

CODE SWITCHING AND CODE MIXING IN NEWSPAPER HEADLINES

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Abstract

The most important means of communication in the community is language. Therefore, language will never be separated from human life and is always there in every activity and life. The use of language in communication, apart from being determined by linguistic factors, is also determined by non-linguistic or non-language factors, including social factors which are influential factors in language use. Such a view is indeed quite reasonable because basically language is part of a social system. The study of language associated with social factors is a very interesting study. Code switching occurs with each language used still having its own autonomy, done consciously and intentionally for certain reasons. Code mixing is a main code or basic code used that has function and autonomy, while other codes involved in the use of the language are only fragments without function and autonomy as a code. The mass media is a means of communication to deliver messages and aspirations to the public. The emergence of mass media today is very influential on society. The mass media has touched almost every corner of life because of its reach to remote villages. Through the mass media, people can obtain additional knowledge or new information in a relatively short time. Mass media is a means to express or convey ideas.

Keywords: Code Switching, Code Mixing, Headlines of News

Abstrak

Sarana komunikasi yang paling penting pada masyarakat adalah bahasa. Oleh karena itu, bahasa tidak akan pernah lepas dari kehidupan manusia dan selalu ada dalam setiap aktivitas dan kehidupannya. Pemakaian bahasa dalam komunikasi, selain ditentukan oleh faktor-faktor linguistik juga ditentukan oleh faktor-faktor nonlinguistik atau di luar bahasa, antara lain faktor sosial merupakan faktor yang berpengaruh dalam penggunaan bahasa. Pandangan demikian memang cukup beralasan karena pada dasarnya bahasa adalah bagian dari suatu sistem sosial. Kajian tentang bahasa yang dihubungkan dengan faktor sosial merupakan suatu kajian yang sangat menarik. Alih kode terjadi dengan masing-masing bahasa yang digunakan masih memiliki otonomi masing-masing, dilakukan dengan sadar, dan disengaja karena sebab-sebab tertentu. Campur kode adalah sebuah kode utama atau kode dasar yang digunakan memiliki fungsi dan otonomi, sedangkan kode yang lain yang terlibat dalam penggunaan bahasa tersebut hanyalah berupa serpihan saja tanpa fungsi dan otonomi sebagai sebuah kode. Media massa merupakan sarana komunikasi penyampai pesan-pesan dan aspirasi kepada masyarakat. Munculnya media massa saat ini sangat berpengaruh terhadap masyarakat. Media massa telah menyentuh hampir setiap sudut kehidupan karena jangkauannya sampai ke pelosok desa. Melalui media massa, masyarakat dapat memperoleh tambahan ilmu pengetahuan atau informasi baru dalam waktu yang relatif singkat. Media massa merupakan sarana untuk mengungkapkan atau menyampaikan ide.

Kata Kunci: Alih Kode, Campur Kode, Judul Berita Utama

INTRODUCTION

Language is an arbitrary sound symbol system that is used by the community to work together, interact, and identify themselves (Kridalaksana, 1993:21). From this

explanation, it can be said that language must be systemic, in the form of symbols that we see and hear in symbols, as well as the language that is used by the community to communicate. Language is used by humans in all life activities. Thus, language is the most intrinsic thing in human life.

When viewed from the speaker's point of view, language functions as a personal, while from the listener's point of view it functions as a directive. When viewed in terms of speaker and listener contact, its function is to establish a relationship; seen from the topic of speech, serves as a tool to talk about an object; in terms of the code used, serves to talk about the language itself; while in terms of the mandate, it functions as a tool to convey ideas, thoughts, and feelings.

Language is a system, meaning that language is formed by a number of components that are patterned in a fixed and predictable manner. As a system, besides being systematic, language is also systemic. Systematically, language is arranged according to a certain pattern, not arranged randomly or haphazardly. Meanwhile, systemic means that the language system is not a single system, but rather consists of a subsystem, namely the phonology, morphology, syntax, and lexicon subsystems.

