and Unilever Food advertisements on television?. 3). What is the reason of code switching and code mixing mostly used by Indofood and Unilever Food advertisements on television?. Based on the formulation of the problems, the objectives of this research are to analyze and to know about: : 1). The type of code switching and code mixing mostly used by Indofood and Unilever Food advertisements on television. 2). The function of code switching and code mixing mostly used by Indofood and Unilever Food advertisements on television. 3). The reason of code switching and code mixing mostly used by Indofood and Unilever Food advertisements on television

Method

The study was about The Use of Code Switching and Code Mixing by Indofood and Unilever Food advertisements on Television. The writer do the research on Television by analyze the occurrence of code switching and code mixing in Indofood and Unilever Food advertisements. This research is conducted on 2021, starting from October 2021, and it takes about 5 months.

The research design of this study is descriptive qualitative method since it provides a systematic, factual, and accurate description of a situation of area. Research design refers to the strategy of how the different components of research project integrated in cohesive and coherence way. "Research design is the plan and manner for research that includes the steps from broad assumptions to detailed strategy of data collection, analysis, and interpretation" (Creswell, 2014: 3). The research is conducted by qualitative approach because the result of the data analyzed is in descriptive phenomenon such as words, sentence and utterance. "Qualitative method is development of concepts which help us to understand social phenomena in natural (rather than experimental) settings, giving due emphasis to the meanings, experiences and views of the participants" (Pope and Mays, 1995: 42).

The use of method in research is important because it will be able to help a researcher to get and analyze data easily. This research uses library research method because the data does not come from the field. It is a collection of information and similar resources which can be accessed by certain community for reference. In other words, library research is the way of collecting data taken from various literatures. According to George (2008:1) stated that "Library research is inquiry you control from begin to end, even though you cannot usually tell what sources you will find out but not a mystery or a lucky dodge. On other side, library research is a form of arranged inquiry with particular tools, rules, and techniques".

In qualitative research, collecting the data mostly is done in participant observation, depth interview and documentation. Thus, the data collection techniques used in this research was documentation since the data analyzed by the writer was advertisements on television. After collected the data, the writer analyzed the data. As Bogdan and Biklen (1982: 145), stated that "the data analysis is working with the data which includes organizing, classifying, synthesizing, understanding the data, and determining the data that will be presented". In short, data analysis is systematically process to analyze data which have been collected. To analyze the data, the researcher used descriptive qualitative method. According to Miles and Huberman (in Sugiyono, 2012: 372), stated that "there are four techniques that are used to analyze the data such data collection, data reduction, data display and conclusion drawing verifying".

Results and Discussion

The writer discusses the result of the analysis on the advertisements of Indofood and Unilever Food in television about type, function and reason of code switching and code mixing mostly occurred. The results of the study present through checklist table form and then explained one by one through descriptive text according to the types, function and reason of code switching and code mixing found by the writer. So, the data separated based on the type, function and reason classification of the utterances of code switching and code mixing used in Indofood and Unilever Food advertisements on television.

The data were analyze based on the formulation of the problem that are to find out the type, function and reason of code mixing and code switching used in Indofood and Unilever Food advertisements on television. There are three types of code switching and three types of code mixing which found in Indofood and Unilever Food advertisements on television. The types of code switching found were intra sentential switching, inter sentential switching, tag switching while the types of code mixing found were intra sentential mixing and intra lexical mixing and involving a change of pronunciation. The advertisements have different function in doing code switching and code mixing, there are referential function, expressive function, phatic function, metalinguistic function and poetic function. besides that these advertisements also have reasons for code switching and code mixing such as talking about particular topic, interjection, quoting somebody else, repetition used for clarification, expressing group identity and being emphatic about something.

1. Analysis of type of Code Switching

The writer found three types of code switching used in Indofood and Unilever Food advertisements on television. There are intra sentential switching, inter sentential switching and tag switching. The findings presented in a checklist table form as below:

Table I
Types of Code Switching

No.	Types of Code Switching	Frequency	Percentage
1.	Intra Sentential Switching	36	70 %
2.	Inter Sentential Switching	13	26%
3.	Tag Switching	2	4%
Total		51	100%

