CODE-SWITCHING AND CODE-MIXING ON JAPANESE TELEVISION ADVERTISING

Raden Novitasari
Syafiiah Alquratu Ainis
Aulia Aprianty Sukmana Putri
Cici Kamalia
Kusnaryati Fridasari

Raden Novitasari, *Japanese Department, Faculty of Languages, Widyatama University, Indonesia*

Syafiiah Alquratu Ainis, *Japanese Department, Faculty of Languages, Widyatama University, Indonesia*
Email: syafiiah.ainis@widyatama.ac.id

Aulia Aprianty Sukmana Putri, *Japanese Department, Faculty of Languages, Widyatama University, Indonesia*

Cici Kamalia, *Japanese Department, Faculty of Languages, Widyatama University, Indonesia*

Kusnaryati Fridasari, *Japanese Department, Faculty of Languages, Widyatama University, Indonesia*

Abstract

Language is an important instrument for communicating with other people. In everyday life, many foreign languages are found that are used in foreign products that speak foreign languages. This study discusses code-switching and code-mixing used in Japanese advertisements. This research uses the descriptive qualitative method. The data collection method used the listening method with the free-involved-talk (SBLC) listening technique. The technique used is the note-taking technique. The data source used is in the form of Japanese advertising videos contained on YouTube. The data analysis method used is the extra lingual equivalent method. The presentation of the results of data analysis in this study was carried out using an informal method. The data found are in the form of a transition from Japanese (kokugo) into a Kansai dialect and a transition from a Kansai dialect into Japanese (kokugo). Then for code-mixing, the data found are Kansai dialect insertion and English in Japanese sentences, as well as Japanese insertion in Chinese sentences, and English insertions in Japanese sentences and Japanese sentences insertion in English sentences.

Keywords: advertising, code-switching, code-mixing.

Introduction

Mastery of foreign languages is a must in today's era of globalization. This is because language is the most important instrument for communicating with other people. For example, in everyday life, many foreign languages are found which are used in foreign products in foreign languages, especially since the global market exists. So indirectly we are all required to be able to speak foreign languages so that we can keep up with the development of an increasingly advanced era. Therefore mastering a foreign language is very important in this modern era to survive following the times[1-6].

The influx of foreign cultures is slowly urging the existence of the Indonesian language. The rise of foreign language broadcasts and the invasion of foreign investors have caused the use of foreign languages to increasingly become a part of the lives of most people. Shows in foreign languages, such as videos, songs, films, and advertisements that make the condition of the Indonesian language even more pressing. The impact of the invasion of foreign languages is seen in the use of everyday language and one of them is in advertising. In the theory of bilingualism, this kind of case is known as code-mixing. Code mixing in ad languages causes people to follow those languages. In addition, coupled with the support of many people who do not want to be considered old-fashioned or outdated, choose to use a foreign language[7, 8].

The phenomenon of code-switching and code-mixing in advertising language is often found in various communication media, especially in commercial advertisements on YouTube. There is a tendency to expand knowledge which is the effect of globalization, making the global community able to maximize language mastery to increase their potential. The development of the phenomenon of language contact is not only limited to the national language and regional languages, but also between the national language and foreign languages. Even the contact between three languages in one communication, especially in advertising media. Even though Japan is known as a country with a low level of English proficiency, some entertainment media such as music and advertisements in Japan use some foreign language vocabulary, which makes these advertisements able to provide their entertainment and can attract consumers. The use of Japanese in the communication of television advertisements led to the occurrence of code-switching and code-mixing events. This can happen in a multilingual society, namely people who use two or more languages[9].

The use of the variety of languages used in each advertisement of course does not always use a variety of formal language but also uses a variety of informal language. The use of this variety of language will adapt to the situation or communication situation so that appropriate and appropriate sentences can be formed so that the intent of each advertisement can be conveyed properly to consumers[10-13].

