

Code Mixing: Style of Language Used in Pizza Hut Interaction

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ABSTRACT

Multinational corporations use many strategies to interest people about their product. One of the strategies is in the term of the language used. This study presents the use of code-mixing in Pizza Hut, as the target research. It used the ethnography study to describe the phenomenon of code-mixing. The qualitative research method is involved when the researcher gathered the data collection on how the code mixing used in Pizza Hut both on oral and written communication. Based on the data, the use of code mixing found in the term of interaction between waitress-costumers. While in written form, like menu and brochure, Pizza Hut consistently used code mixing with different frequency. In menu list, 80% used English and 20% used Bahasa Indonesia, while in brochure 50% use English and 50% used Bahasa Indonesia. The use of code mixing is a choice to persuade target buyer to interest and curious about the product which the multinational corporation offer.

INTRODUCTION

In doing communication, people cannot separate with the tool which usually called by language. It connects from one to another, one to people and among the society. In Linguistics, it is called as sociolinguistics which is the study about human and society. Sociolinguistics is part of linguistics which is concerned with language as a social and cultural phenomenon [1]. It investigates the field of language and society that have close connections with the social science, especially social psychology, anthropology, human geography and sociology.

In sociolinguistics, people 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 – dialect, a register, an accent or a style on different occasion and for different purposes. A code is divided into code-mixing and code switching [2]. Code-mixing is the mixing of two or more languages or language varieties in speech. Some scholars use the terms "code-mixing" and "code-switching" interchangeably, especially in studies of syntax, morphology, and other formal aspects of language. Others assume more specific definitions of code-mixing, but these specific definitions may be different in different subfields of linguistics, education theory, communications etc. Code-mixing is similar to the use or creation of pidgins, but while a pidgin is created across groups that do not share a common language, code-mixing may occur within a multilingual setting where speakers share more than one language.

The use of code-mixing and code switching frequently occur in conversation of bilingual speakers and they may arise at the same time but they are often used in a different context. The term code switching is used interchangeably with code-mixing, with both terms referring to both types of language mixing. Recently, a few researchers have made finer distinctions between using code-mixing and code-switching that is to distinguish the use of two or more languages at the discourse level from switches within causes/words [3].

This kind of language style is used as the communicative strategy in delivering the message to others. The change of the language within the same utterance or in the same oral/written text is code mixing. It is common phenomenon in societies in which two or more languages are used. Since the advertisers are always looking for new and original slogan and catchy phrases, they adopt these kinds of language style for their written menu and the advertising. It influences the oral interaction between the waitress and customers to use this language style.

The multinational corporation as a business organization whose activities are located in more than two countries and is the organizational form that defines foreign direct investment need many strategies to market their product to the target. One of the strategies is in the form of language use in promoting the product. They tend to use

In this research, the researcher tried to find out and described the phenomenon in which the use of code mixing in multinational corporation: does the multinational corporation really use the code mixing. What kind of code mixing used.

This research tries to describe the phenomenon of the code-mixing used in multinational corporation, in this case is Pizza Hut as the subject area, in term of waitress-customers' interaction, the menu written and the advertising of the Pizza Hut. This research complies with the introduction on how the code mixing can be used nowadays and the relationship between the code mixing and multinational corporation means, the methodology on how the researcher conducts this research from the method until the data collection, the result and the discussion about the data found while gathering this research, and the conclusion about the findings. In this research, the researcher took the Pizza Hut as an area focus of the subject research. Hopefully by choosing the Pizza Hut as an area of subject can represent the multinational corporations as the whole.

LITERATURE REVIEW

Sociolinguistics

Sociolinguistic is a branch of linguistics which focused on the combination between sociology and linguistics [3]. Sociology is a study of humans in society, while linguistics is a study about language used by humans. Sociolinguistics is also a science linking the structure of language and structure of society. So, it can be interpreted that sociolinguistics is the field of language in relation to usage language in the community.