As we can see from the table above, from 100 samples there are 36 advertisements used intra sentential switching, 13 advertisements used inter sentential switching and 2 advertisements used tag switching. So, code switching occurred in 51 advertisements from 100 samples of Indofood and Unilever Food advertisements on television. All code switching here are between Indonesian and English. Furthermore, the research findings will be explained in more detail in descriptive text as follows:

a. Intra Sentential Switching

According to Hoffman (in Novedo and Linuwih, 2018: 4) “Intra sentential switching, in which switches occur within a clause or sentence boundary”. It means that the speaker inserted phrases, clauses from another language within the same sentence. The writer classifies several advertisements that have the same character according to relevant theory, there are 36 advertisements of Indofood and Unilever Food that used intra sentential switching. Here is an example of advertisement that use intra sentential switching. “Indomie Chitato. Dibuat dengan kentang rasa sapi panggang *plus topping crunchy chitato*. Buruan sikat, *limited edition!*”. As we can see from the sample, intra sentential switching occurred in Indomie Chitato advertisement because the speaker switched Indonesian to English phrase and clause within the sentence. As “dibuat dengan kentang rasa sapi panggang” then follow by “*plus topping crunchy chitato*”, and “buruan sikat” follow with “*limited edition*”.

a. Inter Sentential Switching

Inter sentential code switching occurs when the speaker has completed a sentence in one language, then the speaker switches to another language in the next sentence, or occur at sentence levels, where each clause or sentence is in one language or the other as illustrated in the following example demonstrating code switching between Indonesian and English. “Hari-hari yang gua jalanin kadang di atas kadang di bawah. *But that’s life, it’s never flat just enjoy it*. Naik turunnya hidup lo, itulah inspirasi Chitato. *Life is never flat!*”. The sample is from Chitato, it is categorized as inter sentential switching because there are English clauses appear after Indonesian sentence completed. First, Indonesian sentence “Hari-hari yang gua jalanin kadang di atas kadang di bawah.” Followed by English clause “*But that’s life, it’s never flat just enjoy it.*” And the speaker switch to Indonesian sentence again “Naik turunnya hidup lo, itulah inspirasi Chitato.” Then followed by English clause “*Life is never flat!*”.

b. Tag Switching

Tag switching in which tags in one language are inserted into an utterance otherwise in another. A tag code switching happens when a speaker inserts short expressions (tag) from different language at the beginning or at the end of speaker’s utterances. Here is an example of advertisement that use tag switching. “*Guys!* Sebelum berangkat Indomie Goreng dulu, bawang goreng dan aromanya bikin semangat. Kalo udah nyantap Indomie Goreng apapun jadi semangat”. The data here can be classified as tag switching because English tag “Guys” It is used here to greet or call people to persuade them to eat Indomie Goreng. Moreover calling people with the word “guys” make it look closer to the audience.

2. Analysis of type of code mixing

There are three types of code mixing used in Indofood and Unilever Food advertisements on television from 100 samples that found by the writer. Those are intra sentential mixing, intra lexical mixing and involving a change of pronunciation. The findings presented in a checklist table form as below:

Table II
Types of Code Mixing

No.	Types of Code Mixing	Frequency	Percentage
1.	Intra Sentential Mixing	38	78%
2.	Intra lexical mixing	7	14%
4.	Involving a Change of Pronunciation	4	8%
Total		49	100%

The explanation of the data on the table above is there are 38 advertisements used intra sentential mixing, 7 advertisements used intra lexical mixing and 4 advertisements used involving a change of pronunciation. So, code mixing occurred in 49 advertisements from 100 samples of Indofood and Unilever Food advertisements on television. All code mixing here are between Indonesian and English. Furthermore, the research findings will be explained in more detail in descriptive text as follows:

a. Intra Sentential Mixing

The data below are samples that matching with the theory of intra sentential mixing identified by the characteristic of intra sentential mixing itself. This kind of code mixing occurs within a phrase, a clause or a sentence boundary. Here is an advertisement that used intra sentential mixing: “Semua pasti nggak tahan kalau ngelihat Lays. Terbuat dari kentang alami dengan potongan tipis yang *crispy*, Lays nikmat tak tertahankan”. Advertisement from Lays above is one of sample that used intra sentential mixing because the speaker mix Indonesian with English as the word “*crispy*” means “kering or garing” in Indonesian. The use of the word “*crispy*” actually popular enough in Indonesia and often used to describe a crispy food.

