# An Analysis of Code-Switching Used in Honda Advertisement in Indonesia

## Medi Heri Saputra

*(Lampung University, Indonesia)*
*Corresponding Author: Medi Heri Saputra*

**Abstract:** The present study examines code-switching in Honda advertisements. Particularly, this study analyzes how code-switching is used in Honda advertisement in Indonesia. A total of 31 Honda advertisements are used in analyzing code-switching. The advertisements are gotten from some types of Honda motorcycle, such as Revo, Vario, Beat, CS1, Supra, Blade and Mega Pro. The data were analyzed and classified into the table observation. The finding shows that code switching occurred 9 times (75%) in intra sentential switching, 3 times (25%) in inter sentential switching, and 0 times (0%) in tag switching. The most frequently code switching type which occured in Hoda advertisement is intra sentential switching. Whereas, Honda Beat is the most frequently used code switching in the advertisement. Finally, the present study is a reminder that advertisements are a natural part to promote the product to the society, so that they are interested to buy the product. This study is unique in the sense that no other study has analyzed the code-switching phenomena in Honda advertisement in Indonesia.

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## I. INTRODUCTION

Developing communicative competence in two or more languages gives individuals opportunities to express their feelings and thoughts and shape their identity. It also helps them satisfy their individual and social needs in the different contexts of the languages used. This case study examines the occurrences of code mixing and code switching produced during interactions in a chat room environment by advanced users of English from Indonesian backgrounds. The paper starts by defining key terms and reviewing literature that covers the study. Then, it provides a rich description of the participants, data collection, and data analysis. Next, the paper presents the results in two sections. The first section identifies the key topics that trigger code switching more frequently. The second section compares the topics based on the cultural traits and classifies code mixing occurrences under the headings of alternation, insertion, and congruent lexicalization.

Over the years, the use of code switching in commercials advertisement has attracted considerable attention among linguists. Commercial advertising is a part of our everyday lives and affects our behavior. Advertisements in television, radio, newspapers and magazines. In the process of globalization of the world business, advertising has also become more international. Moreover, as the world business needs a common language in order to communicate, English serves for that purpose. This, among other reasons, has lead to the situation where English is used in commercial advertisement in Indonesia. Although the use of English in Indonesian advertising is not a new phenomenon, code-switching in the Indonesian advertising discourse is still an appealing source of examination. As an effect, advertising has achieved interest in different fields, for example among economics and linguistics. The latter has focused on the language of advertising from various perspectives.

Gocheco (2013) investigated the use of code-switching and code mixing in television-mediated political campaign ads (TPCA) in the Philippines and concluded that the predominance of Tagalog and code-switching is deliberate and an enabling strategy of a political discourse such as the TPCA to construct social identities the audience can identify with. Furthermore, the persistent use of CS in a TCPA evidences the important role CS plays in achieving the main aim of the TCPA which is to persuade voters in favour of the candidate.

As it has been mentioned, when it comes to the definiton of CS and CM terminology varies. Some authors refer to CM as a synonym for intrasentential CS (e.g. Lanz 2011), while others use this term also for CS and borrowings (e.g. Pfaff 1979). According to Ardila (2005), CM is the alternation of two languages in a single utterance. He describes the difference between CS and CM affirming that whereas CS occurs when the speaker switches to the second language and continues using it, CM is mixing of words. Köppe and Meisel (1995) point out

that CM entails a certain violation of syntactic or pragmatic constraints which are part of the initial language. Muysken (2000) extends the definition of CM including alternating between all grammatical features as well.

Dayag (1999) examined print ads with code-switching and found that while English dominated the print media, Filipino has greater dominance in broadcast media. Analysis of (Dayag, 2002) involving the syntactic-pragmatic feature of code-switching in print ads, particularly in three national broadsheets, showed that: for the product category such as food, drinks, and condiments are mostly replete with code-switching; (ii) code-switched ads most often appear in the lifestyle section of the Philippine newspaper; (iii) intrasentential code-switching are most extensively used in ads, and the typical combination is Tagalog-with-English-elements; (iv) in terms of discourse function, assertion is the principal function played by code-switching in the Philippine print ads, followed by description/ illustration and identification/ naming/referring.

