

CODE-MIXING ANALYSIS IN *HAI* MAGAZINE

A Paper

Submitted to school of Foreign Language-JIA as a Partial Fulfillment of
Requirements for the Undergraduate Program in English Department.



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ANALISIS CAMPUR KODE DALAM MAJALAH HAI

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ABSTRAK

Skripsi ini berjudul Analisis Campur Kode dalam Majalah Hai. Tujuan penelitian ini untuk mendeskripsikan jenis-jenis campur kode proses yang masuk dalam ungkapan bahasa Indonesia, untuk mengidentifikasi faktor-faktor penyebab campur kode yang terjadi pada majalah ini. Data diperoleh dari rubrik Barbar dan Campus Life dari majalah Hai pada edisi 16-22 Mei 2016, 20-26 Juni 2016. Metode penelitian yang digunakan adalah metode analisis deskriptif. Data dianalisis menggunakan teori dari Muysken. Hasil penelitian menunjukkan bahwa terdapat tiga jenis campur kode yang terjadi yaitu: penyisipan, alternasi, dan leksikalisasi kongruen. Selain itu dalam penelitian ini ditemukan pula ada beberapa faktor penyebab penggunaan campur kode seperti: kebutuhan, dan pamor.

Kata kunci: Campur kode, penyisipan, alternasi, kongruen leksikalisasi, bahasa Inggris.

CODE-MIXING ANALYSIS IN *HAI* MAGAZINE

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ABSTRACT

This thesis entitled Code-Mixing Analysis in *Hai* Magazine. The purpose of this research to describe types of code-mixing process which enter into utterance of Indonesian language, to identify the factors causing of code-mixing usage which occurred in this magazine. The data obtained from rubrics Barbar and campus life of Hai magazine on edition 16-22 May 2016, 20-26 June 2016. The method of the research is descriptive analysis. The data analyzed by using sociolinguistics theory according to Muysken. The result of the research shows that there are three types of code-mixing process, namely: insertion, alternation, congruent lexicalization. Besides that, in this research is also found there are some motives or factors causing of code-mixing usage, such as; need filling, and prestige filling.

Key word: Code-mixing, insertion, alternation, congruent lexicalization, English language.

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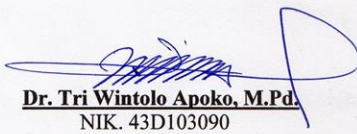
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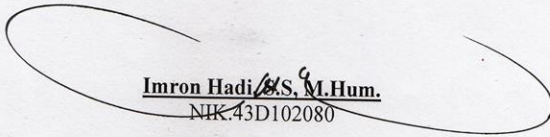
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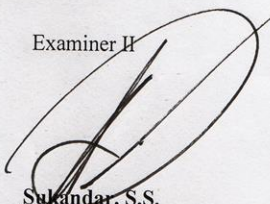
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MOTTO AND DEDICATION

MOTTO :

So endure patiently, with a beautiful patience (Al-Ma'arij)

DEDICATION :

This paper is dedicated to my beloved family who always support the writer.

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First of all, the writer would like to thank to Allah SWT for all blessing and loving, also the favor for the writer to finish the paper. This paper is written to fulfill one of the requirements for taking undergraduate program (S1) of English Department of School of Foreign Language JIA.

During the research, the writer uncounted a lot of hardship and difficulties both finding the data and arranging it into an accepted scientific paper. Therefore, the writer would like to take this opportunity to express her thankfulness to all the following people who have advised and supported data and information to finish this paper, especially to:

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Finally, the writer hopes this paper will be useful especially for the writer himself and generally for everyone who reads it.

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CHAPTER I

INTRODUCTION

A. Background of the Research

Language is an important thing in a communication that is used by human being. It is an instrument to send a person's message to another person. People surely have their own language to send their message each other. Both a speaker or a listener have to know the language to hold the communication.

There are two kind of communications, verbal and nonverbal. The verbal communication is done orally such as a dialogue, interview, and chatting. Meanwhile, nonverbal communication is done through sign, like gesture, body language, facial expression and many more.

Language itself is divided into two types, spoken and written. Spoken language is used by human being to have a direct communication. For instance, the spoken language that is used in a speech, a talk show, a sermon, etc. Meanwhile, written language is an indirect communication that is used to send the message to the listener. In the written language, a speaker needs a certain media to send the message. The media that can be used to send the message are novel, newspaper, magazine, etc.

In society, people have to concern in delivering message through language. Accuracy in the use of language very essential things. Anyone who speaks politely will be easier to settle in new community than someone who

speak impolitely. Sometimes, someone judges people from how the way they speak. On formal forum or organization, how the way they communicate in delivering the message are become attention by many people. Therefore, they have to use language appropriately.

In general linguistics is the science of language where object of the study is the language itself. Linguistics also can be called the study of human language. Now and then linguistics is often called as general linguistic. It means, it is not only to assess the linguistics knowledge of language, but rather examine the ins and outs of the language general. Every science, whatever it definitely has benefits for human life. And also linguistics will bring benefits in relation to language. Language is a system, and language is symbol, and now language is sound.

Nowadays the impact of globalization gives effect to the development of language, especially for Indonesian language. Besides that, today the use of English language is getting higher. Today's people are always shown by the written which inserted by English language, the show or live events are also use English language in communicating. Moreover, in industry, foreign investors who come are more increasing. So, in modern life the use of English language is increasingly needed. Indirectly, this situation urges anybody to able to speak English.

The impact of the foreign language is seen by the use of language in daily life. Most of today's people want to consider as an educated person are more and more. That is why, they conduct code-mixing in bilingual society. Code

which is used will produce code-mixing. It is insertion of word, phrase, clause, and idiom. The use of code-mixing is to expand conversation or it is used in order to deliver the message to be understood easier. The following are the sample of the data analysis.

1. *Kalian bisa dapetin games-games seru.*

2. *Modem satu ini memiliki daya baterai sebesar 1500 mAh,*

The above sentences consist of code-mixing. Example (1) is the phenomenon of code-mixing. The magazine writer inserts English words into the first language, but still use structure of the sentence in the first language. In this case, the words of games-games are a form of reduplication word due to it is written twice in the sentence. In the fact, English language has no reduplication form. The form of reduplication is adopting from Indonesian language. In other words, this form is extracting from Indonesian system and concept but it is written in English. Based on the explanation, so the motive of code-mixing usage is prestige filling. The speaker intends to show the educational status.

Example (2), the establishment of code-mixing process is conducted by inserting an English word. the magazine writer inserts the word of modem into Indonesian language by still using structure of the sentence in Indonesian language. The code-mixing of the data is modem. It is free unit of a word form. So it can be said that the motive of code-mixing usage is need filling. It is a motive when the speakers cannot find the synonym words of their language.

The above samples occur in *Hai skulizm rubric*. This rubric explains about the music show presented by *Pond's*. The show is held in some big senior high school or equivalent in Indonesia. It is the place where the teenager can watch the live concert. It contains concert music, and games. Here, every student can show their talents in any case. Besides that, this program supported by beauty products that of course is match with youth. The topic which is discussed about music show. "Games-games" is related to the one of the show music activities. It is usually in the middle or end of a show. "Merchandise" is used by music lovers to call artist's stuff such as t-shirt, bag, and many more. Those words are very familiar in concert music and for music lover. Recently, the words are often used by presenters. They think that everybody has known, even more the characteristics of youngsters that very like about new term in a language. So, by this approach the commercial magazine attracts the attention of the youth.

Today, the writer finds the use of code-mixing or the insertion of words or foreign term is getting widespread in newspaper or magazine. While on *Hai* itself contains code-mixing by more emphasized on practically and presentation interesting writing. The information of magazine itself is not only come from internal information but also external information, indeed it is a duty a magazine contains various information from any side. So the use of language variation not only adopted from the first language but also from foreign language, especially English language.

The writing sentences of *Hai* uses code-mixing which involve two languages between Indonesian language and English language. Therefore, besides use Indonesian language, the magazine writer mixes it by English language. *Hai* is youth magazine which included one of communication media in Indonesia, also it also creates new variation in writing sentence, that is by mixing two languages, Indonesian languages and English language into one sentence.

Hai is youth magazine which discuss about today's life style. It is very close by mixing languages which teenager who is easier adopting foreign language. This language usually used by the youth on informal situation. When they communicate to their friends either older or younger, but do not ever use this language on formal situation it seemed impoliteness. So be smart in using language.

Based on the above phenomenon, the writer interests to make a research in *Hai* magazine, the writer will observe the existence of code-mixing which poured inside, especially focuses on the types of code-mixing forming and also factor causing of code-mixing usage which implicitly existed. Therefore, the writer takes the title entitled "Code-Mixing Analysis in *Hai* Magazine."