Sociolinguistics is a field of science that examines language in its use in society. A major focus in sociolinguistic research is on the relationship between languages and speech communities which include linguistic variations across social groups and across communicative situations. The sociolinguistic perspective allows researchers to document and measure the kinds of variations in language use and language behavior that were previously neglected. Sociolinguistics has revealed the existence of various types of language, which can be seen from the differences in the use of grammar, the way of pronunciation, or the choice of vocabulary. The same type of language can be different when used on different occasions, for example in formal, informal and semi-formal situations, both in spoken and written forms. In addition, there are various types of Indonesian that are utilized by different segments of the Indonesian speaking community, for example, urban, rural, educated and relatively uneducated people, various professions, related to gender, and speakers who are related to each other because of the same interests. Indonesian speakers also show a variety of repertoires (dialects/varieties) of their

language use. Sometimes speakers speak in one way and sometimes in another way, according to what is the intention and purpose for smooth communication.

Code switching can be understood as the ability of bilingual speakers to communicate in the two languages they master without experiencing difficulties. Bilingual speakers in language contact situations usually tend to use forms of language that can integrate the structures of the two languages they master. Code switching by bilingual speakers can also be studied as a reflection of the social structure and cognitive mechanisms that control code switching. Thus, from a linguistic perspective, code switching is part of the phenomenon of language contact with various purposes and interests. Subyakto (in Suwandi; 2010: 87) reveals that code mixing is the use of two or more languages or a variety of languages casually between people we know intimately. In this informal language situation, one can freely mix codes (languages or varieties of languages), especially when there are terms that cannot be expressed in other languages.

The language of the press is one of the varieties of language that has distinctive characteristics, namely short, concise, simple, fluent, clear, straightforward, and interesting. Journalistic language must be based on standard language. He could not ignore the rules of grammar. He should also pay attention to the correct spelling. In vocabulary, journalistic language follows developments in society (Anwar, 1991:1). Based on the explanation above, this study aims to answer questions regarding the analysis of "Code Switching and Code Mixing in Headlines in Newspapers".

METHOD

The type of research used is descriptive qualitative research. The research was conducted to provide an objective description or description of the situation. Descriptive research was conducted to describe the nature or characteristics of a symptom. In practice, this research was carried out in a systematic, directed, and purposeful manner. Data collection is used in accordance with the research objectives. The data collection technique used is the form and meaning of code mixing found in articles in the Radar Bogor newspaper.

The method used in this study is the listening method, which is followed by note-taking techniques. The listening method is a method that is carried out by listening to

the use of the language to be analyzed. In this case, the researcher examined the use of language in the Radar Bogor newspaper as a first step in analyzing the use of code mixing in headlines.

The technique used next is the Proficiency Free Listening Technique (SBLC). In this technique, the researcher does not participate in the use of language, but only acts as an observer. The researcher is not involved in the events of the speech whose language is being studied. The SBLC technique is also called the non-participatory observation method, that is, the researcher is not involved in the group being studied. The data analysis method used in this study is the equivalent method, namely the intralingual equivalent method and the extralingual equivalent method. Both of these methods are used according to the type of data and research objectives, and each has its techniques.

RESULT AND DISCUSSION

This study aims to explain the forms and factors that cause code mixing. The forms of code mixing in the main headings of the October and November 2022 editions of the Radar Bogor newspaper include words, phrases and clauses totaling 10 data. Based on the analysis of the collected data, the results show the forms of code mixing and the factors that cause code mixing. The form of code mixing includes (1) words totaling 8 data and (2) phrases totaling 2 data.

Based on the results of the research, code mixing was found in the form of words and clauses in the news titles in the October and November 2022 editions of the Radar Bogor newspapers. The following is the data and analysis.

1. Words of Code Mixing

The code mixing is said to be code mixing in the form of words because the inserted element is a unit of language that can stand alone and a single morpheme occurs. The inserted word is classified as a free morpheme or basic word because the inserted part can stand alone. Morphemes that are not attached to other morphemes can be directly used in derivatives and have their own meaning. Words can be grouped in different grammatical categories. The code mixing in the form of words found in the news headlines of the October – November 2022 edition of the Radar Bogor newspaper includes 8 data, namely "One Still Hidden, 140 Refugees"; "Bye-Bye BBM Premium, Removed As of January 1,

2023"; "Acute Kidney Disorder Emergency; "Three Bogor Children Died, Study of Kidney Failure Becomes Outbreak"; "Soaring Again, Two Bogor Residents Exposed to Omicron XBB"; "76 Disasters a Week, Seven Bogor Residents Die"; "4,922 Online Stores Selling Dangerous Syrup Drugs"; and "141 Children Die, Criminalize Two Pharmaceutical Companies".