Monica (2009) defines code switching or inter-sentential code-alternation occurs when a bilingual speaker uses more than one language in a single utterance above the clause level to appropriately convey his/her intents. Mujiono (2013) has stressed that the study of code switching analyzed from functional perspectives, more specifically English as a foreign language alternated with Indonesian in educational contexts, seems very limited. Liaqat Iqbal (2011) has defined that code switching is a conversational strategies used to establish, cross or destroy group boundaries; to create, evoke interpersonal relation with their right and obligations. Tytti (2010) has argued that code switching is a conversational strategy, the function of which is to express social meanings. Code switches also play the role of defining an addressee as the recipient of a message. Here, the speaker switches to a language the interlocutor knows for example, when conversation is ongoing in a bilingual situation, a switch is made to a particular language especially for someone not immediately involved in the conversation in order to invite that person to participate in the interaction.

The speaker may speak one language in one situation and another in a different situation. In terms of situational switching, each point of switching corresponds to a change in the situation. In other words, one speaker may speak a different language depending on the situation, but the language spoken in that particular situation does not vary. In this situation, many features relating to social factors are involved in determining which language is to be used. In addition, the notion of situational switching assumes a direct relationship between language and social situation. In support these views of situational code switching, Monica(2009) argues that a speaker might speak one language at home then switch to another language at his or her workplace. Dealing with this, Tytti (2010) has explained that situational code switching occurs when the languages used change according the situations in which the conversant find themselves. They speak one language in one situation and another in a different one. No topic change is involved. But when the speakers code switch to signal

identities or a change of relations in the roles of the participants in the conversation, Monica (2009) calls it by metaphorical code switching. He argues that metaphorical switching is influenced by the topics of the conversation and it is not influenced by the social situation. Monica (2009) explains that metaphorical code switching has an affective dimension. He explains it more that the people change the code as they redefine the situation; formal to informal, official to personal, serious to humorous, and politeness to solidarity.

These switches appear to be motivated by speaker-external factors Another type of code switching is called 'intrasentential' code switching. Jeanne (2015) points out that intra sentential switching involves, arguably, the greatest syntactic risk, and may be avoided by all but the most fluent bilinguals. The intra sentential code switching is switching at the clause, phrase or word level if no morph phonological adaptation occurs. It is the most complex type of code switching, requiring as it does that the speaker be able to control two linguistics systems simultaneously. It is the most complex type of code switching in which the speakers are able to control two linguistic systems simultaneously (Teresita, 2013). She establishes two constraints on intra sentential code switching including constraints of equivalence, word order immediately before and after a switch point must be grammatically possible in both languages, and free morpheme constraint, no switches are allowed between stem and affix, and few within idiomatic expressions and set phrases. The last type of code switching can be called 'Inter sentential switching'. This switching involves a switch at a clause or sentence boundary where each clause or sentence is in one language or another. It may also occur between speaker turns. Inter sentential switching can be thought of as requiring greater fluency in both languages than tag switching since major portions of the utterance must conform to the rules of both languages. The inter sentential code switching is switching at the sentence level.

**Three Types of Code Switching**

There are different types of code-switching. Poplack has differentiated between three main types which are tag-switching, inter-sentential and intra-sentential code-switching (Poplack in Romaine 1995: 122-3).

1. Tag-switching is simply the insertion of a tag in one language in an utterance which is entirely in the other language, e.g. you know, I mean, right? Due to the syntactic nature of tags, they can be inserted in many different places in an utterance without disturbing the syntactic order.

2. Inter-sentential switching is described as the switch between sentence boundaries, where one sentence is in one language and the other in another. Inter-sentential switching involves a significant amount of syntactic complexity and conformity to the rules of both languages; therefore speakers performing this kind of switching are usually fairly proficient in the participating languages.

3. intra-sentential switching refers to the switching that occurs inside the same clause or sentence which then contains elements of both languages. This type of switching appears to involve special principles governing how the syntax and morphology of both languages may interact and is consequently adopted only by bilinguals with high levels of fluency.

Defining advertising might seem a straightforward task to perform by anyone since we are surrounded by advertising in our daily lives. Advertising can be defined as any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor (Teresita, 2013). This presentation can be executed through different channels, for example, through television, radio, newspapers, and magazines. The last two forms of media represent channels for printing advertising. In fact, the most traditional ways to advertise involve the use of newspapers and magazines. Some of the other media that fall into the traditional advertising forms are television along with radio.