B. The Scope of the Research

Based on the title of this research entitled Code-Mixing Analysis in *Hai* Magazine. The magazine which is going to be observed is restricted on edition 16-22 May 2016 and 20-26 June 2016. Furthermore, the writer

focuses on two rubrics, namely; Barbar, and Campus life, and at last the writer took 50 data as representative of the overall data.

C. Question of the Research

Based on the above scope of the research, to make easier in analyzing of this research, so the writer formulate problems of study as follows below;

1. What types of code-mixing that used in *Hai* magazine?
2. What factors that cause the code-mixing usage in *Hai* magazine?
3. What code-mixing types that used in the magazine the most ?

D. The Objective of the Research

To answer the questions of the research, it will be clearer by explaining the purposes of the research below.

1. To describe what types of code-mixing usage in *Hai* magazine.
2. To explain what factors causing of code-mixing usage in *Hai* magazine.
3. To find out the code-mixing types that used in the magazine the most.

E. The Significance of the Research

Hopefully this research can be useful for not only the writer abut also the reader.

1. For the writer

The writer can get more knowledge in sociolinguistics and able to use language appropriately in various situation without ignoring one of

the language. If we can use language properly and correctly so everybody will respect and appreciate us. Today, most of people want to consider as an educated person, then they follow the trending topic which they get from internet, television, newspaper, magazine and many more, but they do not know the meaning, and how to use it correctly. Indeed, this case has positive impact and negative impact.

2. For reader

Hopefully this research can be useful for reader who will make research in this field.

3. The Sistematic of the Research

The systematic of the paper means to present the paper in good composition. This paper divided into five chapters as listed below:

This research begins with Chapter I that explains about introduction which contains the background of the research, the scope of the problem, the questions of the research, the objective of the research, the significances of the research, and the systematic of the paper.

Chapter II explains about theoretical description which consist of theories of language, sociolinguistics, bilingualism, diglossia, code, code-mixing, types of code-mixing, word, phrase, clause, idiom, factors causing of code-mixing usage, magazine, and profile of *Hai* magazine.

In Chapter III explains about methodology of the research which shows the definition of methodology of the research, types of research, unit of

analysis, sources of the data, techniques of collecting data and techniques of analyzing data.

In this Chapter IV, the writer describes sample of data analysis which related by type of code-mixing forming in *Hai* magazine, and factors causing of code-mixing usage in *Hai* magazine.

Chapter V is the result of the data analysis which contains conclusion and suggestion.

CHAPTER II

THEORETICAL DESCRIPTION

A. Language

Language is very important in communication that is made and used by people in communication each other. According to Fromkin, “language is the source of human life and power” (Fromkin, 2003: 3). Meanwhile, Wierzbicka (2003: 1) said, “language as a tool of human interaction, it investigates various kinds of meanings which can be conveyed in language (not in one language, but in different languages of the world)-means which involve the interaction between the speaker and the hearer.”

Furthermore, Kreidler (1998: 19) said, “Language is only one of the common activities of a society the totality of common activities, institutions, and beliefs make up the culture of that society. Cultural groupings are not necessarily coterminous with language communities.”

Based on the above explanation, so language can be defined as a tool to which used to connect human being. In other words, in order to human being be able to connect, so they need to communicate through language. while communication can be classified into two types; verbal and nonverbal dialogue. The verbal communication is conducted by orally, such as; dialogue, interview etc. While nonverbal communication is conducted by sign like gesture, body language, facial expression, eye contact etc. Furthermore, language itself able to be distinguished into two types; spoken, and written.

Spoken language is a direct communication, while written language is an indirect communication.

B. Sociolinguistics

The definition about Sociolinguistics is told by some linguists, they are: Holmes, Wardhaugh, and Radford. According to Holmes, "Sociolinguistic study the relationship between language and society" (Holmes, 2013: 1). It means that sociolinguistic learns about the relation of language used by the people to communicate with the society. Language is used can be influenced the social structure because each group or society have different system and structure of language used in their live. Meanwhile, Radford, Andrew et.al (2009: 14), "Sociolinguistics is the study of the relationship between language use and the structure of society."

Moreover, Wardhaugh (2010: 12) said, "sociolinguistic is concerned with investigating the relationship between language and society with the goal being a better understanding of the structure of language and how languages in communication." It means that sociolinguistic learn about how language is used in society and the role of language is important used to communicate in society.

Based on the above explanations, so sociolinguistics is the part of linguistics which associated with language and society. In other words, it is the study of language and it functions in society, and the interaction between linguistics and social variable.

C. Bilingualism

According to Trask (1999: 20) stated, “bilingualism the ability to speak two languages.” Another explanation, Spolsky (1998: 45) said, “Bilingual is a person who has some functional ability in a second language.” Literally, bilingualism is the habit in using two languages alternately.

Moreover, Jendra (2010: 69) classified the term of bilingual into two types, namely:

1. Partial bilinguals,

People who have abilities of using several languages in which one (or one) of the languages is fully acquired, or it is not used as common as the others.

2. Total bilinguals

People who have an ability of using more than one languages equally.

Moreover, regarding bilingualism itself, Jendra (2010: 69-70) classified such as:

1. The additive bilingualism

It is a situation when some languages used by the bilinguals are seen to be in complementary to each other. in this type both languages are used, honored, and maintained to the same level. In another words, they are considered as equally important in the social and cultural aspects.

2. The subtractive bilingualism

It is found when a language being used is seen to endanger the status of the other. This is possible especially when the society considers the preferred language to be economically more rewarding, socially more prestigious, and perhaps politically higher.

Based on the above definition, so bilingualism is an ability to use two languages, while multilingualism is an ability to use more than two languages. Moreover, bilingualism can be classified into two types, namely: Bilingual who speak using regional and standard language or national language, and bilingual who speak using national and foreign language.

D. Diglossia

According to Trask, “Diglossia marked specialization of function between two languages varieties in a single speech community. It is by no means rare for two or more distinct languages or languages varieties to be used side by side within a single community” (Trask, 1999: 50). Meanwhile, Holmes defined, “the term diglossia describes societal or institutionalized bilingualism, where two varieties are required to cover all community’s domains” (Holmes, 2012: 30). Moreover, “diglossia is a situation in which two or more languages (or varieties of the same language) in a speech community are allocated to different social functions and context” (Saville

and Troike, 2003: 45). In addition, Ferguson in Wardhaugh (1959, p. 336) has explained as followed,

diglossia is a relatively stable language situation in which, in addition to the primary dialects of the language (which may include a standard or regional standard), there is a very divergent, highly codified (often grammatically more complex) superposed variety, the vehicle of a large and respected body of written literature, either of an early period or in other speech community, which is learned largely by formal education and is used for most written and formal spoken purpose but is not used by any sector of the community for ordinary conversation.

It means, diglossia is situation in which two languages are used under different conditions within a community. People must have ability to speak in two languages. One is as low language and another become high language. They use low language when they talking with his partner and use high language when they talking with their family.

E. Code

In daily life, people interact with other social community in different topic, and different situation. So, it makes each people to select different codes in different situation. They select language varieties because it makes them easier to discuss a particular topic, regardless where they are speaking. They must be smart to choose language varieties that is suitable with the situation, such as; when the people talking about work, school or business for instance, they may use the language that is related to fields or formal rather than the language used in daily language communication at home.

Wardhaugh (2010: 84) said, “code is taken from information theory be used to refer to any kind of system that two or more people employ for

communication.” It means that code is important things which used by the people in communication. Meanwhile, Suwito defined, “code refers to one of linguistics hierarchical” (Suwito, 1985: 67). In other words, code refers to a language or a variety of language.

Based on the above boundaries about the definition of code, it able to be concluded that code is a system and language variety of social community in communicating, that are style of story, and style of conversation will produce different codes. A term of code is used to call one of variety language in linguistic hierarchy, so that besides code refers to languages (English, Japan, Indonesia, etc.), also refers to variety language such as variant diversity and style are summarized in barrel languages such as polite style, respectful style, casual style and variant uses or register (speech language, comedy language).

F. Code-Mixing

Code-mixing is phenomenon that commonly occurs in a bilingual and multilingual society. Muysken (2000: 1) stated, “code-mixing refers to all cases where lexical items and grammatical features from two languages appear in one sentences. Sometimes, the speakers insert some pieces of words from different language when they are talking to someone else on formal or informal situation.

Supported Muysken’s opinion, Kachru (1982: 32) in Suwito stated, “code-mixing is the use of two or more languages by inserting the language elements from one language to another. The elements have been the part of

language inserted and totally only supported a function.” Meanwhile, Wardhaugh (1986: 103) argued, “code-mixing occurs when conversant uses both languages together to the extent that they change from one language to other in the course of a single utterance.”

Based on the above explanation, it can be concluded that code-mixing is the use of two languages or more by inserting the linguistics elements without changing the meaning.

