

CODE MIXING ON SIGNAGES OF PUBLIC SPACE IN MEDAN

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ABSTRACT

This research investigated the uses of code mixing into English in signage in public space in Medan. The aim of this study were to find out : 1) the types of code mixing used in the signage in public space in Medan, 2) the reason of using code mixing in signage in public space in Medan. The data were taken from public space in Medan as many as 50 signages which contain using English only, Using Indonesian only and code mixing with english. The data analyzed based on the linguistics form of code mixing by Muysken's Theory and the reason of code mixing by analyzed the pattern of the words and social class and the nature of products advertised influence what variety is used. The result after clasification the types of code mixing were insertions have 17 signages (65,39%), alternation have null signage (0%), and congruents lexicalization have 9 signages (34,61%), based on the result, the use of the current English language in signages in Medans' Public Space is equally influential as Indonesian. there are some words that have become the language used everyday by the audience and people who have many who understand the word, rather than the meaning of the word using the Indonesian language. so the status code mixing using the current English language, no longer for grab the readers attention, but the public has very understanding the meaning of the word

Keywords : *Insertion, Alternation, Congruents Lexicalization, Signages*

INTRODUCTION

Language is closely related to how people communicate with one another. Thus, in learning a language, we are also bound to people or society. In Linguistics, it is known as sociolinguistics. Sociolinguistics is the study learning about human and society. According to Trudgill (1974), sociolinguistic is part of linguistics which is concerned with language as a social and cultural phenomenon. It investigates the field of language and society that have close connections with the social sciences, especially social psychology, anthropology, human geography and sociology.

Sociolinguistics examines the interplay of language and society, with language as the starting point. Variation is the key concept, applied to language itself and to its use. The basic premise of sociolinguistics is that language is variable and changing. As a result, language is not homogeneous – not for the individual user and not within or among groups of speakers who use the same language.

The sociolinguists or people studying a language must be familiar with a code. A code is a symbol of nationalism that is used by people to speak or communicate in a particular language – a dialect, a register, an accent or a style on different occasions and for different purposes. A code is divided into code-mixing and code-switching (Stockwell, 2002). Code-mixing occurs when people mix two languages between mother tongue and English. Nababan (1993) said that code-mixing is found mainly in informal interactions.

According to Leung Chi-Hong (2010), Advertising language is perceived to be creative, complex and attention grabbing. Avertisements are ususally packed with various distinguished elements like repetition, strategic word order, neologism, superlatives, hyperboleand other creative non-standard use of language such as code mixing. With such limitation in mind, advertising language has to be carefully crafted with the intention to manipulate and persuade consumers on lexical level. Writing in general is more thoroughly thought out than vervbal comunication. This is especially true to the case of advertising because it usually involves a huge sum of resources to create and produce an advertisement. A good advertisement should increase consumers' appetite for a particular product. As resources, space and time are limited, advertising has become a very creative and innovative medium in terms of both the usage of language and image.

Because of that, the researcher investigated the signages that using code mixing in English for categorizing it into the types of code mixing. And the researcher wants to know the reason why the signages using code mixing in English. The aim of this study is to analyse the usage of code mixing in signage in public space in Medan and able to know the reason why it uses the code mixing. To achieve this aim the following objectives have been raised : (1) to present the theroitical review about code mixing, (2) to classify and analyse the data of the mentioned code mixing. (3) to find out the reason of the usage of the code mixing in signages in Medan;s Public Space

The research question of this study were :

1. What is the most dominant code mixing used in signages in Medan's Public Space ?
2. What is the reason of the usage of the code mixing in signages in Medan Public space ?

A. Theoretical Review

Code mixing usually occurs in bilingual or multilingual community or society and the function (meaning) of the language can not be clearly separated. This code mixing is used when the conversation used both language together to the extent that they change from one language to the other in the occur of a single utterance (Wardaugh, 1986, p.103).

