
CODE MIXING AMONG CIRCULATION DIVISION MEMBERS AT SOLOPOS IN COORDINATING THE EVENT THROUGH WHATSAPP

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| ARTICLE INFO | ABSTRACT |
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| Received: Revised: Approved: | <i>The development of technology in this globalization era makes everything easier and more practical. One aspect that is greatly helped by technological advances is communication. Communication is a method to connects all of human desires, that is how relationship with other was created. To establish better communication, humans use language to connect the contents of their minds in order to get harmony in a certain matter. Each country has a different language from one another, however nowadays there are many cases of a certain language being used by other countries due to the influence of the spread of culture through digital technology. People start mixing two or more languages when they speak, this phenomenon is a substation of sociolinguistics called code mixing. The use of code mixing can be found in the WhatsApp group chat of Circulation Division members at Solopos. They used code mixing in coordinating the implementation of the events they hold. This article was compiled with the aim of analyzing the types of code-mixing they have used. This article is descriptive qualitative research, the data was obtained from the WhatsApp chat of the Circulation Division at Solopos Media Group and the analysis of the data was taken from books, journals and articles related to the topic</i> |
| KEYWORDS | Communication, Code-Mixing, WhatsApp, Circulation Division |
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INTRODUCTION

Communication is a fundamental need for people. It is because as social beings, people always have to establish relationships with other people so they can maintain their life sustainability and adapt to the social environment. People use language as a way to communicate in their daily life. Puryanti (Vianingrum, 2021) said that communication, language and speech act is a chain that is mutually sustainable. Communication includes language and language includes speech acts. Communication is a means of exchanging information and 95 languages is a communication tool used by the community to express ideas that have become common consensus. Language is a medium that can be spoken or written with the aim of conveying something so that the interlocutor can understand the meaning of our thoughts. According to Sapir (1921: 3) the definition of language is an instinctive method that humans had to communicate ideas, emotions and desires using various symbols made for specific purposes. In other words, language is the key of communication.

The differences of languages all around the world can be interpreted that language is a self-identity for a country or particular group. However, as time goes by and technology develops very rapidly, a language can be learned and used in other countries in their social life. These factors give rise to a phenomenon called code-mixing. Code-mixing is a fractions of sociolinguistics, it happened where there is a transition of words from particular language to another in one sentence by accident. Usually done by someone who mastered 2 languages (bilingual) or more than two languages (multilingual). In this globalization era, many people from various circle and ages mixed foreign languages into their daily language, especially English. Considering that English is an international language, its domain of use has been widespread in all corners of the world.

The emergence of this code-mixing phenomenon can also be found in Indonesia. The members of Circulation Division at Solopos Media Group for example, they often use code-mixing in coordinating the implementation of their events both verbally and via text messages. The Circulation Division itself is one of the divisions of Solopos Media Group which is engaged in marketing and often manages various kinds of events. The existence of code-mixing that appears in the coordination of event implementation by the Circulation Division encourage the writer to analyze how many types of code-mixing are often used between members of the division to communicate. This internship report is descriptive qualitative research, the writer use library research method to compiled this article. The data in this article was obtained from the WhatsApp chat among the Circulation Division members. Therefor the purpose of this article is to analyze and comprehend the types of code mixing in the coordination of event implementation through WhatsApp chats by Circulation Division at Solopos Media Group.

A. THEORITICAL FRAMEWORK

a. Sociolinguistics

To analyze and obtained an accurate results regarding the types of code-mixing, we must understand the basic science of code-mixing formerly. Code mixing belongs to the substation of sociolinguistics or linguistics in social aspects. Sociolinguistics is a field of science generated by compounding sociology and linguistics. Sociolinguistics takes language as its object of study, this field studies the application and use of language in a society or social environment.

According to Malabar (2015), sociolinguistics is an interdisciplinary science. The term itself indicates that it consists of the fields of sociology and linguistics. In social-linguistic terms (sociolinguistics) the word socio is a major aspect of research and is a common feature of the field of science. Linguistics in this case is also social because language also has social characteristics, namely language and its structure can only develop in a certain society. The social aspect in this case has special characteristics, for example, specific social characteristics and language sounds in relation to phonemes, morphemes, words, compound words, and sentences.

According to Sumarsono (in Haq, 2020) suggests that sociolinguistics is a combination of two words, sociology or socio- means society and linguistics which means the study of language. So, sociolinguistics is a science about study of language is closely related to the situation and conditions of society, where the relationship is supported by social sciences and theories, especially sociology. Sociolinguistics examines the linguistic level found in human life in various ways, including code mixing in communication.

The scope of sociolinguistic studies is very broad, but there are some basic concepts in the field. According to Wardhaugh (2006) there are 3 basic concepts of sociolinguistics, they are:

1. Speech community (speech community). Speech community is a concept that describes a particular community that uses language in a unique and acceptable way within that community. The characteristic of speech community members is that they often develop slang for their own group.
2. Diversity of prestige. Language can be distinguished based on positive and negative values or low and high prestige in society. In society, indirectly there is a type of language that describes the prestige of higher and lower groups. In this context, language has become a marker of high or low prestige of a person's group.
3. Social network. Understanding language in society means understanding the social network in which the language develops. Social networks are another way of describing the relationships between individuals in a particular speaking community. Social networks can be tight or loose depending on how their members interact with each other. The tighter the social network, the stronger the language development that occurs in the speaking community.