G. Types of Code-Mixing

According to Muysken (2000: 3-7) suggests, there are three main types code-mixing which are found in bilingual speech communities. They are insertion, alternation, and congruent lexicalization:

1. Insertion

Insertion of material (lexical items or entire constituents) from one language into a structure of the other language. This type of code-mixing forming is basically just insert some lexeme, word, or phrase of second language into first language by using the structure of sentences in the first language.

For instance;

Yo anduve in a state of shock por dos dias

I walked in a state of shock for two days

Spanish/English: in (Muysken, 2000: 5)

2. Alternation

Alternation between structure from languages. This type of code-mixing forming is not insert some lexeme, word, or phrase but part of sentences is more complex, that is clause used continues alternately.

- (a) Les femmes et le vin, ne ponimayu.

“women and wine, I don’t understand.”

French/Russian: Timm in (Muysken, 2000: 5)

- (b) *Sekarang aku cuek aja makan, memang sih badanku jadi nggak seperti enam bulan yang lalu, I just try to eat healthy and be happy with how I look.*

“*Sekarang aku cuek aja makan, memang sih badanku jadi nggak seperti enam bulan yang lalu, saya hanya mencoba makan sehat dan berbahagia dengan bagaimana saya memandang.*”

3. Congruent lexicalization

Congruent lexicalization of material from different lexical inventories into a shared grammatical structure. Congruent lexicalization refers to a situation where the two languages share a grammatical structure which can be filled lexically with elements from either language.

Muysken (2000: 5) says, congruent lexicalization is seeing to more likely when two languages are typically similar when the word order of the sentence is same. The congruent lexicalization characterized by:

(a) Function word

Function words has a little or no lexical meaning put serve chiefly to indicate grammatical relationship. In other words, the function words serve to vary the function of the content wordsmith which they appear.

For instance: a, and, the, but, what.

Mungkin sangat sulit buat kamu nembak cewek pujaan kamu, but kamu tuh harus bisa melakukannya and kamu pasti akan tau apa jawabanya.

“Perhaps, it is difficult to tell your heart to that girl, but you have to do it and you will know what her answer.”

(b) Homophonous Dimorphs

Homophonous dimorphs are pairs of words, which are phonetically similar in both varieties.

For example:

Weetjij (whaar) Jenny is?

“Do you know where Jenny is?”

In this case “**is**” is homophonous.

(c) Linear equivalent

Linear equivalence receives a positive value there is a word order equivalence between two languages on either side of the switch.

For example:

Geef mee ee kiss

“Give me a kiss”

Another explanation about types of code-mixing, Suwito (1983), there are two kinds of code mixing, they are;

1. Inner code mixing

It is when speakers speak using his national language and then insert his regional language, or he speaks regional language tends to insert national language. Ex: “*mbak sini mlaku bareng!*” The speaker used Indonesia language but she inserts his regional language “*mlaku,*” it is Javanese word, it means “walk” in English.

2. Outer code mixing

It is when a speaker speaks using his national or regional language and tends to insert foreign language. Ex: “next *kita akan kerumahmu ya!*” The speaker speaks using Indonesian language, then puts English word “next”, which in Indonesia word “*selanjutnya.*”

Therefore, for more detail about types of those code-mixing, Suwito (1985: 78-79) classified the pattern of code-mixing such as:

1. Code Mixing in the form of word insertion.

The speakers mix their conversation only in form of word such as “*tolong translate ke bahasa Indonesia!*” In this sentence the speakers use Indonesia language but they insert a word of English language. Word of “translate” is instead of *menterjemahkan* in Indonesia language.

2. Code mixing in the form of phrase.

The speaker mixes their conversation in the form of phrase such as “*ya sudahlah gae pengelaris aku kasih harga murah.*” In this case “*gae pengelaris*” is the word of Javanese which means “*biar laku*” in Indonesia language.

3. Code mixing in the form of hybrid.

The speakers mix their conversation in a hybrid or mix of word such as “*popularitas grup band di Indonesia semakin meningkat.*” It means that the word “*grup band*” is a hybrid of Indonesia and English language. *Grup band* is a group of band.

4. Code mixing in repetition/reduplication word.

The speakers mix the language in form of repetition such as “*mlaku-mlaku aja dulu, mungkin ditoko sebelah lebih bagus*” The speakers insert the word “*mlaku-mlaku.*” It is repetition of Javanese language. The meaning is take a walk in English.

5. Code mixing in the form of utterance or idiom.

The speakers mix the language with idiom or mix from utterance or sentences into idiom. Such as “*meskipun* too little too late, *aku tetap dating*.” The sentence is in English language. It means that the speaker said “*sedikit terlambat*”

6. Code-mixing in the form of clause

Clause is a group of words with its own subject and predicate. It is can be distinguished in two independent clauses, and dependent clause.

H. Morphology

According to Lieber, morphology is the study of word formation, including the ways new word are coined in the languages of the world, and the way form of words are varied depending on how they're used in sentences (Lieber, 2009: 2). Meanwhile, Katamba (1994: 20) defined that “morphology is the study of the formation and internal organization of words.” Tomori (1982: 21) asserts, “the study of the structure of words-the study of the rules governing the formation of words in a language.”

Based on the explanation, so it can be concluded that morphology is the study of words which relate to morpheme and its form, also their relationship to others word in the same language.

I. Word

According to Bloomfield in Katamba who stated, “a minimum of free form is a word.” Refer to the definition of word that stated by Blomfield, Katamba defined, “the word is the smallest meaningful linguistic unit that can be used on its own” (Katamba, 2005: 6). Meanwhile, Trask (1999: 228) defined, "A linguistic unit typically larger than a morpheme but smaller than a phrase." In addition, Lieber (2009: 3) defined, word as one or more morphemes that can stand alone in language. So it can be concluded that word is the smallest meaningful unit which able to stand by itself.

J. Phrase

According to Burton, “Phrase is a sequence of words that can function as a constituent in the structure of sentences” (Burton, 2011:15). Meanwhile, Crystal (2008: 367) said that “phrase is a term used in grammatical analysis to refer to a single element of structure typically containing more than one word, and lacking the subject–predicate.” Traditionally, it is looked as part of a structural hierarchy, falling between clause and word, several types being distinguished.

Other opinion from Wren & Martin (1995: 2) stated that “phrase is a group of words, which makes sense, but not complete sense.”

Example:

1. The sun rises in the east.
2. It was a sunset of great beauty.

Based on the explanation of some linguists, so it can be concluded that phrase is a group of words which have not consists of subject and predicate, but it has the similar meaning to a single word.

K. Syntax

According to Radford (2004: 1) stated that “syntax is the study of the way in which phrases and sentences are structured out of word.” Crane, at al. (1981: 102) states that “syntax is the way words are put together to form phrases and sentences.” Meanwhile O’Grady (1996: 181) states that “syntax is the system rules and categories that underlines sentence formation in human language.”

Based on the three definition, so it can be concluded that syntax is one of linguistic science which study how does word able to be phrase, clause, and sentence.

L. Clause

According to Biedendarn, a clause is a group of words containing at least one subject and one verb (Biedendarn, 1982: 310). A similar opinion is stated by Neuberger who said that a clause is a part of sentence which contains of a subject and a verb but it cannot stand alone (Neuberger, 1986: 2). More detailed, “a clause is a grammatical unit consisting of a subject and a predicate, and every sentence must consist of one or more clauses” (Trask, 1999: 24). So based on the definition, so it can be summarized that clause is

part of sentence or it can be defined as group of words which consists of subject and predicate.

M. Idiom

According to Cruise, “an idiom is an expression whose meaning cannot be inferred from the meaning of its parts” (Cruse, 1998: 37). Idioms (e.g., eat humble pie, i.e., submit to humiliation) are lexical entities and functions very much like a single word although they contain several words and are comparable to syntactic or clauses or phrases (Katamba, 1993: 291). Meanwhile, Trask, “idiom is an expression whose meaning cannot be worked out from the meanings of its constituent words” (Trask, 1999: 79). So based on the explanation, it can be defined that it is a group of words which have figurative meaning and cannot be defined literally.

N. Factors causing of code-mixing usage

According to Wardhaugh (1986: 103) explained, there are some factor that make the speaker mixes from one code to the others, namely; because of their closeness with the listener, choice of topic and perceived social and cultural distance.

Specifically, according to Hocket (1958: 404-405), every people have different motives of using code mixing. It can be need filling motive, or prestige filling motive. Need filling motive is a motive when the speaker cannot find words that have similar meaning in their language. Prestige filling

motive is the motive which is used when the speaker appears their educational status.

O. Magazine

The mass media provides us the information necessary to find out such as information, both of print and electronic media. The specific role of print media in disseminating information, including related to the reading habit and tradition of writing. According to Defleur (1988: 13) explained, magazine as one of the print media which is one source of information in today has increasingly popular in the community. Magazine is the major mass media which are printed besides newspapers and book.