The phenomenon of code-switching and code-mixing is very closely related to today's daily life, one of which is in commercial advertisements that are often found on television or in other media. The occurrence of code-switching and code-mixing in commercial advertisements is due to the development of culture between countries which is currently fairly rapidly due to globalization, especially in the diversity of languages. The following is an advertisement that contains the phenomenon of code-switching and code-mixing between English and Japanese:

Sumibiyaki beef and fresh tomato kara na wo sumibiyaki bi-fu! Kore zo, piza jyuu.
'From roast beef and fresh tomatoes comes sumibiyaki bi-fu! Whole pizza!'
(*Pizza-La* https://youtu.be/LvDET3pkNFY 1:25)

The ad above is an external code-mixing data between English and Japanese. This is because the narrator in the advertisement inserts English words between Japanese sentences.

Reviewing the background that has been described, this research will focus on two questions**:** describes the types of code-switching in commercial ads found on YouTube and describes the types of code-mixing in commercial ads found on YouTube.

After exploring several relevant studies, the researcher is interested in conducting this research to find out more about the types of code-switching and code-mixing in commercial advertisements, especially on Japanese television stations accessed through the YouTube platform.

Literature Review

One of the studies on code-switching and code-mixing that is relevant to this research was conducted by [14, 15] with the title "Code-Switching and Code Mixing in Blogger Videos". It is stated that the purpose of this research is to describe the form and causes of code-switching and code-mixing in blogger videos. The results of the analysis are 13 data in the form of code-mixing, the form consists of external code-mixing (outside) and internal code-mixing (inside) as well as 12 data including external code-mixing and 1 data including internal code-mixing.

A similar study has also been carried out by [16] with the research title "Mixing Codes in Advertising on Radio and Television". Based on her research, there are two forms of code-mixing, namely English and Italian (foreign languages) in the use of Indonesian (outward code-mixing) and Balinese code-mixing (regional language) in the use of Indonesian (inward code mixing).

Based on the research objectives, multilingual society uses various variations of language in socializing. This is what causes the phenomenon of code switching and code mixing. The theory of code switching and code mixing is as follows:

Definition of Code Switching

Code-switching is a code-switching event from one code to another, in one utterance. According to Saito Yoshio[17] code-switching is:

Kojin ga aite ya bamen ni yotte kotoba wo kirikaeru koto ga ari, sono ko-do kirikae to iu.

'When individuals switch languages according to the speech partners and the situation they are facing, it is said to be a code-switching event.'

In line with that, [18] also states that code-switching is the switching of the use of a code (a particular language or variety of languages) into another code (another language or variety of languages).

Type of Code Switching

Furthermore, Soewito [19, 20]. distinguishes code-switching into two types, namely as follows:

a. Internal code-switching is code-switching that takes place between one's language, for example, the national language to the regional language and vice versa.

b. External code-switching is code-switching that occurs between one's language and a foreign language, such as from Indonesian to English, English to Japanese, and vice versa.

The causes of code-switching are, among others, because the speaker or speaker has certain goals and purposes, the listener or interlocutor does not understand the speaker's language, changes in the situation with the presence of a third person, changes from formal to informal or vice versa, and changes in the topic of conversation [7, 9, 21].

Definition of Code Mixing

Code mixing is the insertion of certain linguistic elements into a speech or sentence. According to Thealeder in Chaer[22], code-mixing is a speech event where there are clauses or phrases used consisting of mixed clauses and phrases (hybrid clause, hybrid phrase), and each clause is no longer support individual functions.

1. Code Mixing Type

Meanwhile,[23] distinguishes code-mixing into three types, namely:

a. Inner code-mixing, i.e. if there is the use of language mixing in communicating by inserting language elements and the absorption of language elements is still one lineage or with other languages.

b. Outer code-mixing, namely the use of mixing several languages in communicating by inserting linguistic elements that are different from the basic language, the absorption of language elements in the form of foreign languages.

c. Mixed code mix (hybrid code-mixing), which includes the use of mixed-use of varied languages, in which there is the insertion of types of elements of the original language or related languages and foreign languages.

According to Jendra [24] classifying code-mixing based on the linguistic factors contained in it, namely:

Word Level Insertion

Word is the smallest unit of language in a sentence. The word itself can be divided into nouns, verbs, adjectives, and adverbs. Code mixing at the word level is the most common type of classification found in speech.