As mentioned, television, radio, newspapers and magazines are considered as traditional media whereas for instance weblogs and discussion forums are labeled as new media. The mention of magazines here brings the attention to print advertising which is a superordinate term for newspaper and magazine advertising. In 2009, print advertising formed the largest proportion of media advertising in Finland (Aikakausmedia). The proportion of magazine advertising, after newspaper and television advertising was the third largest in Finland in 2009. This shows how the influence of advertising in newspapers and magazines is significant, and therefore it is useful to study the language of print advertising. As can be assumed there are reasons for the attractiveness of advertising in magazines. The advantages of advertising in magazines are numerous. First of all, a high geographic and demographic selectivity enable the advertiser to reach more consumers from different areas and from diverse backgrounds. Moreover, credibility and prestige are traits that are associated with magazines as the channels for advertising. Objectives of the study aimed to analyze the use of code switching in Honda advertisement in Indonesia.

## II. MATERIAL AND METHODS

The qualitative method was conducted in this study because the data analyzed were not to accept or to reject tile hypothesis, but the result of the analysis was the description from the observed symptoms, which were not always in the form of numbers or inter-variable coefficient. In line with this design, this study collected most of its data by conducting observation in Honda advertisement. There were 31 Honda's advertisements used in analyzing code-switching. The advertisements were gotten from some types of Honda motorcycle, such as Revo, Vario, Beat, CS1,Supra, Blade and Mega Pro. Not all Honda advertisements used English, but the researcher only focused on the Honda advertisement that used English then put in the table.

**Procedure methodology**
The researcher did the research by collecting all the printed advertisements of Honda motorcycle. After collecting the data, the researcher analyzed the data based on the types of Honda motorcycle in the advertisements. The researcher also classified the advertisement based on the types of code switching used n the advertisement.
The advertisement were classified into three types based on the code switching that were used in the advertisements; inter sentential, intra sentential and tag switching. After classifying, the researcher make the table to know the frequency of code switching ued in the advertisement.

**Statistical analysis**
Data was analyzed using table observation. The data were classified into three types. After classifying the data, the researcher put the data into the table of observation to know the frequency of code switching used in Honda advertisement in Indonesia.
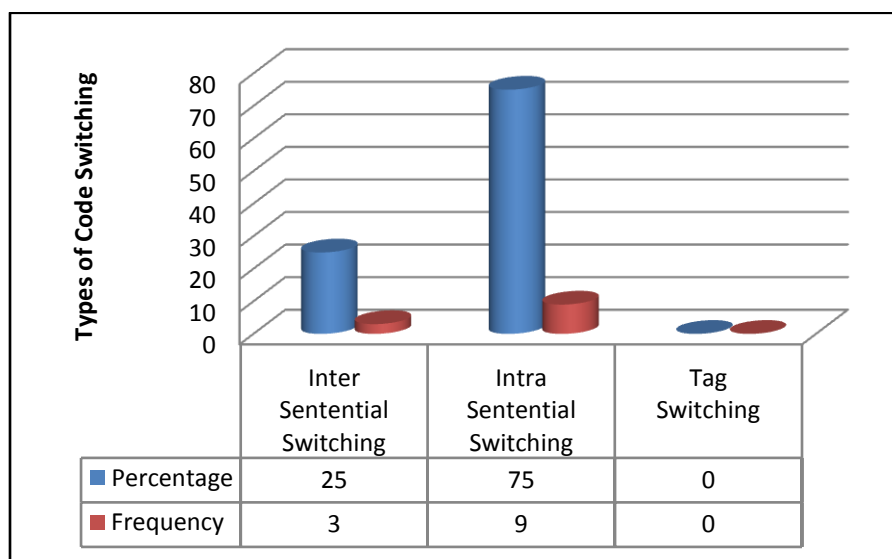
## III. RESULT

Advertising is a part of our everyday lives and affects our behavior. Advertisements in television, radio, newspapers and magazines, not to mention on the Internet, are gaining more space. In the process of globalization of the world business, advertising has also become more international. Moreover, as the world business needs a common language in order to communicate, English serves for that purpose.

This section presents the analysis of the data according to product types of code-switching in Honda advertisement in Indonesia. The result of the analysis can be seen in table no 1.