Meanwhile, Assegaff (1983: 127) magazines defined as a periodic publication containing articles from various authors. Magazine is also a publication which contains short stories, pictures, reviews, illustrations or feature. Therefore, the magazine used as one an information center reading which are used much as reference material by readers to search something they want.

Assegaff (1983: 126-128), also classified magazine such as, pictorial magazine, children's weekly, news magazine, cultural magazine, monthly magazine, scientific magazine, religious periodicals, home magazine, specialized magazine, fashion magazine, company's magazine, juvenile magazine, woman magazine, literary magazine, and magazine digest.

Based on the above explanation, it can be concluded that magazine is a type of book which contains articles and illustrations such as stories, essays, pictures, etc. It is usually published periodically, weekly, or monthly. More detail, language that used in magazine must attractive. One of characteristic language which used in youth magazine in order to attract readers, so the elements of code mixing are used in this in this paper which involved two languages, that are Indonesian language and English language.

P. *Hai* magazine

Hai is an Indonesian magazine which addressed for teenager, especially for boys. The contains are about the life of teenager. That is why the magazine poured out everything inside about lifestyle. Starting from music, movie, education, fashion, sport, short story, and comic. Basically, the magazine has four pillar or main theme. They are entertainment, art, school life and entrepreneur.

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CHAPTER III

METHODOLOGY OF THE RESEARCH

A. Setting of the Research

This research was arranged appropriately from February up to the July 2016. During this time, the writer committed all of the important things related to the use of code-mixing analysis in *Hai* magazine, such as collecting references, reading, comprehending and analyzing data.

The overall references were obtained by digging up in some libraries of universities and e-library through online. So, those become the venue where the research is arranged, and it can be also said as a library research.

B. Subject of the Research

The data of this research were taken from *Hai* magazine. It contains plenty of code-mixing. The writer discusses about problems which are contained in the magazine, so it is very advantage for anyone who learn about language and its usage. *Hai* magazine is youth magazine discussing about today's youth life style. More detail, starting from music, movie, education, fashion, sport, short story, and comic. As the development of times, it is also getting better and better. Now, it has passed 30 years as a boy magazine. The rubrics are getting more develop, (especially relate to life style), and the pages are also getting bigger. The CEO of this magazine claimed that *Hai* magazine has become close friends for the boys. Hai has fixed much of it

weakness. To communicate, *Hai* uses language and jargon which usually used by teenagers in their daily life. That is why *Hai* is very close by them who basically is easier adopting foreign language, that is English language.

The reason for choosing the object as the data source is *Hai* magazine consists of plenty of code-mixing which basically identical with the youth. It contains all about life style, music, Fashion, etc. The most important of the magazine is contain of magazine. Specifically, implicit and explicit contain which poured out inside. Besides that, by understanding the usage of language variety, types of code mixing or pattern of code-mixing and factors causing of its usage hopefully today's people able to use language properly, so they can be respected by social community everywhere they are.

C. Method of the Research

The type of this research is a descriptive qualitative because the writer describes types of code mixing and what factors causing of code-mixing usage in *Hai* magazine. Strauss and Corbin (1998: 10) proposed that this study belongs to qualitative research, which type of the research produces research findings which was not arrived by statistical procedures or other means of quantification. What the researcher does with this method is to develop concept and to collect facts without testing any hypothesis.

D. Instrument of the Research

The instrument of this research is the writer himself. Beside the writer searches some supporting things needed like object of the research and reference books as source of analyzing the data.

E. Technique of Data Analysis

In analyzing the data, the writer analyzes based on the theories of Muysken, Suwito about the types of code mixing and the theory of Charles Hockett about the factors causing of code-mixing usage. The steps are (1) describing the forms of code mixing, the writer uses the theory of code-mixing form which was said by Muysken, and Suwito. Based on the language element involves, code mixing can be divided into word, blending, affixation, hybrid, word reduplication, phrase, and clause. (2) Analyzing factors causing of code-mixing usage, the writer uses the theory of Charles Hockett in classifying motives of using code mixing. According to Hockett (1958: 404-405) the motive of using code-mixing is classified into two; need filling motive and prestige filling motive. Need filling motive is a motive when the speaker cannot find words that have similar meaning in their language. Prestige filling motive is a motive when the speaker wants to appear their educational status.

Moreover, the technique of data analysis is divided into several types namely: the first, the writer collects the data. There are four types of data collecting method mentioned by Creswell (2007: 9), they are observation,

interview, documents, and audio visual materials. So in this research, the writer uses documents as method of data collection.

The data are collected from *Hai* magazine as the document analyze of data. Second, find out the line or page that show analysis of code-mixing relating to: types of code-mixing, and factors causing of its usage. Soon after, making a list data on the paper side by side. So, these sentences are ready to be analyze.

Third, analyzes of the usage of code-mixing in *Hai* magazine. After that, the writer makes description from the data analyzed. At last, the writer makes conclusion and suggestion from all of the display data and classification.

F. Procedure of the Research

After arranging those above steps, all the writer needs to do is explain some procedures in order to ensure that the writer conducts this procedurally, as follows:

1. Preparation

The basic thing that the writer did before writing this paper is identify the problem, then finally decided to pick up the fixed title. It was impossible for the writer to discuss all of sciences, thus formulating and limiting problem are the ways in order not to overwhelm this discussion. Moreover, how this paper can be beneficial for the readers later.

2. Implementation

The writer comes to the library in some universities in order to get references related to the research, and select them to become data. Besides that, the writer is looking up the references through electronic library. Then, the theories obtained becoming the basic or fundamental for the writer to analysis and apply them.

3. Finishing

To convince the result of the research which is made, so the writer needs reporting and discussing it to the advisers. The writer realizes that the paper was not perfect. Therefore, the paper needs to be revised in order to become a good paper. So, can it be useful for reader and the next researcher. At last, the writer makes conclusion and suggestion.

CHAPTER IV

RESEARCH FINDING AND DISCUSSION

A. Data Description

The following data are expression of code-mixing in *Hai* magazine. In this research the writer takes 50 data from two magazines in different edition, and focuses on two rubrics as a representative of overall data. Code-mixing in the form of word such as: Laptop, gadget, hoodie, items, manly, speaker, modem, ram, sport, skill, leader, attitude, netizen, followers, block, admin, favorite, reporter, proximity, sounding, Instagram, official, gpu, the code-mixing in the form of phrase such as: Eye care, go green, luxury-look, video call, problem solving, graphic card. Code-mixing in the form of blending such as: Harddisk, portable, smartphone, multitasking, superhero, online, update, deadline. Code-mixing in the form of hybrid such as *Nge-game*, *performa*, *posting-an*, *mem-private*, *adminnya*. Code-mixing in the form of phrase such as Event-event, near-field communication atau NFC yang *memungkinkan* smarthphone *dapat terhubung dengan* speaker *dengan mendekatkan kedua device tersebut*, *kesalahan EYD* atau typing error. Code-mixing in the form of clause such as: It's absolutely good for you and your future, *bro!*, Full information about your beloved campus, kan?. Congruent lexicalization code-mixing such So, so, well.

B. Data Analysis

In this the research, the writer discusses about the problems which contain in identification of the research. The writer will describe the types of code-mixing and factors causing of code-mixing usage in *Hai* magazine. The following is the discussion of data which are obtained in *Hai* magazine.

Datum 1

Data	Types	Motive
<i>Saat ini, banyak orang menggunakan laptop yang multifungsi.</i>	Insertion	Need filling

The above datum is insertion of code-mixing or word insertion. It is insertion of material lexical items or entire constituents from one language into a structure of the other language. It is basically just insert some lexeme, word, or phrase of second language into first language by using the structure of sentence in the first language. In this case, the speaker inserts the word of “laptop” into the second language. The word laptop as a noun is an English word which means a portable microcomputer suitable for use while travelling. In Indonesian language, most of Indonesian people usually call it laptop too. so obviously, the motive of code-mixing on the word of “laptop,” is need filling because there is no found the synonym or similar word which equal in the second language.

Datum 2

Data	Type	Motive
<i>Bisa buat nge-game, bisa buat hiburan, bisa juga buat bekerja.</i>	Insertion	Prestige filling

The above datum shows that the speaker mixes the conversation only in form of hybrid. It is a compound or derived word whose single element coming from different language. The word *nge-game* is a hybrid, because the word *game* is an English word, whereas the word of “*nge*” is an Indonesian prefix. The words of *nge* and *game* should be written separated by a separator symbol; *nge-game*. In this case, the magazine writer uses the word *nge-game* to refers to games which play in laptop, so factor causing of code-mixing in this datum is prestige filling, the magazine writer tried to show its knowledge or educational status. Today, laptop is used by student in educational activities in school or even campus. So obviously, the writer tends to show educational status.