Badudu (1998) states that journalistic language has distinctive characteristics as emphasized above. The explanation of each of the above properties is as follows. 1) Short, meaning that journalistic language must avoid long and wordy explanations; 2) Solid, meaning that the short journalistic language is capable of conveying complete information. Everything the reader needs is contained in it. Applying the 5W + 1H principle, eliminating redundant words, and implementing a word economy; 3) Simple, meaning that as much as possible the language of the press chooses single and simple sentences, not compound sentences that are long, complicated and complex. The sentences used are sentences that are effective, simple, and not excessive in their use. 4) Straightforward, meaning that journalistic language is able to convey the meaning or meaning of information directly by avoiding flowery language. 5) Interesting, meaning using word choices that are still alive, growing, and developing. Avoid dead words.; 6) Clear, meaning that the information conveyed by journalists can easily be understood by the general public or readers. The sentence structure does not give rise to deviations or different meanings, avoiding winged, double or ambiguous expressions. Therefore, journalists should use words that have denotative meaning. However, we often still find news headlines that ignore the rules of good language.

Language is the only human property that can never be separated from all human activities and movements throughout human existence as a cultured and social creature. Because of the attachment and connection of language with humans, while in life in society human activities are not fixed and always changing, language also changes, becomes unstable, and is not static. Therefore, language is called dynamic (Chaer, 2007: 53).

Alwasilah (1985:75-81) suggests seven natures of language as follows: language is systematic, meaning it has or is governed by a system, namely rules or patterns. Every language has two systems, namely the sound system and the meaning system. Language is

arbitrary, meaning it is arbitrary. In giving symbols or each sound, there are no binding provisions depending on the agreement of the user community. Language is vocal speech, which means that the most important medium of language is sound. Language is a symbol, meaning a symbol of human feelings, desires, and hopes. The language refers to itself, meaning that it can be used to analyze the language itself. Language is humane because language is systematic, arbitrary, vowels, symbols, and communication is a reality that belongs to humans. Language is a means of communication, meaning a means of connecting with fellow members of society, with their God, and with the environment.

In applying these six principles, continuous written language is required, editing is required. With various training and editing efforts, perhaps it will be possible to realize the desire of journalists to present a variety of journalistic languages that have taste and satisfy the reader. Language, when viewed from the speaker's point of view, functions as a personal, while from the listener's point of view it functions as a directive. When viewed from the contact point of view, the function of the speaker and listener is to establish a relationship, from the topic of speech, it functions as a tool to talk about an object, from the point of view of the code used, it functions to talk about the language itself, while from the point of view of the message, it functions as a tool to convey ideas, thoughts, and feelings.

Code switching is an event of switching from one code to another in a speech event. Apple (in Chaer and Agustina 2010: 107) says, code switching is a symptom of changing the use of language due to changing situations. In line with the above opinion, Nababan 1976 (in Jendra 2007: 156) says that code switching is a replacement for the use of language or functional variety to another, for example from formal to informal variety or from one dialect to another, and etc. Later, Holmes (2001: 35) clarified that a code-switching reflects the dimensions of social distance, status relations, or the level of formality of the speakers' interaction. Kridalaksana (2005: 7) suggests that the use of other language variations to adapt to other roles or situations or because of other participation is called code switching.

From the above opinion, it can be concluded that code switching is a symptom of switching the use of language to adjust to changes in roles and situations. Code switching can be interpreted as a general term to refer to changes or transitions in the use of two or

more languages. Sobarna (1998: 28) states that code switching can occur between regional languages in a national language which is called code switching into and between native languages (regional or Indonesian) and foreign languages called code switching out.

