

AN ANALYSIS OF CODE MIXING IN JAPANESE ONLINE MEDIA ADVERTISING

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Abstract

This study is a study of code mixing in Japanese online media. This study aims to analyse the kinds of code mixing found in the advertisement and to describe the factors caused the code mixing in those Japanese advertisements. This research applies descriptive qualitative method. The data were collected from advertisements posted on instagram account @apimagazinebali by observation method and note-taking techniques. The data were analysed based on the linguistic form of code mixing by Suwito's theory and the reasons of code mixing by Hockett's theory. Based on the result of data analysis, it was found the form of code mixing in words with total 10 words and code mixing in phrase with total 2 phrases. The kinds of code mixing that found is outer code mixing. The advertising involves four types of language, namely Japanese, English, Indonesian and Balinese. The dominant factor that caused the code mixing is there are no equivalent words or phrases that fits the context in Japanese.

Keywords - *code mixing, online media, Japanese language*

Introduction

In this pandemic, the role of online advertising is important to introduce a product or service. Particularly in Bali, tourism is in a slump due to the corona outbreak that is hitting the world. Bali, which is one of the world's tourism destinations, also got impact. In order to maintain its existence, marketing strategies are needed that are able to convey information about Bali tourism to the international realm. Of course, social media is the choice of many Bali tourism actors.

One of many foreign tourists who come to Bali is Japanese tourists. Considering that, Japan is a nation that upholds its language, of course, the steps needed to attract Japanese tourists are with Japanese-language advertisements. Instagram is one of the most popular social media among Japanese people. One of the Japanese media instagram account that has advertising content about Bali tourism is @apimagazinebali. On this account there are various articles and advertisements related to tourism, such as restaurants, hotels and other sites.

Every writer has their own language style preferences. In advertising language, it is generally persuasive and is often required to be able to arouse and attract readers. In language advertisements related to hospitality, in general, it uses many English terms that are commonly known to readers.

In writing advertisements, language contact cannot be avoided. Things that can happen from language contact are bilingualism and multilingualism with various cases, such as interference, integration, code switching, and code mixing^[1]. Code mixing is the mixing of two or more languages or a variety of languages in an act of language without anything in the language situation that requires mixing the languages^[5]. It can be said that code mixing is a

condition when someone unconsciously inserts language elements from other languages while using a particular language.

Kridalaksana^[4] provides limitations on code mixing as the use of language units, including the use of words, clauses, idioms, greetings and so on. Code mixing is characterized by a reciprocal relationship between roles, language forms, and linguistic functions. The role in question is who uses the language, the form of the language refers to what language is used, and the linguistic function means what the speaker wants to achieve with his speech.

Various studies on code mixing have been carried out. The previous research is by Silaban (2020) with an article entitled “An Analysis of Code-Mixing and Code-Switching Used by Indonesia Lawyers Club on TV One”. He researched the kinds of code-mixing and code switching and also describe the factors code-mixing and code-switching used by Indonesia Lawyers Club on TV One. This research was descriptive qualitative method and the human research is the instrument of this research. To analyse the data, this research used theory sociolinguistic by Sumarsono. Based on the result, the mostly kinds used was outer of code-mixing. The factors used code-mixing and code-switching is because of the condition of educated people who were there and demanded the use of code-mixing and code-switching in increasing the prestige of speaking and from the background in different culture.

Sugiantari (2018) has researched code switching and code mixing by the government of Bali. Data were collected through observation and recording techniques. The data collected were analysed using qualitative approach and explaining data based on sociolinguistic theory. The result of this study indicate that code mixing and code switching undertaken by the leaders in the governmental area of Denpasar city involves three types of language, namely Balinese, Indonesian and English. The factor of used code mixing and code switching are language ability, speech topics, speech participants, speech situations, prestige; and creating regional or religious nuance.

Both Silaban and Sugiantari's research analyze code switching and code mixing on spoken data. Silaban's data is from the talk show program on TV and Sugiantari's data from government's speech. Meanwhile, this study uses data in the form of text in online advertisement. This study will focus on the code-mixing phenomenon found in Japanese online media advertisements. The advertisements used as data in this research are limited to advertisements related to culinary, such as advertisements for restaurants, beach clubs and other culinary related advertisements.