**Table no 1:** Shows types of code switching used in Honda advertisement.

| No | Utterance | Commercials | Type of code switching |
|---|---|---|---|
| 1 | Pilih yang *absolute, absolute* Revo | Honda Revo | Intra sentential |
| 2 | Desian super **stylish**, ukuran **compact**, nyaman dan **Fun** banget buat kamu. Ayo jadi anak **Beat** gaul bareng Honda **Beat** | Honda Beat | Intra sentential |
| 3 | Satria Baja hitam aja pake', **what about you?** | Honda Megapro | Inter sentential |
| 4 | **New** Revo FI, kerennya jagoan kita, **sharp**, **slim and sporty** | Honda Revo | Intra sentential |
| 5 | Sambut idoa baru matik, **the all new beat FI, Unbeatable you** | Honda Beat | Inter sentential |
| 6 | Sambut datangnya new honda Scoopy pionir sekuter retro-matik **modern** pertama di Indonesia ! dengan warna-warni baru nya yang ceria, bikin hari-harimu makin **happy**! | Honda Scoopy | Intra sentential |
| 7 | Beli scoopy bikin **happy** | Honda Scoopy | Intra sentential |
| 8 | Skuter matik paling irit dengan ukuran pas dan manuver lincah. **Get the new Beat now! Can't stop the new Beat. Unbeatable you!** | Honda Scoopy | Inter sentential |
| 9 | Tampil **sporty** dengan warna **two-tone** dan **stripping** baru yang trendi | Honda Beat | Intra sentential |
| 10 | **New** Revo FI, motornya jagoan kita | Honda Revo | Intra sentential |
| 11 | **New** supra X125 R, rajanya motor bebek | Honda Supra | Intra sentential |
| 12 | CB150R **Streetfire**, tantang nyalimu | Honda CB | Intra sentential |



| | Inter Sentential Switching | Intra Sentential Switching | Tag Switching |
|---|---|---|---|
| ■ Percentage | 25 | 75 | 0 |
| ■ Frequency | 3 | 9 | 0 |

The data from the table show that code switching occurred 9 times (75%) in intra sentential switching, 3 times (25%) in inter sentential switching, and 0 times (0%) in tag switching. As can be seen at table above, the most frequently code switching type which occurred in Honda advertisement is intra sentential switching (75%).
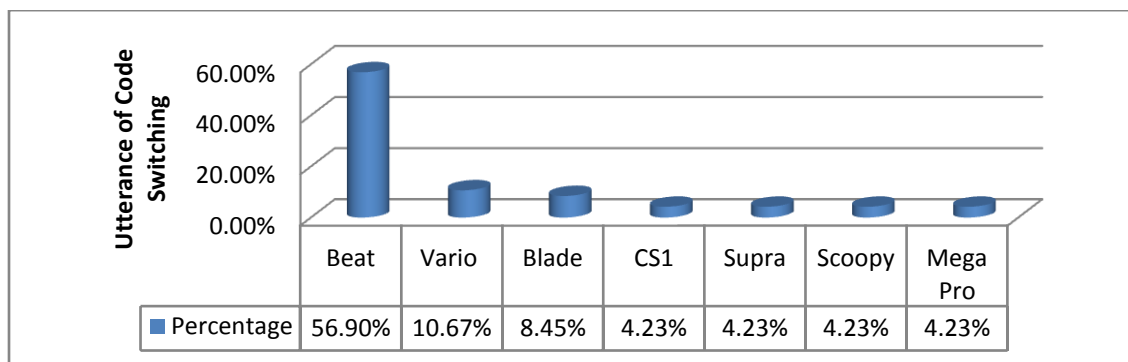
Moreover, the researcher also identified code switching in advertisement to all types of Honda motorcycle. The utterances that were used in the advertisement can be seen on table no 2.