Code switching according to Suwito in Chaer and Agustina (2010: 114) is divided into two, namely: External code switching, external code switching is code switching that occurs when speakers switch from their native language to a foreign language, for example from Indonesian to English or vice versa. Internal code switching, Internal code switching is code switching that occurs between regional languages in a national language, between dialects in a regional language. Between several varieties and styles contained in a dialect.

Fishman (in Chaer and Agustina, 2010: 143) mentions that language context can affect a person's code switching, depending on who is speaking, in what language, to whom, when, and for what purpose. According to Gumperz (1976), code switching has several functions, namely as a reference for elements that are not or are not understood in the language used, mostly because the speaker does not know a word in another language; It has a directive function, in this case the listener is directly involved, code switching is directed at the listener, the speech participant in this case can think about the direct function of language selection. It has an expressive function, the speaker emphasizes the identity of code-switching through the use of two languages in the same discourse. Serves to show changes in tone in conversation and has a fatigue function. functions as a metalanguage, with the understanding that code switching is used in reviewing a language directly or indirectly; and function in humor and play, this plays a very important role in a bilingual or multilingual society.

Meanwhile, Suwito (1996: 72) suggests several factors causing code switching as follows. A speaker sometimes consciously tries to switch codes to his interlocutor for a purpose. This is done with the intention of changing the situation, for example from a formal situation to an unofficial situation. Conversation. Code switching is done with the intention of compensating for the language used by the interlocutor. The presence of a third speaker. Code switching is done because of the presence of a third person in the speech situation due to different linguistic backgrounds. This is done to neutralize the situation while respecting the presence of the third person. Topics of conversation (topics),

Code switching occurs because the subject matter changes, for example from a formal subject to an informal conversation. To evoke a sense of humor and mere prestige.

Usually, code switching talks will always be followed by code mixing. Ohoiwutun (2007: 72) states that the presence of code switching and code mixing is the result of the ability of community members to speak more than one language. According to Cantone (2007: 13), language mixing or code mixing occurs when a word in language A or utterances containing elements from language A and B is mixed into the context of language B. Code switching can be described as a person's ability to choose a language that according to the interlocutor, situational context, topic of conversation, and so on McKay (2009:58) distinguishes code mixing from loanwords with the following considerations:

- a) Loans sometimes involve several phrases, but are usually limited to a single lexical item. Code mixing involves the difficulty level of lexical and syntactic structures, including words, phrases, clauses, and claims.
- b) Borrowing words can occur even in monolingual interactions, whereas code mixing should occur at a certain level of bilingual competence.
- c) A loan word in a language usually represents a semantic field outside the cultural experience of the borrowing language.
- d) Loan words represent limited utterances, while code mixing occurs due to the creative use of almost all of the vocabulary and grammar of other languages.
- e) Loans represent most nouns and some adjectives and other categories, whereas code mixing can occur at all levels in grammar.

Code mixing and code switching have the same function with the most important function as identity markers. A speaker can use a certain code to express a certain kind of identity he wants. Therefore, it is not surprising that many creative writers use code mixing in their work as a strong expressive source to convey multicultural experiences.

2. Phrase of Code Mixing

Phrase code mixing is a form of code mixing contained in the news headlines of the October-November 2022 edition of the Radar Bogor newspaper. A phrase is a construction consisting of two or more constituents that are able to fill certain syntactic functions contained in a sentence. However, it does not go beyond the limits of the function of

clauses or what can be said as non-predicative phrases or it can also be said that phrases are groups of words that are grammatically equivalent to one word and do not have their own subject and predicate. Code mixing in the news headlines in the Radar Bogor newspaper, namely "Hundreds of IPB Students Trapped in Loans" and "Entangled in Loans of up to Rp.40 Million, Fraud Victims Increase to 333 People".