Phrase Level Insertion

Phrases are grammatical units in the form of combinations of words that are non-predicative, or often referred to as combinations of words that fill one of the syntactic functions in sentences[9] .Phrases are also divided into several types, one of which is nominal, adverbial, and verbal phrases.

Clause Level Insertion

A clause is a syntactic form unit that contains a series of predicatively arranged words (Chaer, 2015: 231). As explained by[7] a clause is a syntactic form that contains a process, action, or condition.

Methods

Researchers used descriptive qualitative methods in this study. This type of qualitative research is a research procedure that produces descriptive data in the form of written words from people whose behavior is observed [17]. The descriptive method is the data collected in the form of language symptoms in the form of words, not numbers. The data collected in descriptive research can be in the form of recordings of spoken language and written language. Records of spoken language were transcribed to be analyzed and documented in writing. In human-to-human communication, it can be analyzed further to find the system that applies in written communication between language speakers. The linguistic symptoms that are expressed are in their original form[22]. Therefore, this language research must provide symptoms that are in accordance with reality.

Qualitative methods are carried out by understanding and interpreting the meaning of an event of human behavior interaction in certain situations according to the researcher's own perspective. The data collection method in this study used the listening method with the technique of Listening-Free-Participating-Speaking (SBLC). In this method, the researcher is not directly involved in the dialogue. The researcher only acts as an observer and listens to what is said. Furthermore, the technique used is the note-taking technique. The note-taking technique is a technique for obtaining

data by recording linguistic data or relevant terms in accordance with the goals and objectives of the research[19] .

The data source used in this study is a Japanese advertisement video contained on YouTube. Researchers chose Japanese advertising videos on YouTube as a data source because there have not been many studies on code-switching and code-mixing, especially in Japanese ads. The researcher got 36 data which was divided into 4 types, namely external code-switching (ae) with 10 data, internal code-switching (ai) with 6 data, external code-mixing (ce) with 16 data, and internal code-mixing (ci) with 4 data. The total amount of data obtained is 36 data. External code-switching (ae) is data in the form of language switching from Japanese to English. Internal code-switching (ai) is data in the form of a transition from the Japanese national language (kokugo) into the Kansai dialect. The data in the form of external code-mixing (ce) is the insertion of English terms in Japanese sentences. Then, mix the internal code (ci) in the form of inserting the Kansai dialect in national language sentences (kokugo) and inserting Japanese terms in Chinese sentences.

The method used in this study is the extra lingual equivalent method, namely translational. The translational equivalent method is a method in which the determining tool uses another language (langue) [22], for example, English, Chinese, and Japanese or Kansai dialect. The use of other languages as a guide to compare with the language under study. The basic technique used is the determining element sorting technique (PUP technique). The tools used in this technique are mental sorting power or abilities possessed by the researchers themselves, for example, Japanese or English language skills. Another language has a function as a guide by comparing it with the language under study.

The presentation of the results of data analysis in this study was carried out using an informal method. The informal method is a formulation using ordinary words even though it is in the form of technical terms [22]. The presentation of the results of the data analysis used in this study is written in detail to make it easier for the reader to understand well the results of the analysis presented. Researchers used descriptive techniques in writing informal methods, so that data on code-switching and code-mixing could be described in detail through words.

Results and Discussion

The data in this study are sentences that have code-switching and code-mixing elements found in Japanese-language advertisements. The data obtained are 36 data and are divided into 4 classifications, namely internal code-switching, external code-switching, internal code-mixing, and external code-mixing. Internal code-switching is 6 data, external code-switching is 10 data, internal code-mixing is 4 data, external code-mixing is 16 data. The data found are in the form of a transition from Japanese (kokugo) into a Kansai dialect and a transition from a Kansai dialect into Japanese (kokugo). Then for code-mixing, the data found are Kansai dialect insertion and English in Japanese sentences, as well as Japanese insertion in Chinese sentences, and English insertions in Japanese sentences and Japanese sentences insertion in English sentences. The following is a discussion of data analysis and research results on code-switching and code-mixing in Japanese-language advertisements.