Muysken (2000, p.1) explained more that code mixing is typically divided into three main types :

a) Insertion (word phrase)

The concept of insertion is defined as insertion of material such as lexical items or entire constituents from one language into a structure from the other language. According to Muysken (2000), approaches that depart from the notion of insertion view the constraints in terms of the structural properties of some base or matrix structure. Here the process of code-mixing is conceived as something akin to borrowing: the insertion of an alien lexical or phrasal category into a given structure. The difference would simply be the size and type of element inserted, e.g. noun versus noun phrase. Muysken (2000) mentions that insertion is frequent in colonial settings and recent migrant communities, where there is a considerable asymmetry in the speakers' proficiency in the two languages. A language dominance shift, e.g. between the first and third generation in an immigrant setting, may be reflected in a shift in directionality of the insertion of elements: from insertion into the language of the country of origin to the presence of originally native items in the language of the host country.

Approaching that depart from the notion of insertion new the constraint in terms of the structural properties some base or matrix structures. Here the process of code mixing is conceived as something can borrowing. For example, *aku mau lihat **dance** di pertunjukan itu ?*

b) Alternation

Approaches departing from alternation view (Poplack, 1980) the constraints on mixing in terms of the compatibility or equivalence of the languages involved at the switch point (Muysken, 2000). Conjunctions and appositions are incorporated through adjunction rather than insertion. Verbs are often incorporated through adjunction to a helping verb. Language alternation is a normal, common, and important aspect of bilingualism (Grosjean, 1982; Pennington, 1995). According to Muysken (2000), the process of alternation is particularly frequent in stable bilingual communities with a tradition of language separation, but occurs in many other communities as well. It is a frequent and structurally intrusive type of code-mixing.

Approaches departing from alternation view the constraint on mixing in terms of the compatibility or equivalence of the language involved at the switch point. Example such English – Indonesian. "*jangan suka **nge-judge** githu dong. orang kan beda-beda*".

c) Congruent lexicalization

The notion of congruent lexicalization underlies the study of style shifting and dialect/standard variation, as in the work of Labov (1972) and Trudgill (1986), rather than bilingual language use proper (Muysken, 2000). Congruent lexicalization is akin to language variation and style shifting: switching is grammatically unconstrained and can be characterized in terms of alternative lexical insertions. Linguistic convergence feeds into congruent lexicalization and the two processes may reinforce each other. Some cases of word-internal mixing can be viewed as congruent lexicalization (2000: 221). According to Muysken (2000), congruent lexicalization may be found in bilingual speakers of closely related languages with roughly equal prestige and no tradition of overt language separation. For the Example: "*nice to meet you. I'm jim. boleh saya duduk di sini.*

Signage is the design or use of signs and symbols to communicate a message to a specific group, usually for the purpose of marketing or a kind of advocacy. A signage also means signs *collectively* or being considered as a group. The term *signage* is documented to have been popularized in 1975 to 1980. Signs are any kind of visual graphics created to display information to a particular audience.

This is typically manifested in the form of way finding information in places such as streets or on the inside and outside of buildings. Signs vary in form and size based on location and intent, from more expensive banners, billboards, and murals, to smaller street signs, street name signs, sandwich boards and lawn signs.

The main purpose of signs is to communicate, to convey information such that the receiver may make cognitive decisions based on the information provided. In general, signs may be classified according to the following functions:

- **Information:** signs conveying information about services and facilities, such as maps, directories, or instructional signs.
- **Direction:** signs showing the location of services, facilities, functional spaces and key areas, such as sign posts or directional arrows.
- **Identification:** signs indicating services and facilities, such as room names and numbers, restroom signs, or floor designations.
- **Safety and Regulatory:** signs giving warning or safety instructions, such as warning signs, traffic signs, exit signs, or signs conveying rules and regulations.

METHOD

Material

the subject of this study is all of signage in Medan Public Space have been taken since Januari 2017 Until Juni 2017. The data as much as 50 signages, such as pamphlet, and billboard

Techniques of collecting data and data analysis

The printed data was collecting randomly that available in Medan’s Public Space. Start from the region of Merdeka Walk in Kesawan Street, and next to the region of Carefour – Petisah in Gatot Subroto Street, and next to the region of Padang Bulan in Jamin Ginting Street until USU, and next to the region of Ringroad street and finally in the region of Helvetia in Gaperta Street.