According to Anwar (in Tubiyono, 2011) there are 19 characteristics of standard journalistic language, namely: 1) according to the spelling that applies; 2) in accordance with the rules of the Indonesian language that apply; 3) do not leave the prefix ber-, except in the news title; 4) use short, complete, and logical sentences; 5) each paragraph consists of two or three sentences and the coherence is maintained; 6) the use of the active form in words and sentences is preferred, the passive form is only necessary, and the use of adjectives is also limited; 7) avoid clichéd expressions, such as meanwhile, need to know, to whom, and so on; 8) the word superfluous is not used; 9) active and passive sentences are not mixed up in one paragraph; 10) foreign words and highly technical scientific terms are not used. If forced to be explained; 11) the use of abbreviations and acronyms is limited. The first time abbreviations and acronyms are used, an explanation of what stands for must be given; 12) the use of short words takes precedence over long words; 13) do not use first person pronouns (I, we), news must use third person pronouns; 14) citations are placed in new paragraphs; 15) do not include your own opinion in the news; 16) the news is presented in the past tense, something that has happened; 17) the word today is used in electronic media and in the evening daily, while the word yesterday is used in the morning daily; 18) everything is explained specifically; and 19) journalistic language is communicative language, easy to understand for readers.

Code mixing occurs when a speaker of a language, for example Indonesian, incorporates elements of his regional language into Indonesian speech. In other words, someone who speaks the main code of the Indonesian language has an autonomous function, while the regional languages involved in the main code are just fragments without function or autonomy as a code, as expressed by Nababan (1991: 32), " A state of another language (speech or discourse) without anything in that language situation which demands mixing of that language.

Furthermore, Nababan explained that the prominent feature of this code-mixing is the informal situation. Meanwhile, in formal language situations, there is rarely code mixing. Even if there is code mixing in such circumstances, this is because there are no appropriate terms or expressions in the language being used, so it is necessary to use words or expressions from a foreign language. In written language, this is stated by italics or underlining the foreign language word or expression in question. Sometimes there is also code mixing when the speaker wants to show off his 'education' or 'position'.

From the opinions of several experts regarding code mixing above, it can be concluded that in code mixing what occurs is the use of one language in which there are fragments of other languages, the form of which can be in the form of words, phrases and clauses. A speaker, for example, who inserts a lot of fragments of other languages into Indonesian, whether local or foreign, can be said to have done code mixing.

Code mixing based on linguistic elements

a) Insertion of elements in the form of words

Words are the smallest independent units that can stand alone and have meaning. Words can be divided into four, namely nouns (nouns), verbs (verbs), adjectives (adjectives), and adverbials (adverbials).

b) Insertion of elements in the form of phrases

Phrase is a grammatical unit consisting of two or more words that does not exceed the functional limit of the clause element.

Example: Ask for an extra two weeks

Based on the word class, phrases are divided into:

- (1) Noun phrases, namely phrases that have the same distribution as nouns.
- (2) Verb phrases, namely phrases that have the same distribution as the verb.
- (3) Adjective phrases, namely phrases that have the same distribution as adjectives.
- (4) Adverb phrases, namely phrases that have the same distribution as adverbs.

c) Insertion of hybrid elements

Baster is the result of a combination of two different language elements and forms one meaning. The insertion of elements in the form of baster or a mixture of words becomes fragments of the words it enters. Baster in this study refers to a mixed form

between a foreign language and Indonesian. Tarihoran (2009: 9) distinguishes four types of mongrels, namely (1) prefix + word (2) prefix + phrase (3) word + enclitic (4) phrase + enclitic

d) Insertion of elements in the form of expressions or idioms

The insertion of elements in the form of expressions or idioms, namely the insertion of figurative words from a language into fragments of the core language it enters.

Example: Well, what can I do, better loat and noit. (better late than never)

e) Insertion of elements in the form of clauses

A clause is a grammatical unit in the form of a group of words, at least consisting of a subject and a predicate that has the potential to become a sentence.

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CONCLUSION

Based on the results of the discussion, code mixing research on the news headlines of the October-November 2022 edition of the Radar Bogor newspaper, it can be concluded that the forms of code mixing obtained are word code mixing and phrase code mixing. The code mixing includes the insertion of words and phrases. The sample data used by the researcher were ten newspaper title data. Based on the data analysis of the collected data, the results obtained were eight data word forms, and two data mixed code phrases.

Suggestions from researchers by writing this article are that the findings should be used as material to add insight to readers about the description of code mixing and its implications for learning. Through the Radar Bogor newspaper, it is hoped that it can add to the vocabulary of researchers and readers. Furthermore, other researchers are expected to be able to use this research as a reference material in carrying out further research.

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