Sociolinguistics concerns with investigating the relationship between language and society with the goal being a better understanding of the structure of language and how languages function in communication. These are also the area must susceptible to scientific methods such as hypothesis-formation, logical inference, and statistical testing [4]. Sociolinguistics takes language as an object of study, in a way that is usually distinguished from how syntax, semantics, morphology, and phonology handle it. It is a field that analyzes language as part of social property. The study explores the functions and varieties of language, the contacts between different languages, attitudes of people towards language use and users, changes of language, as well as plans on language. In early definition of the study, some linguist used the term sociology of language, while others named it sociolinguistics. The difference between the names was agreed by some, though today most scholars in the field see it as an insignificant issue. In reference to the society, whereas, sociology of language is used moo refer to the study of society in relation to language. Thus, in sociology of language, the emphasized object of study is societies, whereas in sociolinguistic, the focus of the study is language. Although the different emphasis seems to make a sense, in practice the discussions inevitably overlap.

Based on the limitation of sociolinguistics above, it can be concluded that sociolinguistics includes three things, namely language: society, and the relationship between language and society. Sociolinguistics discusses or study language with speakers, language as member of society. How the language is used to communicate between members of the community, one with another to exchange opinions between individuals with each other.

Code – Mixing and Code Switching

Code mixing is transfer of linguistics element from one language into another, in other words, only partially transferred that those elements mix together for communication purpose [5]. While, code-mixing or a mix code as “using two languages such a third, new code emerges, in which elements from the two languages are incorporated into a structural definable pattern”[6]. It means the code-mixing hypothesis states that when two code switched languages constitute the appearance of a third code it has structural characteristic special to the new code.

A mix language is a language that series when speakers of different language are in contact and show high degree of bilingualism. Occasionally more than two languages may be involved. Code mixing is natural in communication, as there is a mutual need or interdependence among bilinguals or multilingual. In Indonesia, the practice of code-mixing is often happened. It can be seen by people who tend to mix Bahasa Indonesia to the ethnic language.

The main characteristic of code mixing is the informal situation. In formal situation, code mixing rarely happened if there is a code mixing in that situation it is caused by the absence of such words in the native language so that the speaker needs to use the word for other reason; the speaker wants to show up his ability or this knowledge in using target language.

Code-mixing is typically divided into three main types: (1) Insertion; (2) alternation; (3) congruent lexicalization. Insertion is the process of code-mixing which is conceived as something akin to borrowing: the insertion of an alien lexical or phrasal category into a given structure [7]. In other words, insertion takes place when lexical items from one language are inserted into a given structure without changing the sentence structure. Thus, the forms of lexical items inserted can be single words such as *car* and *driver*, phrasal verbs such as *look for* and *watch out*, and poly-words such as *by the way* and *in my opinion*. In the case of alternation, there is a true switch from one language to the other, involving both grammar and lexicon, and it is just regarded as a special case of code switching, as it takes place between utterances in a turn or between turns [8]. While congruent lexicalization refers to a situation where the two languages share a grammatical structure which can be filled lexically with elements from either language.

The researcher applies the theory from Charlotte Hoffman to present types of code mixing and the reason of code mixing [9]. In this research, there are 21 data categorized as Intra Sentential Code Mixing, and 1 sentence categorized as Intra-Lexical Code Mixing.

Multinational Corporation

Multinational Corporation is considered as a business entity that owns, controls, and manages production facilities and activities that are spread across several countries. From this understanding, we can know that Multinational Corporations are large-scale companies that have high gross profits. Furthermore, Multinational Corporation has the main goal of getting high profits by establishing and developing production activities in other countries. Which if a company expands its activities and markets, the potential profit gained will be higher[8].

Based on the data from (OECD), it is shown that Multinational Corporation controls more than 20 % of world output in which the value of trade transactions reaches more than 25% of the total transactions of manufacturing companies in the world [10]. This shows that the existence of Multinational Corporations in the international economic system is very important. Basically, Multinational Corporation is a company established and developed in two or more countries, and usually a large-scale company. Multinational Corporation has a center in one country, and the country called "Home Country," while its branches are in another country, and the country called "Host Country"[11]. As a company that has factories in several countries and running their production activity there, a Multinational Corporation has various positive and negative impacts for the home country and host country.