b. Intra Lexical Mixing

This kind of code mixing occurs within a word boundary. In addition, it appears with the prefix or suffix in other language. Advertisement from Pop Mie here is a sample that used intra lexical mixing: “Daging asli lezat dengan bumbu gurih, dimasak matang sepenuh hati, daging *meatynya* pas tinggal tuang air panas kan ku kunyah sampai tuntas”. This utterance considered as intra lexical mixing because the speaker mix English word with Indonesian suffix (-nya) as the word “meaty” added with Indonesian suffix “-nya” become “meatynya” which means “isi dagingnya” in Indonesian. This code mixing occurred within a word boundary.

c. Involving a Change of Pronunciation

This type appears when it occurs on phonological level, as when people speak a language but he/she modifies it to the phonological structure of another language. Advertisement from Walls Magnum here is the example of the utterance that used involving a change of pronunciation: “Magnum *Almond* dari bahan berkualitas es krim vanilla lembut dari kacang *almond* renyah dan coklat belgia tebal”. As we can see from the sample, involving a change of pronunciation code mixing occurred in Walls Magnum advertisement because the speaker pronounce English word “*almond*” in Indonesian pronunciation as “almon”. In English, it must be “a:mənd”.

3. Analysis of function of code Switching and code Mixing

The writer found four functions of code switching and code mixing used in Indofood and Unilever Food advertisements on television refers to the theory from Appel and Muysken, there are referential function, expressive function, phatic function and metalinguistic function. The findings presented in a checklist table form as below:

Table III
Function of Code Switching and Code Mixing

No.	Fncion of Code Switching and Code Mixing	Frequency	Percentage
1.	Referential function	11	11%
2.	Expressive function	1	1%
3.	Phatic function	27	27%
4.	Metalinguistic function	60	60%
5.	Poetic function	1	1%
Total		100	100%

As we can see from the table above, from 100 advertisements that occurred code switching and code mixing, those advertisements have their own function. There are 11 samples used referential function, 1 sample used expressive function, 27 samples used phatic function, 60 samples used metalinguistic function and 1 sample used poetic function. Furthermore, the research findings will be explained in more detail in descriptive text as follows:

a. Referential Function

The referential function is oftenly mistaken by people as the result of lacking in mastering and understanding languages. The referential function can also refer to the use of code switching or code mixing when there is no suitable word in certain languages. This is an example of advertisement that used referential function: “Paddle Pop Doraemon. Segarnya ajak kamu ke dunia ajaib Doraemon. *Scan* bungkusnya, mainkan keajaibannya!”. Advertisement from Paddle Pop Doraemon here is a sample that categorized as referential function because the speaker used English word “*scan*” which is commonly used by Indonesian people instead of “*pindai*” in Indonesian language. The English word “*scan*” is more familiar than “*pindai*”. So, the lack of knowledge is become a caused of this code mixing.

b. Expressive Function

The expressive function is used to express the speakers feeling, whether it is joy, sadness, anger, excitement, etc. Here is an advertisement that used expressive function: “Rasakan kenikmatan rainbow power. Hmm *yummy!* Yeay kita berhasil! Paddle pop rainbow power ayo coba!”. The advertisement here is the only one sample that used Expressive function. As we can see, the speaker used an English word “*yummy*” this word used to express the speaker’s feeling who is enjoying eating ice cream.

c. Phatic Function

The phatic function is used when the speakers want to stress or emphasize some words which are considered as important things. Here is advertisement that used phatic function: “Hidup itu kurang kalau ngga ada drama, kalo perlu mengundang bahaya. Yang pasti nggak boleh lurus lurus aja. Karena hidup baru seru kalau penuh bumbu. Seperti kelezatan bumbu chitato yang bikin drama dimulut gue. Chitato, *life is never flat!*”. The phatic function found in Chitato advertisement. The speaker switch Indonesian to English in the end as “*Chitato, life is never flat!*.” In this case, the speaker want to stress or emphasize that life is never flat by switch Indonesian to English because it is a tag line from Chitato.

d. Metalinguistic function

The metalinguistic function is used when someone wants to show off his or her linguistic skills in order to impress other people. Here is an advertisement that used metalinguistic function: “Keren nih *pack* nya Lays! Ngingetin kita untuk selalu tersenyum. Yang *happy*, yang bete, olahraga pagi, olahraga malam, nonton yang lucu, nonton yang sedih, nonton yang menegangkan, tanggal muda, tanggal tua, yang diterima, yang ditolak. Tersenyumlah Indonesia dengan Lays!”. The advertisement above is categorized as



metalinguistic function because the speaker used English word “pack” instead of “bungkus” and “happy” instead of “bahagia” to look more attractive, cool and more contemporary.

e. Poetic Function

The poetic function is used to quote or tell stories, songs, jokes, which are originally in foreign language. It is usually used as entertainment purposes. Here is an example of advertisement that used poetic function: “Hey maksud lo *I miss You?* Makan keju sama susu gih biar lidah lo Inggris dikit”. The advertisement from Pop Mie is categorized as poetic function because the speaker quotes another speaker who is singing with the lyrics “I miss you” and the speaker makes a comment about how another speaker sings.