Datum 3

Data	Type	Motive
<i>Hal ini membuat produsen gadget asal Taiwan, Asus merilis laptop untuk memenuhi tiga kebutuhan tersebut sekaligus.</i>	Insertion	Need filling

The above datum is an insertion of code-mixing; more specific it is known as word insertion. In this sentence, the magazine writer inserts the word of gadget into the second language by using the structure of the first language. The word of “gadget” means a small mechanical device or tool, and the in the first language, it is interpreted as a device that form android headphone. Besides that, Indonesian people used to call it by gadget too. That is why, the factor causing of code-mixing in this word is need filling. It seemed weird if the word gadget is translated into Indonesian language, therefore the word gadget is still used in the first language, in another words there is no found the similar word which match with gadget.

Datum 4

Data	Type	Motive
<i>Udah gitu, disematkan pula harddisk sebesar 1000 GB untuk menyimpan banyak data dan juga game berkualitas HD.</i>	Insertion	Need filling

The above datum is an insertion of code-mixing or specifically it is called word insertion. The word “*harddisk*” or also known as hard drive is an English word. It is one of computer components. In this sentence the magazine writer uses Indonesian language, by inserting an English word. *Harddisk* as a noun which means computing a rigid non removable magnetic disk with a large data storage capacity, while in Indonesian language it is interpreted as

harddisk too. So, clear that the factor causing of code-mixing is need filling, there is no found the synonym word that equal.

Datum 5

Data	Type	Motive
<i>Dengan layar sebesar 15,6 inc dan dilengkapi dengan teknologi eye care,</i>	Insertion	Prestige filling

The above datum shows that there is a code-mixing in the form of phrase. It consists of some group of words which grammatically equivalent to a single word without subject and predicate. The magazine writer mixes the sentence by inserting a phrase of English words into the Indonesian language. The insertion of code-mixing in the form of phrase process is conducted by inserting the words of eye and care. In Indonesian language, it means *aman untuk mata*. The reason of code-mixing usage is prestige filling, it is due to the word of “eye care” cannot be interpreted literally. Implicitly, it has a new meaning itself. It is clear those words show the educational status.

Datum 6

Data	Type	Motive
<i>Jaket ini dilengkapi dengan hoodie,</i>	Insertion	Need filling

In this sentence, occurred a code-mixing in the form of word insertion. In this sentence, the writer finds a noun of English word inserts in the first language. The word insertion which occur in this sentence is hoodie. It is free unit. Hoodie as a noun is used to called the part of jacket or sweater, that is why the motive of code-mixing usage in this sentence is Need filling.

Datum 7

Data	Type	Motive
<i>Lebih dari itu, jam tangan juga menjadi sebuah items yang membuat siapa saja yang menggunakannya menjadi lebih elegan.</i>	Insertion	Prestige filling

The above data is an insertion of code-mixing. It can be observed that the word of “items” as a noun of English word comes into the first language. Besides that, there is writing error in this sentence. More detail, there are two words which have different meaning that stand along together. The word of *sebuah* means singular in Indonesian word, while items mean plural in English word. So, it should be written without suffix s; “*siapa Lebih dari itu, jam tangan juga menjadi sebuah **item** yang membuat siapa yang menggunakannya menjadi lebih elegan.*” Referring to the explanation, so it can be concluded that Factor causing of code mixing in this case is prestige filling.

Datum 8

Data	Type	Motive
<i>Kaca mata ini benar benar mengusung tema go green.</i>	Insertion	Prestige filling

The above datum shows that there is an insertion that conducted by phrase insertion. The magazine writer inserts a phrase into the first language. The phrase insertion is go green which consists of two words; go and green. It is cannot be interpreted literally. The words of go green refer to *jam tangan*, so in this context it can be interpreted as *suatu bahan yang ramah lingkungan atau berasal dari bahan organik* in Indonesian language. It is clear that the motive of code-mixing usage in this words are prestige filling. The word of go green is a phrase which used to explain about kind of material of something.

Datum 9

Data	Type	Motive
<i>Nah, buat yang kepingin jam tangan kece dan luxury-look, kalian wajib coba GC-3 Papaya.</i>	Insertion	Prestige filling

The above datum is insertion in the form of phrase. In this sentence the magazine writer mixes Indonesian language by a phrase of English words. It is clear that the magazine writer uses Indonesian language, by inserting a

phrase of English word. It consists of two words; luxury and look. The words of luxury-look as instead of *tampak mewah* in Indonesian language. The reason of code-mixing in this part is prestige filling.

Datum 10

No.	Data	Type	Motive
10.	<i>Jam tangan pabrikan Swiss ini memang diciptakan untuk kalian yang ingin terlihat manly.</i>	Insertion	Prestige filling

The above datum is word insertion. In the above sentence is found an adjective insertion. The word manly is an adjective which derives from man and suffix: -ly. The word of “manly refers to those who want to look like a masculine, and also can be associated with men such as; courage, and strength. In Indonesian language it is interpreted as *maco atau yang memiliki sifat kelaki-lakian*. So, the factor causing of code-mixing in this context is prestige filling, the magazine writer tends to show it knowledge or educational status.

Datum 11

Data	Type	Motive
<i>Buat yang suka dengerin lagu atau musik, pastinya kepingin dong punya speaker dengan kualitas output, suara yang jernih, fitur canggih.</i>	Insertion	Prestige filling

The above datum, the establishment of code-mixing process which conducted by inserting a noun of English word. The word of speaker derived from two words: speak and suffix: -er. The word speaker is used to replace *pengeras* in Indonesian language. The motive of code-mixing usage on the word of speaker is prestige filling. The magazine writer chooses prestige filling to appear it educational status.

Datum 12

Data	Type	Motive
Well, <i>buat yang punya masalah seperti itu, ada baiknya kalian gunakan</i> Portable <i>Telkomsel Flash Wifi ini, deh.</i>	Insertion	Prestige filling

The above datum is insertion of code-mixing which intends to be word insertion. It is an insertion of material (lexical items or entire constituents) from one language into a structure of other language. In this code-mixing, basically it just inserts some lexeme, word, or phrase of second language into first language by using the structure of sentences in the first language. Based on the above datum, it can be observed that the word of portable as an adjective is inserted in the structure of sentence in Indonesian language. In this case, the word of portable is English word which means able to easily carried or moved, while in Indonesian language, it means *mudah dibawa*

kemana-mana. So the reason of code-mixing usage on the word portable is prestige filling. It is clear that indeed, there is synonym word of portable, but the magazine writer keeps using it because it is more familiar. Therefore, it can be concluded that the magazine writer intends to appear its educational status.

Datum 13

Data	Type	Motive
<i>Semakin hari, kebutuhan orang-orang akan smartphone canggih semakin besar.</i>	Insertion	Need filling

Based on the above table, it can be observed that there is code-mixing in the form of word insertion. The word of smartphone as noun inserts into the Indonesian language, but still use structure of sentence in the first language. Smartphone is English word which means mobile phone which incorporates a palmtop computer or PDA, meanwhile in Indonesian it is interpreted as *hape canggih*. So factor causing of code-mixing usage on this word is need filling.

Datum 14

Data	Type	Motive
Modem <i>satu ini memiliki daya baterai sebesar 1500 mAh,</i>	Insertion	Need filling

The above datum is word insertion. In this sentence, the magazine writer mixes the sentence by inserting an English word into Indonesian language. The word of modem as a noun of English word. The word of modem which means a device interconverting digital and analogue signals, especially to enable a computer to be connected to a telephone line. in Indonesian language, most of Indonesian people are also call it as modem. So, the motive of code-mixing usage on this word is need filling. Obviously, the writer magazine does not find the words that have similar meaning in Indonesian language.

Datum 15

Data	Type	Motive
<i>Hal ini nggak lepas dari dukungan Ram sebesar 2GB yang membuat peforma hape ini oke punya dikelasnya.</i>	Insertion	Prestige filling

The above datum shows that there is code-mixing in the form of hybrid. It is insertion of material (lexical items or entire constituents) from one language into a structure of other language. Hybrid means a compound or derived word whose single element coming from different language. The word *performa* is a hybrid or bastard, because the word perform as verb is English word, while *-a* is an Indonesian suffix. The word of *performa* refers to Smartfren andromax E2+. The word of *performa* is interpreted as

penampilan in Indonesian. Factor causing of code-mixing usage on *performa* is prestige filling.

Datum 16

Data	Type	Motive
<i>Membuat smartphone ini cukup kuat untuk multitasking dan juga bermain games berkualitas HD</i>	Insertion	Prestige filling

The above datum is word insertion. In this sentence the magazine writer uses Indonesian language, by inserting a noun word of English language. The word of multitasking as noun which means computing the execution of more than one program or task simultaneously by sharing the resources of the computer processor between them, while in the first language the interpretation of multitasking is almost the same, that is *kemampuan untuk dapat menjalankan beberapa program lebih dari satu atau juga bersamaa*. So that is clear the reason of the code of this sentence is prestige filling.