Methods

This research is a qualitative research using descriptive method that describes, analyses and classifies the data obtained. Descriptive method is a method that describes the characteristics of a population factually and accurately^[2]. The data in this study is the phenomenon of mixing Japanese code into English contained in online media advertisements. The method used to collect the data is observation method with note-taking techniques^[6]. The data sources for this research are sentences in Japanese online media advertisements on the Japanese media instagram account @apimagazinebali. The data used is limited to ads in 2021 during the corona virus pandemic recovery period to new normal era. The data that has been collected is then analyzed using Suwito's theory to analyze the form of code mixing and Hockett's theory to analyze the reasons for code mixing.

The type of code mixing is classified into two types, namely: (1) inner code mixing where the source language and the target language still have kinship relationships geographically (2) outer code mixing where the source language and the target language are not related, geographically, geologically or politically^[8]. It also states that there are several forms

of code mixing based on linguistic elements, namely the insertion of elements in the form of words; insertion of elements in the form of phrases; insertion of elements in the form of baster; insertion of elements in the form of expressions or idioms; and the insertion of elements in the form of clauses^[7].

In addition, there are two reasons or motivations for using code mixing, namely need filling motive and prestige filling motive^[3]. Need feeling motive is the reason when speakers cannot find words that have the same meaning. Meanwhile, prestige filling motive is usually based on educational status. Someone imitates the admired, both the choice of language, speech patterns and in other ways^[3].

Finding and Discussion

From the data on culinary-related advertising sentences uploaded in the year of 2021, there are some data that use code mixing. The following describes the results of the analysis of the types, forms and reasons for the use of code mixing in Japanese online media advertisements.

Data 1

スペイン・イビザ島にある有名店に触発された最先端ビーチクラブ。地中海を思うわせるカジュアルな雰囲気。

*Suplein ibiza shima ni aru yūmei mise ni shokuhatsu sareta saisentan **bīchi kurabu**. Chichūkai o omou wa seru **kajuaru** na fun'iki.*

A state-of-the-art beach club inspired by famous stores in Ibiza, Spain. A casual atmosphere reminiscent of the Mediterranean Sea.

The type of code mixing in data (1) is classified as an outer code-mixing type because there is an English element in the sentence. The form of code mixing contained in (1) is the insertion of elements in the form of phrases and words. There are two insertion elements in the form of words, namely '**bīchi kurabu**' from English 'beach club', and '**kajuaru**' from the English word 'casual', all of them are nouns. The use of **bīchi kurabu** is because there is no equivalent word in Japanese. The equivalent of the casual in Japanese is not used because the use of the English loan word is more commonly used in the context of the sentence.

Data 2

ビーチフロントのウェルネスリゾートに併設フレッシュヘルシーフードがコンセプトで落ち着いた雰囲気

Bīchifuronto no werunesu rizōto ni heisetsu furesshu herushī fūdo ga konseputo de ochitsuita fun'iki

A calm atmosphere with the concept of fresh healthy food attached to the wellness resort on the beachfront.

The type of code mixing in data (2) is classified as an outer code-mixing type because there is an English element in the sentence. The form of code mixing found in data (2) is that there is one insertion element in the form of word, namely '**bīchifuronto**' which is taken from English word beachfront. There are also two insertion element in the form of phrases, namely '**werunesu rizōto**' from the English words wellness and resort, and '**furesshu herushī fūdo**' from the English words fresh, healthy and food. The reason for the insertion of English loan words is because there is no suitable equivalent in Japanese on the context sentence of data (2). Furthermore, the code mixing in this data used to emphasize an important point in the sentence.

Data 3

500年前の漁船や漁網などを再利用漁師町をイメージしたビンテージ感漂う 2階建てビーチクラブ。

500-Nen mae no gyosen ya gyomō nado o sai riyō ryōshi machi o imēji shita bintēji-kan tadayou 2 kaidate bīchikurabu.