4. Analysis of reason of code switching and code mixing

There are six reasons of code switching and code mixing used in Indofood and Unilever Food advertisements on television from 100 samples. Among others are talking about particular topic, interjection, quoting somebody else, repetition used for clarification, expressing group identity and being emphatic about something. The result of the study presented in a checklist table form as below:

Table IV
Reason of Code Switching and Code Mixing

No.	Reason of Code Switching and Code Mixing	Frequency	Percentage
1.	Talking about Particular Topic	48	48%
2.	Interjection	19	19%
3.	Quoting Somebody Else	1	1%
4.	Repetition Used for Clarification	5	5%
5.	Expressing Group Identity	24	24%
6.	Being Emphatic about Something	3	3%
Total		100	100%

As we can see from the tabel above, from 100 samples there are different reasons of code switching and code mixing such the frequency of talking about particular topic 48 times, interjection 19 times, quoting somebody else 1 time, repetition used for clarification 5 times, expressing group identity 24 times and being emphatic about something 3 times. The research findings will be explained in more detail in descriptive text as follows:

a. Talking about Particular Topic

People sometimes prefer to talk about a particular topic in one language rather than in another. Sometimes, speaker feels free and more comfortable to express his/her emotion feelings in a language that is not his/her everyday language. Here is an example of advertisement that has reason of talking about particular topic: “Demi likes, followers, demi konten. Gue kebabak jadi instagram boyfriend.” The utterance above is an advertisement from Ichi Ocha in 2018, the speaker used code mixing with reason of talking about particular topic. The speaker talks about social media terms such “likes”, “followers” and those are English words. The speaker feels more comfortable using English terms for social media things. Many Indonesian people also use English term compared to the Indonesian term itself such “suka” for “likes” and “pengikut” for “followers”.

b. Interjection

Interjection is word or expression which is inserted into a sentence to convey surprise, strong emotion, or to gain attention. Can be in the form of a short exclamation. Here is an example of advertisement that has reason of interjection: “Selama lebih dari 100 tahun Lipton berkomitmen menggunakan hanya daun teh berkualitas dari perkebunan teh pilihan dari seluruh dunia. Nikmati secangkir teh berkualitas dari Lipton. *The World’s number 1 Tea Brand!*”. This advertisement is from Lipton, used code switching that has a



reason for interjection. There is an English sentence “*The World’s number 1 Tea Brand!*.” which used to gain attention of the viewer to try the taste of the best tea in the world.

c. Quoting Somebody Else

A speaker switches or mixes code to quote a famous expression, proverb or or saying of some well-know figure. The switch and mix involves just the words that the speaker is claiming the quoted person said. Here is an example of advertisement that has reason of quoting somebody else: “Hey maksud lo *I miss You?* Makan keju sama susu gih biar lidah lo inggris dikit.” This advertisement is from Pop Mie in 2015, the speaker quotes another speaker who is singing with the lyrics “*I miss you*” and the speaker makes a comment about how another speaker sings.

d. Repetition Used for Clarification

When a person wants to clarify his speech so that it will be understood better by listener, he can sometimes use both of the language that he master to say in the same message. Frequently, a message is one code is repeated in the other code literally. The repetition is not only served to clarify what is said but also to amplify or emphasize a message. Here is an example of advertisement that has reason of repetition used for clarification: “Hari-hari yang gua jalanin kadang di atas kadang di bawah. *But that’s life, it’s never flat just enjoy it.* Naik turunnya hidup lo, itulah inspirasi chitato, *life is never flat*”. This is an example from Chitato in 2013, the speaker used English clause “*But that’s life, it’s never flat just enjoy it.*” to clarify the previous Indonesian sentence which is actually has the same message. And the speaker used Indonesian again “Naik turunnya hidup lo, itulah inspirasi chitato” then switch to English “*life is never flat.*” here the speaker wants to clarify and also amplify the previous sentence.