**Table no 2:** Shows the utterances used in Honda advertisement.

| No. | Utterances | Commercials |
|---|---|---|
| 1 | One heart | All types |
| 2 | Your powerful style | Revo |
| 3 | Enhanced smart power | Beat |
| 4 | All new beat | Beat |
| 5 | All new striping | Beat |
| 6 | Uniquely happy fever | Scoopy |
| 7 | Can't stop the new beat | Beat |
| 8 | Everyone got the beat | Beat |
| 9 | Compact sport matic | Beat |
| 10 | Ride the future | Vario |
| 11 | Unbeatable you | Beat |
| 12 | Move forward with a new trend | Beat |
| 13 | Get the beat be idol | Beat |
| 14 | Cool fusion, you'll look cool | Beat |
| 15 | The hype is on | Beat |
| 16 | Feel electric | Beat |
| 17 | Dedicated to all music lovers | Beat |
| 18 | Pump the techno | Beat |
| 19 | Sense the pulsating rhythm | Beat |
| 20 | Comic hits, cool pixel | Beat |
| 21 | Up beat your style with new beat expressive accessories | Beat |
| 22 | City sport one, built for speed | CS1 |
| 23 | I'm vario F1 what about you? | Vario |
| 24 | The top city ride, comfort, speed, action | CS1 |
| 25 | Sharp, slim and sporty | Revo |
| 26 | The all new Supra, discover great feelings | Supra |
| 27 | 2 beat for everyone | Beat |
| 28 | The real racing spirit | Blade |
| 29 | Stop waiting, start winning | Blade |
| 30 | New tubeless tire | Vario |
| 31 | New Mega Pro accessories | Mega Pro |

**Table no 3** shows the distribution of code-switching in all Honda type. As can be seen, a majority of the code-switching items are Honda Beat.

| Type of Motorcycle | Percentage (%) |
|---|---|
| Beat | 56,9 % |
| Vario | 10,67% |
| Blade | 8,45 % |
| CS1 | 4,23 % |
| Supra | 4,23 % |
| Scoopy | 4,23 % |
| Mega Pro | 4,23% |

| Percentage | Beat | Vario | Blade | CS1 | Supra | Scoopy | Mega Pro |
|---|---|---|---|---|---|---|---|
| | 56.90% | 10.67% | 8.45% | 4.23% | 4.23% | 4.23% | 4.23% |

## IV. DISCUSSION

That was all the classification types of code switching found in Honda advertisements in Indonesia. The types of code switching which can be found were intra sentential switching, inter sentential switching, and tag switching.

From those several types of code switching used by the producer indicates that an attempt to impress another with his virtuosity in English or at least in one prestige language. It is the one of producer's creativity in advertising process to express the exoticism of the products. In order to produce a good advertisement, it would be better for the producer to consider the grammatical structure of the matrix language and embedded language in their advertisement or he could give two languages.

After analyzing and classifying the types of code switching and code mixing, the researcher identified the following reasons why the producer used these English-Indonsian codes switching in the advertisements. Several utterances of advertisements were used for more than one reason. It was caused of the utterances had multi meanings.

**a.  Talking about particular topic**
**1.** 'Pilih yang *absolute*, *absolute* Revo?'
**2.** 'Beli scoopy bikin **happy**'

From the examples above, the bold words and sentences were such examples of talking certain topic reasons. They were mixed with Indonesian because the model talked about particular topic/ the product.

**b.  Interjection**
**1.** Satria Baja hitam aja pake', **what about you?**
**2.** Skuter matik paling irit dengan ukuran pas dan manuver lincah. **Get the new Beat now! Can't stop the new Beat. Unbeatable you!**

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. In the example above the '**What about you**' and '**unbeatble you!**' were mixed to English because the model gained attention to emphasize the product.

Since no previous study analyzing code-switching in Honda advertisement in Indonesia. Results of code switching for Honda advertisements show that from the 31 advertisements, Honda Beat is the most frequently used code switching in the advertisement.

## V.  CONCLUSION

The present study has confirmed previous findings that code-switching is one characteristic of the Honda advertisements. More importantly, this code switching study has been significant not only in establishing how Honda advertisements are constructed through code-switching but how the how they capitalize on the existence of English as foreign language. Finally, the present study is a reminder that advertisements are a natural part to promote the product to the society, so that they are interested to by the product. This study is unique in the sense that no other study has analyzed the code-switching phenomena in Honda advertisement in Indonesia.

Based on the evidence in this paper, it can be concluded that code-switching is an intensively researched linguistic phenomenon. The reason code-switching is so important to study is because it is a very powerful

communicative tool that occurs all around us in our day-today lives. This paper explored how code-switching is used in Honda advertisement in Indonesia.

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