In selling their product to the market, Multinational Corporation has many ways to maximize the selling such as the strategy for promotion. With an appropriate promotion, the improvement of selling can be maximized for them. That's way the strategy for promotion has big role in achieving to the target. One of them is the language used by the Multinational Corporation, in this case, the Pizza Hut is decided as the subject of the research. Pizza Hut is one of Multinational Corporation in Indonesia which has the business in the foods and beverage areas. Hopefully, Pizza Hut can represent the Multinational Corporation as the whole.

MATERIALS AND METHODS

Materials

The object of the research is Pizza Hut as the representative of Multinational Corporation. It is located in A.Yani KM. 3 and Lambung Mangkurat Banjarmasin. The data that will be observed are the interaction between waitress and costumers, book's menu and the advertising of Pizza Hut used. The researcher tried to find out the use of code mixing in all areas of observation.

Methods

In this research, the researcher used ethnography study to describe the phenomenon about the code mixing used in multinational corporation. The qualitative research method is involved when the researcher gathered the data collection on how the code mixing used in Pizza Hut both on oral and written communication. The

use of qualitative research method is because the data appear in words rather than in numbers. It describes phenomenon of the actual data as they are.

The focus data of this research is about the code mixing used in interaction between the waitress and costumers, the book's menu and the advertising of the Pizza Hut used by using natural setting. For the instruments, the recording of the data conducted twice which focused on six interactions between the waitress and customers consisted of ordering food and the process of payment. The focus data is the use of code mixing by the waitress orally. While the observation focused on the use of code mixing in term of written text in its menu and advertising.

The researcher conducted twice in recording the oral interaction between waitress and costumers which focused on six interactions that consists of ordering foods and the process of the payment; 4 interactions of ordering food and 2 interactions of the process of the payment. In the observation, the researcher tried to focus on how the written menu and advertising used the code mixing in listing the menu using Bahasa Indonesia and English and the code mixing to deliver the message in order to persuade people (advertising).

RESULTS AND DISCUSSION

In interaction, the use of code mixing here involved when the waitress communicated with the costumer. It happened because the waitress said the name of food consistently using English while asked for the order using Bahasa Indonesia. In addition, waitress also used Bahasa Indonesia to great the costumer such as *Selamat Malam, Ada yang bisa saya bantu? Selamat menikmati* and etc.

From the observation of the menu, most of them used English to present the name of food; from appetizer, main course, desert and all of beverages. However, the use of Bahasa Indonesia is still exist. For example the use of *Nasi* in "Nasi Black Paper" instead of using *Rice* or the use of "Pilihan Personal pan Pizza dan Pasta". From the observation, it can be seen that the use of English is around 80% while the use of Bahasa Indonesia is 20%.

In brochure, the researcher found that the use of English and Bahasa Indonesia is about 50:50. Pizza Hut still use code-mixing consistently. It can be seen from the advertising content such as "Baru *Double Box 2 Pizza Sedang Apa Saja*", "Rabu", "Sesudah pajak", "new", "untuk *takeaway*", "box", etc. It may be happened because the target market is Indonesian people, so it will be better to use both of languages equally.

From the analyzing of the data collection, researcher found that the types of code mixing used in Pizza Hut are intersentensial and intra-word. Since the Pizza Hut is Multinational Corporation from western country, the management of Pizza Hut still use the original name of food and mix it using Bahasa Indonesia as an additional information. Another factor is the influence of Globalization, by using code mixing, foreigner can understand easier since the target buyer is not only for Indonesian people. By using code mixing, both Indonesian people and foreigners that come to the counter can understand the transaction.

The use of code mixing is as a persuasive technique that has the power to increase the target buyer. Since in the advertising, people use many kind of language in order to persuade people to choose their product. Here, the Pizza Hut, as an example of multinational corporation.

CONCLUSSION

Pizza Hut, as the target research, present the use of code mixing in multinational corporation. The use of code mixing in waitress-costumers interaction only happened because of the menu which used English. While in written form, like menu and brochure, Pizza Hut consistently used code mixing with different frequency. In menu list, 80% used English and 20% used Bahasa Indonesia, while in brochure 50% use English and 50% used Bahasa Indonesia. The use of code mixing is a choice to persuade target buyer to interest and curious about the product which the multinational corporation offer.

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