Data 1

Itsumo no choushoku ni purasu ON
'Regular breakfast so plus ON'
(Knorr Cup Soup Tomato Soup https://youtu.be/17bM7V9alNo 1:36)
In this external code-switching data (ae) there is an English transition that is placed after the Japanese sentence. The English are ON. ON is an English word that

comes after a Japanese sentence. While いつもの朝食にプラス '*itsumo no choushoku ni purasu*' is a Japanese sentence. This data is code-switching data from Japanese to English. This analysis can be seen in the table below.

T a b l e 1

External Code Switching Data Analysis

No	Language 1 (Japan)	Language 2 (English)	Information
1.	いつもの朝食にプラス	*ON*	This data is code-switching data from Japanese to English.

Data 2

Honma omoroiya, youshokuyasanfuu bifu katsu baagaa
'The western restaurant-style beef katsu burger is really interesting'
(MOS Burger 2 https://youtu.be/VfBPn2hIVso 2:35)

In this internal code-switching data (ai) there is a Kansai dialect placed in a Japanese sentence (*kokugo*). The Kansai dialect is ほんまおもろいや '*Honma omoroiya*'. ほんまおもろいや'*Honma omoroiya*' is a suffix commonly used in Kansai dialects. While 洋食屋さん風ビフかつバーガー '*shokuyasanfuu bifu katsu baagaa'* is a Japanese sentence (*kokugo)*. This data is code-switching data from Japanese (*kokugo*) into the Kansai dialect. This analysis can be seen in the table below.

T a b l e 2

Internal Code Switching Data Analysis

No	Language 1 (Kansai)	Language 2 (*Kokugo*)	Information
2.	ほんまおもろいや	洋食屋さん風ビフかつバーガー	This data is code-switching data from Japanese (kokugo) to Kansai dialect.

Data 3

楽しんだ分だけいつもより美味しい。**Enjoy,** チキンラーメン！(ce)
Tanoshinda bun dake itsumo yori oishii. Enjoy, chikin ra-men!
'Better than usual when you enjoy it. Enjoy, Chikin Ramen!'
(Nissin Chikin Ramen Beach Version https://youtu.be/a7WzmVrSJ3M 1:59)

In this external code-mixing data (ce) there is an English word insertion that is placed in a Japanese sentence. The English insert is Enjoy. Enjoy is an insert in the form of a word that is placed between Japanese sentences 楽しんだ分だけいつもより美味しい '*tanoshinda bun dake itsumo yori oishii*' and the phrase チキンラーメン '*chikin ra-men*'. This analysis can be seen in the table below.

T a b l e 3

External Code Mixing Data Analysis

No	Language 1 (Japanese)	Language 2 (English)	Language 3 (Japanese)	Information
3.	楽しんだ分だけいつもより美味しい。	*Enjoy*	チキンラーメン	Code-mixed insertion data located between English sentences and Japanese phrases.

Data 4

Táiběi shàng rìběn de dàbǎn shāo jiàng zhè shì jízhì měiwèi hé shī dà bǎn shànghǎi yáng zhēnzhū bái, shiawase, haochiwei.

'This Taipei Upper Japan Okonomiyaki Sauce is the most delicious and the National Taiwan Normal University's version of Ocean Pearl White, delightfully, delicious'

(MOS Burger Japan-Chinese Version https://youtu.be/VfBPn2hIVso 11:34)

T a b l e 4

Internal Code Mixing Data Analysis

No	Language 1 (China)	Language 2 (Japanese)	Language 3 (China)	Information
4.	台北上日本的大阪烧酱这是极致美味和师大版上海洋珍珠白	幸せ	好吃味	Code-mixed data between Chinese and Japanese.

Conclusion

Based on the analysis and discussion of code-switching and code-mixing consisting of 36 data, the authors can conclude as follows:

1. Types of code-switching consist of internal code-switching and external code-switching. Internal code-switching consists of 6 data, namely the transition from Japanese (kokugo) to Kansai dialect and vice versa. External code-switching consists of 10 data, namely the transition from Japanese to English and vice versa.

2. Types of code-mixing consist of internal code-mixing and external code-mixing. Internal code-mixing consists of 4 data, namely insertion of Kansai dialect and English in Japanese, and insertion of Japanese into Chinese.

3. External code-mixing consists of 16 data, namely the insertion of English into Japanese and vice versa.

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