The signages that have been taken consist of Shop Pamphlets, advertisement of kinds of product such as electronic products, SIM Card Products, and some Announcements. the 50 signages have divided into the type of Signages that used English And Indonesian. And then the signages have been divided into the types of code mixing according to Muysken (2000) such as insertion, alternation, and congruents lexicalization. And then the data will be analyzed for able to know the reason why the signages using english in every promotion their product by the pattern of the words and Social class and the nature of products advertised influence what variety is used

B. Result and Discussion

Based on my observation, many signages uses code mixing in promote their product. Especially in shop pamphlets and printed advertisements. There are 50 signages have been taken since Januari 2017 until Juni 2017 in Medan Public Space. After divided into some categories, got the result such as there are 20 signages that using English only, 26 signages that using code mixing in English, and 4 signages that using Indonesian only. The result was :

The classification of the signages	Total
Using English only	4 (8%)
Using Indonesian only	20 (40%)
Using code mixing in English	26 (52%)

Table 1. the result of classification of signages that have been taken in Medan Public Space



Fig 1. Music Concert



Fig 2. Ads of Courses



Fig 3. Ads of Electronics

In figure 1,2 and 3 are one of example signages that used only english that have percentage of 8% (4 signages). these types of ads can be an attempt by the copywriter to identify with the target audience that is most likely familiar with the advertised product due to their socio-economic status. because for the music show itself in Figure 1 is a music show that is often visited by the higher economic status and have a high taste of music that will pay expensive tickets for the show. and the advertisement is also sponsored by one

of the cigarette advertisements, whose customers are of all kinds, and all regions from outside and within the country.

if in Figure 2, the advertisement advertises about a scholarship to a country. This ad also attracts consumers who have a high level of basic English. because to achieve a scholarship abroad it is the people who master the foreign language, especially English language itself.

if in Figure 3, is an ad promoting one of the electronic products. copywriter here expect consumers with high social status also because for the electronic product has a price that is expensive and usually in use in people who badly need such goods such as office workers, students, and others, because the goods also promote the processor in use.



Fig 4. Ads of warning or notice something



Fig 5. Ads of promote an exhibit

In Figure 4 and 5 are one of example of signages that used only Indonesian which have percentage of 40% (26 signages). in Figure 4, this ad explains that the area is in emergency of drugs. so the explanation in this ad, is to be read by all parties, ranging from people with low economic status, middle to high. so the intent of copywriter by using only Indonesian language here is to grab the audience attention so that all circles read this warning or notice and are expected to be aware of the drugs.

Figure 4 has the same goal as the previous in Figure3. because the copywriter intends that all audiences from all social circles can attend the exhibition. because this exhibition illustrates the disaster that has been faced in an area due to volcanic eruption

From the 26 signages that using code mixing in English, have been divided into the types of code mixing by Muysken (2000), such as insertion, alternation, and congruents lexicalization. The result was :

The Types of Code Mixing	Total
Insertion	17 (65,39%)
Alternation	0 (0%)
Congruents Lexicalization	9 (34,61%)

Table 2. the result classification of Signages that using code mixing in English



Figure 6. Ads of SIM Card



Figure 7. Ads of grocery store

In Figure 6 and 7 were an example of signage, that is print advertisement with code mixing in English such as **insertion**. The mixed English term was highlighted such as upgrade, internet and collectiona. In Indonesian upgrade means that increasing, internet comes from interconnection networking, it means that all connected computer network. And collection in Indonesian means that the act or process of collecting, a set of apparel designed for sale usually in a particular season the designer's spring collection of dresses.



Figure 8. Ads of Laundry shop

In Figure 8, was an example of signages that is print advertisement with code mixing in English such as **congruents lexicalizations** because this signage has been using mixing code that exchanges grammatically. Because in the sentence on the signage is written:

Lipat Laundry

Laundry & Dry Clean

Bersih – Rapi – Wangi

initially using code mixing Indonesian to English ie *Lipat Laundry*. then use the full english language like *Laundry & Dry Clean*, then using the Indonesian language again completely.