Datum 17

Data	Type	Motive
<i>Andromax E2+ ini juga memiliki fitur telepon dan video call yang jauh lebih jernih dan bersih kualitasnya dibanding yang ditawarkan oleh aplikasi chatting.</i>	Insertion	Need filling

The above datum is insertion in the form of a phrase. In this sentence the magazine describes one of Andromax E2+'s feature, that is video call. The words of video call are a phrase which consists of two words, namely: video and call. The phrase is inserted in Indonesian language. In this case, the words of video call are English words which mean a device which have ability to show video (between speaker and receiver) while communicating by phone. In the first language, the word of video call able to interpret literally but it is not equal. That is why, in this context the reason of code mixing usage is need filling.

Datum 18

Data	Type	Motive
<i>Hal ini nggak lepas dari dukungan RAM sebesar 2GB yang membuat performa hape ini oke punya dikelasnya.</i>	Insertion	Need filling

The above datum is word insertion. In this sentence, the magazine writer puts the word RAM into Indonesian language. RAM is abbreviation of English word; computing random-access memory. It is one of computer components. In Indonesian language it is also called RAM, therefore the motive of code-mixing is need filling. RAM is an abbreviation which is used

in computer world. So, it is weird if this utterance is interpreted in Indonesian language. Therefore, the motive of code-mixing in this context is need filling.

Datum 19

Data	Type	Motive
<i>Buat penggemar DC Comics, pastinya udah khatam banget sama karakter Superman, kan? Salah satu superhero terkuat di DC Comics ini emang selalu menarik perhatian,</i>	Insertion	Prestige filling

The above datum is word insertion. The word of superhero is inserted by the magazine writer into Indonesian language. Superhero as noun which means a benevolent fictional character with superhuman powers in the second language, while in the first language it is interpreted as *pahlawan*. Based the explanation above, so it is clear that the factor causing the used of code-mixing is prestige filling.

Datum 20

Data	Type	Motive
<i>Cocok banget sih kalau kalian emang hobi mengendarai motor sport.</i>	Insertion	Prestige filling

The above datum shows that there is code-mixing in the form of word insertion. The word of sport stands equivalent with stricture of sentence in the

first language. sport is a noun which means an activity involving physical exertion and skill in which an individual or team competes against another or others for entertainment, while in this context the word of sport refers to kind of motorcycle, so it is interpreted as everything which associated with men. In another words, it can be said that the motive of code-mixing usage in this word is prestige filling.

Datum 21

Data	Type	Motive
<i>Yang sering jadi kawah penggodokan skill organisasi adalah Badan Eksekutif Mahasiswa atau BEM.</i>	Insertion	Prestige filling

The above datum is insertion in the form of word. The writer magazine uses Indonesian language, but inserts a noun word of English word. The word of skill which means the ability to do something well, expertise or dexterity. It is instead of *keterampilan* in Indonesian language. The reason of code-mixing usage is prestige filling. So that is clear, in Indonesian language it is found the synonym of skill which equal. Therefore, in this context, it could be said that the factor causing of code-mixing is prestige filling.

Datum 22

Data	Type	Motive
<i>Belajar jadi leader.</i>	Insertion	Prestige filling

The above datum is insertion which intends to be word insertion. Leader is English word. The speaker inserts the word of leader into Indonesian language. The word of leader derived from lead and suffix; -er. It is as a noun which means the persons who leads or commands a group. In Indonesian language, it is interpreted as *pemimpin*. So the motive of code-mixing usage of this word is prestige filling.

Datum 23

Data	Type	Motive
<i>Jadi, jiwa pemimpin akan membuat kita semua wise dalam melangkah serta problem solving agar masalah dapat diselesaikan dengan baik tanpa menimbulkan masalah lain.</i>	Insertion	Prestige filling

The above datum is insertion which intends to be phrase. It can be considered as phrase due to the words of problem solving consists of two words: problem and solving. In this sentence, the magazine writer uses Indonesian language dominantly, but inserts a word of other language. Problem solving are phrase which are inserted into Indonesian language. It is interpreted as *pemecah masalah* in the first language. Based on those clarification, so it can be said that the reason of code-mixing usage in this word is prestige filling.

Datum 24

Data	Type	Motive
<i>Apalagi, mahasiswa ini memiliki attitude yang baik saat di kampus,</i>	Insertion	Prestige filling

Based on the above datum, it can be observed that there is the establishment of code mixing process in the form of word insertion. The word of attitude as a noun is English word which means a settle way of thinking or feeling. It is inserted in Indonesian language by keep using the structure of sentence in Indonesian language. It is interpreted as *tingkah laku seseorang* in Indonesian language. So the motive of code-mixing usage in this context is prestige filling.

Datum 25

Data	Type	Motive
<i>Pernah tau akun Instagram @ugmcantik?Akun foto cantiknya para mahasiswa dari salah satu universitas tertua di Indonesia tersebut menjadi pusat perhatian para netizen nggak cuma di Jogja aja,</i>	Insertion	Need filling

The above datum is word insertion which intends to be word insertion. It is Indonesian language which is inserted a (noun) of English word; netizen

which means a habitual user of the internet. It is blend of net and citizen. In Indonesian language, there is no found result which match with netizen, so the motive of code-mixing usage in this sentence is need filling.

Datum 26

No.	Data	Type	Motive
26.	<i>Bahkan followers yang jumlahnya udah mencapai 61,1 ribu itu banyak datang dari luar Jawa dan luar kampus UGM.</i>	Insertion	Prestige filling

Based on the above datum shows that there is code-mixing in the form of word insertion. The word of follower is inserted in the first language. The word follower as a noun which means a person who follows. It is derived from follow and suffix; -er. In Indonesian language, it is interpreted as *pengikut*. The interpretation is in accordance with the origin word, therefore it could be concluded that the factor causing of code-mixing in this word is prestige filling.

Datum 27

Data	Type	Motive of code-mixing usage
<i>Saking hebohnya postingan akun tersebut, pernah suatu ketika, sang admin menggembok akunnnya.</i>	Insertion	Prestige filling

The above datum is insertion which intends to be as hybrid. The magazine writer is inserted a hybrid word into Indonesian language. The word of *postingan* is hybrid. It consists of two words; *posting* is English word, while *-an* is Indonesian suffix. The words *posting* and *-an* should be written separated by separator symbol; *posting-an*. So based on the explanation, so it can be said that the factor causing of code-mixing on the word *postingan* is prestige filling.

Datum 28

Data	Type	Motive of code-mixing usage
<p><i>Hal serupa juga dilakukan oleh admin akun instagram@ui.cantik, mem-private akun yang memamerkan kemolekan-kemolekan para mahasiswa Universitas Indonesia.</i></p>	Insertion	Prestige filling

In this sentence is almost the same with previous one. The writer finds insertion code-mixing in the form of hybrid. The word of *men-private* is hybrid word which is inserted into the first language. It is derived from two words; *mem* and *private*. It is considered as hybrid word because the word *men* is Indonesians prefix, while the word *private* is English word. The

written of this utterance is correct, it is written separated by separator symbol; men-private. In this case, the motive of code-mixing usage on the word of men-private is prestige filling.

Datum 29

Data	Type	Motive
<i>Tapi, kalau ada yang kasih komentar negative di foto-foto tersebut, (akun yang kasih komentar negative) langsung kami filter dan block.</i>	Insertion	Need filling

The above datum is insertion code-mixing which basically has implicit meaning. This utterance is inserted by the magazine writer into the first language. In Indonesian language, it can be interpreted literally but the interpretation is not relevant, for instance; block means; *memberikan tanda tebal pada sesuatu* therefore so it can be concluded that the background of code-mixing usage is need filling. The word of block is an utterance which is used in social media, such as BBM, Instagram, Facebook, Line, Patch, etc. In Indonesian language *blok* has similar meaning with block in English word. The word of block in social media is used to remove accounts.

Datum 30

Data	Type	Motive
<i>Wah, si admin bijak juga ya ternyata.</i>	Insertion	Need filling

The above datum indicates that there is insertion code-mixing in the form of word insertion. The word admin as an object is English word which means the person who manage group in a social media. It is inserted into Indonesian language by keep using structure of sentence in Indonesian language. The word of admin is instead of *orang yang mengatur/mengelola sesuatu* in Indonesian language. So the motive of code-mixing of the word admin is need filling. Indeed, there is the synonym that almost relevant, but it is not equal.

Datum 31

Data	Type	Motive of code-mixing usage
<i>Informasi penerimaan mahasiswa baru pasti sering banget dipush agar para calon mahasiswanya lebih gampang dapat info dan akses berita soal Perguruan Tinggi favorite mereka.</i>	Insertion	Prestige filling

The above datum is insertion code-mixing in the form of word insertion. Favorite as a noun is English word which means a favorite person or thing. It is inserted in Indonesian language as replace the word of *kesukaan*. It refers

to a university. The factor causing of code mixing on the word favorite is prestige filling.