Reusing fishing boats and fishing nets from 500 years ago, this is two-story beach club with a vintage feel that resembles a fisherman's town.

The type of code mixing in data (3) is classified as an outer code mixing type because there are English elements and French elements in the sentence. The form of code mixing found in data (3) is that there are three insertion elements in the form of word. The first one is a noun ‘*imēji*’ which is an absorption from English word ‘image’ (in one’s mind, impression). There is an equivalent in Japanese, namely ‘*inshou*’ that means impression. However, in this context, the word ‘image’ is more suitable, therefore the ad writer uses code mixing. Moreover, the other reason for using it is to emphasize the intent to be conveyed by the ad writer. The second one is an adjective ‘*bintēji*’ from English word ‘vintage’. The reason for using code mixing is because there is no equivalent of the word ‘vintage’ in Japanese. The last one is ‘*bīchi kurabu*’ which is also found in data (1). *Bīchi kurabu* is a combined term from the English words ‘beach’ and ‘club’ (entertainment venue that provides music, dance, food, drink which is often referred as a pub or bar).

Data 4

こだわりの各種サンバルが料理のアクセントジャワの伝統建築でできた上品なお店。

Kodawari no kakushu sanbaru ga ryōri no akusento jawa no dentō kenchiku de dekita jōhin'na omise.

An elegant restaurant with a variety of sambals in traditional Javanese architecture.

The type of code mixing in data (4) is classified into outer code mixing because there are language elements of English and Indonesian language in the sentence. The form of code mixing found in data (4) is that there are two insertions of elements in the form of word, the first one is a noun ‘*sanbaru*’ which is a loan word from Indonesian language ‘sambal’. There is no equivalent of sambal in Japanese. The most similar word is chilli sauce in English. However, in this context, the ‘sambal’ is a typical Indonesian sauce that has no equivalent in other languages. Moreover, the reason for inserting the word ‘sambal’ is to emphasize the main point that the ad writer wants to convey, which is that sambal is a special thing in that restaurant. The second one is the noun preparation ‘*akusento*’ which is from English word ‘accent’. The use of ‘*akusento*’ is because there is no equivalent word in Japanese.

Data 5

エビや魚がメインの本格インドネシア料理。施設内の巨人な池に浮かぶバレで頂こう！

Ebi ya sakana ga mein no honkaku Indoneshia ryōri. Shisetsu-nai no kyojin'na ike ni ukabu bare de itadakou!

This is an authentic Indonesian food with shrimp and fish as the main dish. Let’s eat at the bare floating in the giant pond!

The type of code mixing in data (5) is classified into outer code mixing because there are English and Indonesian language elements on that sentence. The form of code mixing found in data (5) is that there are two elements insertion in the form of words. The first one is an adjective ‘*mein*’ which is an absorption from English ‘main’. There is an equivalent in Japanese,

namely ‘*omo*’. However, in this context, the reason for using ‘*mein*’ instead of ‘*omo*’ is to emphasize the intent to be conveyed by the ad writer, where there is a preferred menu (mainstay menu) in the restaurant. The second one is a noun ‘*bare*’ which is from Balinese language ‘*bale*’. Bale is a Balinese pavilion of sorts. They are a little open-air hut usually containing daybed. The most similar word with *bale* in Japanese is ‘*azumaya*’ or gazebo in English. However, in this context, the use of ‘*bale*’ is because this is a typical Balinese architecture and also to emphasize the name of the restaurant ‘Bale Udang Mang Engking’.

Conclusions

Based on the result of the analysis described above, it can be concluded that the most common form of code-mixing found in Japanese language advertisements on Japanese media instagram account is the insertion of elements in the form of words and phrases. The form of word with total 10 words and the form of phrase with total 2 phrases. In addition, there is also the insertion of Indonesian language element which is the word ‘*sambal*’ and also the word from Balinese language ‘*bale*’.

The factors that cause code mixing are that there is no other equivalent word and phrases in Japanese that fits the contents, it is more practical and casual for language in advertisements, and that English has a prestige or prestigious value, especially in the hospitality culinary world.

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