e. Expressing Group Identity

This type is used to show the identity, profile of the speaker. Here is an example of advertisement that has reason of expressing group identity: “*The new Indomie Real Meat Pepper Chicken* itulah suara mata hati yang terbuka. Nikmatnya blaaar, lembutnya mie keriting bikin lidah *dancing* tujuh keliling ditambah daging asli yang bikin *body serasa flying*. *The new Indomie Real Meat, You deserve it*”. The advertisement here is from Indomie Real Meat Pepper Chicken in 2019, this advertisement aims to introduce their new product by mentioning the name of the product “*The new Indomie Real Meat Pepper Chicken*” and the advantages of the product such “lembutnya mie keriting bikin lidah *dancing* tujuh keliling” and “daging asli yang bikin *body serasa flying*”.

f. Being Emphatic about Something

As usually, when someone who is talking using a language that is not his native language suddenly wants to be emphatic about something, he either intentionally or unintentionally, will mix or switch from his second language to his first language. Or, in the other hand, he fell more convenient to be emphatic in his second language rather than in his first language. Below is an example of advertisement that has reason of being emphatic about something.

Speaker 1: Panjang sebelah ikat tali sepatuku, tidak seimbang membuatku rapuh. Makan Jetz aja nggak ngilangin masalah tetapi enak menempel di lidah.

Speaker 2: Jetz *It’s Okay to be galau*.

Above is the advertisement from Jetz in 2014. As we can see from the example above, speaker 1 is singing a sad song because he is feeling upset and then speaker 2 being emphatic to speaker 1 by validating his feeling and calm down speaker 2 by saying “*It’s Okay to be galau*”.

Conclusions

1. Types of code switching and code mixing mostly used in Indofood and Unilever Food on television

Based on the description in previous chapter, it can be concluded that there are three types of code switching used in Indofood and Unilever Food advertisements on television. There are intra sentential switching, inter sentential switching and tag switching. From 100 samples there are 36 advertisements used intra sentential switching, 13 advertisements used inter sentential switching and 2 advertisements used tag

switching. It means code switching occurred in 51 advertisements from 100 samples of Indofood and Unilever Food advertisements on television. All code switching here are between Indonesian and English. So, the conclusion is the type of code switching mostly used in Indofood and Unilever Food advertisements on television is intra sentential switching.

In case of code mixing, there are three types of code mixing used in Indofood and Unilever Food advertisements on television that found by the writer. Those are intra sentential mixing, intra lexical mixing and involving a change of pronunciation. From 100 samples, there are 38 advertisements used intra sentential mixing, 7 advertisements used intra lexical mixing and 4 advertisements used involving a change of pronunciation. It means code mixing occurred in 49 advertisements from 100 samples of Indofood and Unilever Food advertisements on television. All code mixing here are between Indonesian and English. So, the conclusion is the type of code mixing mostly used in Indofood and Unilever Food advertisements on television is intra sentential mixing.

2. Function of code switching and code mixing mostly used in Indofood and Unilever Food on television

Based on the description in previous chapter, it can be concluded that there are four functions of code switching and code mixing used in Indofood and Unilever Food advertisements on television refers to the theory from Appel and Muysken, there are referential function, expressive function, phatic function, metalinguistic function and poetic function. From 100 advertisements that occurred code switching and code mixing, there are 11 samples used referential function, 1 sample used expressive function, 27 samples used phatic function, 60 samples used metalinguistic function and 1 sample used poetic function. So, the conclusion is the function of code switching and code mixing mostly used in Indofood and Unilever Food advertisements on television is metalinguistic function.

3. Reason of code switching and code mixing mostly used in Indofood and Unilever Food on television

Based on the description in previous chapter, it can be concluded that there are six reasons of code switching and code mixing used in Indofood and Unilever Food advertisements on television. Among others are talking about particular topic, interjection, quoting somebody else, repetition used for clarification, expressing group identity and being emphatic about something. From 100 samples, there are different reasons of code switching and code mixing such the frequency of talking about particular topic 48 times, interjection 19 times, quoting somebody else 1 time, repetition used for clarification 5 times, expressing group identity 24 times and being emphatic about something 3 times. So, the conclusion is the reason of code switching and code mixing mostly used in Indofood and Unilever Food advertisements on television is talking about particular topic.

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