Datum 32

Data	Type	Motive of code-mixing usage
<i>Kalau buat online, ada namanya tim online.</i>	Insertion	Prestige filling

The above datum indicates that there is the establishment of code-mixing process in the form of word insertion. The word of online is as adverbial phrase which is inserted in Indonesian language. Online means controlled by or connected to a computer (of an activity or service) available on or carried out via the internet while in Indonesian language, it is interpreted *terhubung dengan internet*. So, it is clear that the motive of code-mixing of this utterance is prestige filling. It is due to the interpretation between the first and the second language are the same.

Datum 33

Data	Type	Motive
<i>Jadi, reporter kumpulin data ke saya atau staff</i>	Insertion	Prestige filling

The above datum is insertion code-mixing in the form of word insertion. The word of reporter considered as object is inserted in the first language

without change the structure of the first language. The word of reporter as a noun is English word which means a person who reports news for a newspaper or broadcasting company, while in Indonesian language it means *pembawa acara*. So obviously, the reason of code-mixing in this context is prestige filling. Actually the word of reporter can be interpreted in Indonesian language.

Datum 34

Data	Type	Motive
<i>nanti kami edit dan update langsung. ujar Husna.</i>	Insertion	Prestige filling

The datum above indicates that there is insertion code mixing in the form of word insertion. The word of update is considered as verb which is inserted in Indonesian language. It is an English word which means give the information to, while in Indonesian language, it is interpreted in accordance to the origin word, that is; *pembaruan atau memberikan informasi terbaru*. In this case, it is used in social media to give the latest information. Therefore, the reason of code-mixing usage on this word is prestige filling.

Datum 35

Data	Type	Motive
<i>Asmaul Husna Yasin, admin dari @identitasonline yang juga mengatakan kalau akun twitter yang</i>	Insertion	Prestige filling

<p><i>udah ada sejak tahun 2011 itu sebenarnya untuk menggambarkan berita ataupun mengenai seputar kegiatan Unhas yang memiliki proximity dengan Unhas.</i></p>		
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The above datum is insertion of code-mixing. It is also called as word insertion. The word of proximity as noun is an English word which means nearness in a space, time or relationship while in Indonesian language, it is instead of *kedekatan*. So, based on the above explanation, the motive of code-mixing usage on the word of proximity is prestige filling.

Datum 36

Data	Type	Motive
<p><i>Asal tau aja, buat mengelola akun kampus ini sebetulnya perlu adanya struktur organisasi supaya sounding beritanya nggak asal posting.</i></p>	Insertion	Prestige filling

The above data is a word insertion. In this case, the word of sounding is an English word which inserted in Indonesian language. The word of sounding is instead of *terdengar* in Indonesian language. So, in this sentence the factor causing of code-mixing usage is prestige filling. In the first

language, it is found the synonym of the word of sounding. So clear that the magazine writer intends to appeal its knowledge or educational status.

Datum 37

Data	Type	Motive
<p><i>Husna yang dipercaya memegang Litbang Online di Penerbitan Kampus Identitas Unhas pada Januari 2016 bertanggung jawab mengelola semua sosmed, termasuk halaman Facebook, Instagram, Web, dan Line.</i></p>	<p>Insertion</p>	<p>Need filling</p>

Based on the above table, it can be observed that there are some kinds of social media. It is considered as insertion code-mixing in the form of word. The words of Facebook, Instagram, Web, Line are English word which can be interpreted literally in Indonesian language. Even those words can be interpreted in Indonesians language, but most of Indonesian people keep using the origin utterance because the interpretation is not the same with the context. So in this sentence the motive of code-mixing is need filling.

Datum 38

Data	Type	Motive
<i>Jadi, setiap tahun, adminnya juga ganti</i>	Insertion	Prestige filling

In the above table is insertion code-mixing, or specifically it can be called hybrid word. the word of *adminya* is a hybrid word. It consists of two words. The word of admin is an English word, and the word of *-nya* is an Indonesian suffix. It is inserted in Indonesian language which is interpreted as *pengelolanya*. This utterance used to be used in social media. It should be written separated by separator symbol; admin-nya. So, the factor causing of code-mixing on the word of *adminnya* is prestige filling. As it mentions earlier, it is found the synonym of the word of *adminnya*, that is: *pengelola akun*.

Datum 39

Data	Type	Motive
<i>Apalagi buat akun official, kudu memperhatikan detil teknis.</i>	Insertion	Prestige filling

The above datum is word insertion. The word of official as adjective is English word that means relating an activity or public body and its activities and responsibilities, while in Indonesian language it is interpreted *akun resmi*.

It is relevant with the meaning of official, so the factor causing of code-mixing in this context is prestige filling.

Datum 40

Data	Type	Motive
<i>Akan sulit kalau info yang didapat mendadak deadline padat.</i>	Insertion	Prestige filling

The above datum show that there is code-mixing in the form of word insertion. Deadline as a noun which has means the latest time or date by which something should be completed. It is inserted in Indonesian language, but still use the structure of sentence in the first language. In Indonesian language, most of Indonesian people keep using the word of deadline because it is more familiar, so clear that the motive of code-mixing on this word is prestige filling.

Datum 41

Data	Type	Motive
<i>Karena masuk cukup sulit memastikan info yang dipublikasikan nggak cacat terutama dari kesalahan EYD atau typing error.</i>	Alternation	Prestige filling

The above datum is alternation. Specifically, it is called as doubling. It is repetition of code-mixing structure in both languages in mixed clause. The

words of *kesalahan EYD* is Indonesian words, while typing error is English words. Both of them have the same meaning. In another word, this phenomenon can be called as reduplication. The words of *kesalahan EYD* and typing error is the form of reduplication. So in this sentence, the words of typing error are written twice. In the fact, English language has not reduplication words. The sense of reduplication is coming from Indonesian language. So the motive of code-mixing in this words is very clear, that is; prestige filling.

Datum 42

Data	Type	Motive
<i>Maksudnya, akun ini aku gunakan sebagai media publikasi ke mereka untuk event-event yang ada di UGM.</i>	Alternation	Prestige filling

The above datum can be said that it has the same form with the previous one. It is called alternation in form of doubling or reduplication. The words of event-event are called as doubling or reduplication. In this sentence, the magazine writer inserts doubling words into Indonesian language. So, the words of event-event are Indonesian system and concept but it is written in English. In Indonesian language those words are interpreted as *acara-acara*. So that is clear that the reason of code-mixing usage in this sentence that is; prestige filling.

Datum 43

Data	Type	Motive
<i>Dari segi jeroan, laptop ini bisa dibidang bandel dengan graphic card AMD Radeon R8 M350DX, CPU AMD FX-8800P berkecepatan hingga 3,4 GHz.</i>	Alternation	Prestige filling

The above datum shows that there is an alternation code-mixing in the form of several constituents. In this sentence, the speaker mixes Indonesian language by several group of words, but still use structure of sentence in the first language. The words of graphic card AMD Radeon R8 M350DX, CPU AMD FX-8800P are the name of computer components brand. In Indonesian language, the speaker does not find the synonym that in accordance, therefore it can be concluded that factor causing of code-mixing is need filling.

Datum 44

Data	Type	Motive
<i>Masuk ke dapur pacu, smartphone ini dibekali dengan prosesor Quad Core Cortext A-7, chipset Qualcomm Snapdragon 212, serta GPU Adreno 304,</i>	Alternation	Need filling

The above datum is alternation in the form of several constituents. It consists of some group of words. It is Indonesian language which inserted by some group of words such as; Quad Core Cortex A-7, chipset Qualcomm Snapdragon 212, and GPU Adreno 304. Thus words are the name of computer parts. This phenomenon can be occurred due to the writer does not find the synonym words that are relevant, therefore the factor causing of the code-mixing is need filling.

Datum 45

Data	Type	Motive of code-mixing usage
<i>So, nggak usah ragu untuk gabung BEM. It's absolutely good for you and your future, bro!</i>	Alternation	Prestige filling

The above datum is alternation code-mixing in the form of clause. In this sentence the writer finds a clause that is inserted in Indonesian language. In this sentence, there is part of sentence that more complex. It is not a word, or a phrase but part of sentence, it might a clause. The clause is "It's absolutely good for you and your future, bro!" In Indonesian language, it can be interpreted *ini sangat bagus buat kamu dan masa depan kamu, bro!* So the motive of this code-mixing is clear, namely; prestige filling.

Datum 46

Data	Type	Motive
<i>Terdapat pula satu lagi fitur, Near-field Communication atau NFC yang memungkinkan smartphone dapat terhubung dengan speaker dengan mendekatkan kedua device tersebut.</i>	Alternation	Prestige filling

In this datum is an alternation code-mixing in the form of doubling. It is a repetition structure in both languages in mixed clause. Near-field communication or NTC is the same with *yang memungkinkan smartphone dapat terhubung dengan speaker dengan mendekatkan kedua device tersebut* Those clauses which have the same meaning. So in this sentence, the writer finds doubling clause is inserted in the first language. So the reason of code-mixing usage is prestige filling.