The language that used in Fig 6,7and 8 is one of language that people often to used in daily activity. Because if that words rechanges with the other words or the the real meaning, it will be sounds weird because the people never uses the real meaning when their talk. For example in Indonesia, laundry is *kain cucian*. if that signages uses it, they can't be grab the konsumen attention. they should consider wheter such a statement can actually convey the message to the audience effectively.

Based on sample data above, that the use of english in signages is based on want to grab the konsumen attantion. and this type of consumer is different too, there is a low social class, a moderate social class, even a high social group.

And also the English language found in the data above, greatly affect the vocabulary in advertising or signages, for example, Laundry, Internet, Upgrade, this is one example that is very often used in daily communication. therefore in signages aka be a strange thing if using the meaning of Indonesian language itself. The Indonesian language itself will be used in advertising or signages that are generally intended for all consumers or audiences, such as signages about the dangers of drugs as described in Figure 3. is intended for the reader or audience is not wrong in understanding the message delivered and also can be read for the whole society.

According to Eunhee Kim (2006) Based on the words in Fig 1,2,3 and 4, the uses of bilinguals mix two languages when they cannot find proper words or expressions or when there is no appropriate translation for the language being used. Also, their interlocutors, situations, messages, attitudes, and emotions generate code-mixing.

When bilinguals switch or mix two languages, there might be motivation an reasons for code switching and code-mixing. Grosjean (1982) suggests some reasons for code-switching. For example, some bilinguals mix two languages when they cannot find proper words or expressions or when there is no appropriate translation for the language being used. Also, their interlocutors, situations, messages, attitudes, and emotions generate code-mixing.

According to Grosjean (1982), code-switching and code mixing can also be used for many other reasons, such as quoting what someone has said (and thereby emphasizing one's group identity), specifying the addressee (switching to the usual language of a particular person in a group will show that one is addressing that person), qualifying that has been said, or talking about past events. On the basis of a number of factors such as with whom (participants: their backgrounds and relationships), about what (topic, content), and when and where a speech act occurs, bilinguals make their language choice (Bhatia & Ritchie, 2004).

CONCLUSION

Code mixing are increasingly penetrating ads as a literary genre. English is also used as a sign of prestige, modernity and sophistication. Thus the line between what is standard and what is prestigious becomes more blurry, and equating prestige with standardization becomes a questionable assumption. Social class, age, religion, and the nature of products advertised influence what variety is used and whether code mixing is acceptable. Context and appealing to audiences can be decisive considerations in using such aspects and expressions. It is important to investigate how those audiences perceive what and how the language is used in these ads, and whether copywriters take such perceptions into account.

According Kayode Femi and et(2012), It has been mentioned that human beings are habitual and linguistic and are, prone to making decisions when captivated by sweet words about a product. The advertisers too use the power of language expression to brand their business so as to attain profits. With the continuous emergence and application of new media concepts and technologies, the outdoor advertisers are

devising new creative tactics in the form of humour, propaganda, metaphor and simile to win the heart of their target audience.

the implication in this study is to know the reason why the words in the signages in Medans' Public Space use English. the use of the current English language in signages in Medans' Public Space is equally influential as Indonesian. there are some words that have become the language used everyday by the audience and people who have many who understand the word, rather than the meaning of the word using the Indonesian language. so the status code mixing using the current English language, no longer for grab the readers attention, but the public has very understanding the meaning of the word.

so the advice for the future, when you want to promote a product in an open space, or on a tv channel, use the Indonesian language, because it's the national language in our country. do not make our mindset let more forward with more dominant use English language, like shop pamphlet, billboard, advertisement in tv channel, traffic signs and so on. except that the place was already visited by many tourists, such as airports, terminals and so on. Even so keep the Indonesian language is placed at the top, and English at the bottom. so that this Indonesian does not disappear slowly forever.

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Biodata:

My name is WINDHA ZULHERNANDA. Before, I was studied to get Bachelor Degree in State Islamic University in North Sumatera in English Education Department. And then Now, I am a student of Master Degree in State University of Medan in English Applied Linguistics Department. I am very interested in researching about this sociolinguistic because of the many unique things about the language that we find around us. and even the language itself can be very influential in our communication. if you want to give me comment or suggestion about this study, you can reached me to windhazulhernanda@gmail.com