Datum 47

Data	Type	Motive
<i>Bukan cuma akun-akun social media (sosmed) “seger” yang bertebaran dikalangan warga kampus, ada banyak akun kampus lain yang kasih full information about your beloved campus, kan?</i>	Alternation	Prestige filling

The above datum is an alternation code-mixing in the form of a clause. The writer observes that there is an English clause that is inserted in Indonesian language. Those clause is “full information about your beloved campus,” in Indonesian language it is as the replace of *informasi penuh mengenai kampus kesukaan kamu*. So the motive of code-mixing on this clause is prestige filling.

Datum 48

Data	Type	Motive
<i>Apalagi, kalau pihak tersebut melihat bahwa mahasiswa ini memiliki attitude yang baik saat di kampus, so pasti nggak akan sulit deh, diterima kerja.</i>	Alternation	Prestige filling

The above datum shows that there is congruent lexicalization in the form of function word. It has a little or no lexical meaning put serve chiefly to indicate grammatical relationship. In this sentence, the writer finds a conjunction that inserted in Indonesian language. In this case, “so” is an English conjunction. In Indonesian language, it is interpreted as *jadi*. Therefore, the motive of code-mixing usage is prestige filling.

Datum 49

Data	Type	Motive
<i>So, nggak usah ragu untuk gabung BEM</i>	Congruent lexicalization	Prestige filling

The above datum shows that there is the establishment of congruent lexicalization process in the form of function word. “So” is conjunction which inserted in Indonesian language. It is instead of *jadi* in Indonesian language. Therefore, the motive of code-mixing usage in this context is prestige filling.

Datum 50

Data	Type	Motive
<i>Padahal, kebutuhan akan internet saat ini nggak terelakan lagi. Well buat yang punya masalah seperti itu, ada baiknya kalian gunakan Telkomsel Flash WiFi Portable ini.</i>	Alternation	Prestige filling

The above datum is a congruent lexicalization in the form of function word. “well” is an English adverb, but in this context, well has a role as conjunction. It has meaning in a good or satisfactory way, while in Indonesian it means *baik*. So the factor causing of code-mixing usage is prestige filling.

C. The Data Interpretation

According to the data analysis which has been analyzed from *Hai* magazine the writer obtained 50 data which consists of insertion, alternation, and congruent lexicalization. Besides that, the writer classified two reasons of code-mixing usage in *Hai* magazine. The writer took the data from two rubrics of *Barbar* and Campus Life as the representative of the whole data, and focused analyzing on edition 16-22 May until 20-26 June 2016. Besides that, the writer found two types of factor causing of code-mixing usage. The interpretation of the data is formed in the following table;

Table C. 1. The types of code-mixing which writer found in *Hai* magazine on edition 16-22 May until 20-26 June 2016

No.	Types of code-mixing	Frequency	Percentage
1.	Insertion	40	80%
2.	Alternation	7	14%
3.	Congruent Lexicalization	3	6%
Total		50	100%

According to the data analysis, the writer found 50 data of code-mixing usage in *Hai* magazine which consists of 40 data or 80% of insertion, 7 data or 14% of alternation, and the last 3 data or 6% of congruent lexicalization. The dominant types of code-mixing in this magazine is insertion. It is

basically just insert some lexeme, word, or phrase of second language into first language.

Table C. 2. The forms of code-mixing which writer found in *Hai* magazine on edition 16-22 May until 20-26 June 2016

No.	The form of code-mixing	Frequency	Percentage
1.	Word	23	46%
2.	Phrase	6	12%
3.	Blending	8	16%
4.	Hybrid	5	10%
5.	Reduplication	3	6%
6.	Clause	2	4%
7.	Other (conjunction)	3	6%
Total		50	100%

The above table is the form of code-mixing which occurred in *Hai* magazine. The dominant form of code-mixing in this magazine is word insertion that consists of 23 data or 46%, followed by phrase that consists of 6 data or 12%, hybrid that consists of 5 data or 10%, blending that consists of 8 data or 16%, reduplication that consists of 3 data or of 6%, and clause that consists of 2 data or 4%, and other (conjunction) that consists of 3 data or 6%

Table C. 3. The reason of code-mixing usage which occurred in *Hai* on magazine edition 16-22 May-20-26 June 2016

No.	Factor causing of code-mixing	Frequency	Percentage
1.	Need filling	13	26%
2.	Prestige filling	37	74%
Total		50	100%

There are two factor causing of code-mixing usage in *Hai* magazine which consists of 13 data or 26% for need filling. It is a motive when the speaker cannot find similar meaning which equal in their language, and 37 data or 74% for prestige filling. It is motive chosen by the speakers to show their educational status. The dominant factor causing of code-mixing usage in *Hai* magazine is prestige filling. It is used to indicate the education level and social status in community. In addition, English is a trend as the effect of globalization so that everyone tries to use it. Besides that, this language also used to attract attention of magazine reader, especially for young people.

D. The Discussion

Having analyzed the data in *Hai* magazine, it has been found that there are three types of code-mixing usage in *Hai* magazine, and two motives of code-mixing usage in this magazine. The result data of this research was dominated by insertion, with total result is 40 data or 80%, meanwhile the

factor causing of code-mixing is dominated by prestige filling that consist of 37 data or 74%. This phenomenon can be occurred due to the contents of magazines which most of all are about young people, life style, campus life, music, fashion and many more. So the code-mixing which occurred in this magazine is insertion in the form of word, phrase, hybrid, and blending. It is impossible if the magazine writer write on formal style because it became reduce the readers, especially for the young people. Therefore, the written style of the magazine is made attractive, not formal and tends to involve another language. It is clear that this phenomenon has implicit meaning, that is to attract the attention of young people that tend easier to extract foreign language.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

According to research finding and discussion of the research, the writer derived from some data. Code-mixing is the use of two languages or more by putting the linguistics elements without changing the meaning and the situation of the situation. More detail, it is divided into three types, such as insertion, alternation, and congruent lexicalization. Furthermore, the motives of code-mixing usage or factor causing of code-mixing can be divided into two types, namely; need filling and prestige filling. Based on the data explanation, the writer gives conclusion implicitly:

1. Innovative creation of technology causes the new products.
2. New products are produced in other countries and named for automatically from the producer countries.
3. As the user countries, they usually receive not only the tools, but also the name named for.
4. Young people as the user of the new technology in the world are influenced not only by the tools but also automatically by the name of the products.
5. One of the code-mixing background in *Hai* magazine is to attract the attention of readers who basically are young people.

B. Suggestion

Based on the conclusion and research finding, it is suggested as follows:

1. The code-mixing which conducted by the magazine writer will make the confusion for the readers who basically have low education level.,
2. It enriches vocabulary in English language for who read the magazine, but if the speaker finds the synonym words which equal, it is suggested to use Indonesian language properly.
3. Hopefully, this paper able to be reference for the next research. The writer suggests to extract the types of code-mixing theory more detail.

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BIOGRAPHY



Edi Arisma Ruwadi Yanto was born on 5th March 1990 in Salatiga. He is the last child of four children from Tukiman and Suwarni. He has one brother named Didik Dwi Jayanto, and two sisters, they are Dina Dwi Astuti, and Idah Noviatun. The writer completed his elementary education in SD N 1 Karanggondang, Semarang Regency in 2003. Then, he completed Junior high school of SMP N 3 Pabelan in 2006 Semarang Regency. After he finished his education in Junior High School, he continued his study in Vocational High School of Salatiga, Central Java: SMK Saraswati that completed in 2009. In 2012, he continued his study to take his undergraduate program for English Department at School of Foreign Language-JIA.

After graduated from Vocational High school, the writer worked at Pt. Musashi Auto parts Indonesia for two years. Then, he moved to Pt. Astra Honda Motor, and decided to the college, besides he worked.

The writer has many interest in sport, (soccer), graphic design, and computer. When he was 10 years old, his teacher in elementary school used to point him to participate in some competitions, especially in drawing competition, and soccer. His best achievement, such as: he is the champion of drawing competition which held by local sub district, Pabelan Semarang Regency. Then he got the runner up in drawing competition on Regency level which held by Semarang Regency.

Besides his achievement in drawing, unfortunately he was not lucky in soccer. He was never win of all competition which he followed. All of his achievement that his got are because Allah SWT, and his teachers who always love and support him.

Even though, the writer has many activities, but he never forgets to study and prepare for his college. His dream is becoming the one who have many experiences, extensive knowledge, became educated person, rich in knowledge, and the most important is becoming a good person in God's sight. It is not who has high education level, but it is who has knowledge in religion and able to apply it in the daily life.