Sociolinguistics can be applied in daily life to communicate or interact with other people by showing how the rules for choosing a variety of languages or language styles should be used for each of interlocutors. It aims to facilitate the alignment of thoughts for both side of the speaker and the listener in a communication process.

b. Code Mixing

Code-mixing is a phenomenon where speakers mix two languages in one sentence when speaking and it is applied without any intention or occurs outside the speaker's awareness. This can happen when a person masters two or more languages. Kridalaksana (Haq, 2016) explained that code mixing is the use of language which mixes several different languages in one utterance. The goal is to expand the variety of languages in which there are speech events without special functions.

According to Gumperz (Harya, 2018) defines in code- mixing pieces of one language are used while a speaker is basically using another language. The concept of code-mixing is used to refer to a more general form of language contact that may include cases of code-switching and the other form of contacts which emphasizes the

lexical items. It is a mix of code that occurs when conversant uses both languages together to the extent they change from one language to other in the course of single utterance. Gumperz (Ikhsani, 2013), code mixing happens when bilingual speakers use phrases, words, or clauses from a foreign language (pieces of one language smaller than clause), while the other language functions as the base language. He also states that bilingual speakers mix codes when there is no change of topic and situation. Generally, bilinguals can do code mixing well if he/she is fluent in the languages.

The phenomenon of code-mixing is often done by someone with bilingual or multilingual ability. The mixing of one language with another by a person who understands many languages is difficult to be prevent. This is because when someone has studied and finally mastered a certain language, the aspects of the function and meaning of the language they have learned will be firmly entrenched in their mind. So when they couldn't find the right word when speaking, they will reflexively take words from other languages unconsciously.

According to Muysken (2000), there are three types of code-mixing that we can study, namely insertion, alternation, and congruent lexicalization. The explanation of the three types of code-mixing is as follows:

1. Insertion

Insertion has the concept of inserting a material such as the lexical aspect or all the constituents of a particular language into the structure of another language. The process of inserting lexical or foreign phrases occurs when the relationship between languages is unbalanced. It can be said that this concept is like a borrowing concept which is done by inserting a foreign lexical in the phrase category into a certain linguistic structure. The difference is only in the aspect of the type and size of the inserted element including adjectives, nouns, verbs and so on.

For example: "Aku tuh sering merasa *insecure* kalo jalan bareng dia."

In the example above there is the word "insecure" which is a foreign lexical taken from English and then inserted into the Indonesian language structure to get a sentence with the appropriate harmony.

2. Alternation

Alternation is one of the three types of code-mixing that occurs when someone mixes one grammatical structure in one language into another language pattern with a different structure. Muysken said that Alternation is a type of code-mixing that often disrupts the linguistic structure in a sentence. This is because the substitution process dominates other grammatical structures in a sentence.

For example: "Maaf, *I don't get it. What you* maksud?" (Hairennisa, 2018)

In the example above, the use of foreign clauses (English) which dominates the whole sentence makes the linguistic pattern in the sentence changed.

3. Congruent Lexicalization

Congruent lexicalization is a type of code-mixing that occurs when two languages that have similar grammatical structures or have patterns that are close to each other in linguistic aspects are used in one sentence. This phenomenon can be said to be the influence of various dialects in the use of a language.

Example: "Gw *konek* pake *cellp* gw" which means "I connected using my cell phone." Claros & Isharyanti (Hutriani, 2019). In this example, there is a change from Indonesian to English which is done alternately in one sentence. The two

languages are inserted randomly which then becomes one complete sentence. In addition, the use of the words "konek" means "connected" and "cellp" which means "handphone" here is an example of an English dialect that is often used by Indonesian people.

c. Communication

Communication is an activity in life in the form of conveying information including thoughts, messages, and ideas between each other which can be done orally or in writing. Communication is important to do with the aim of avoiding misunderstanding of information from each side. Communication is a method of connecting human desires to create a relationship with one another, including in family life, at work, in public places and even in the nation and state. Besides that, communication is much influenced by various variables from each person, including the variables of language, environment and so on which are always changing so that it is almost impossible to understand communication perfectly. This causes the use of code-mixing in a communication process.

Gordon I. Zimmerman (Rizuki, 2017) divides the purpose of communication into two categories. First, we communicate to complete tasks that are essential to our necessary, to feed and clothe ourselves, satisfy our curiosity about the environment, and enjoying life. Second, we communicate to create and cultivate relationships with other people. According to Kurniati (2016) there two types of communication, they are:

1. Verbal communication is communication that uses words, both orally and in writing. Verbal communication is most widely used in human relationships, to express feelings, emotions, thoughts, ideas, facts, data, and information and explain them, exchange feelings and thoughts, argue with each other.
2. Nonverbal code is called sign or silent language. Through nonverbal communication we can know someone's emotional mood, whether he is happy, angry, confused, or sad. Our initial impression of knowing someone is often based on their nonverbal behavior, which prompts us to get to know them better. Nonverbal communication is all signs that are not words. Nonverbal messages are very influential on communication. Nonverbal messages or symbols are much more difficult to interpret than verbal symbols. Verbal language goes hand in hand with nonverbal language, for example when we say "yes" our heads will nod.

The communication process could not only be done directly or face to face, but communication can also be done indirectly through digital media. With the development of technology in this globalization era, there are so many digital media have emerged that provide a lot of benefits, especially in the communication aspect. Most people got convenience with the existence of media such as television, radio, and especially mobile phones to exchange information and establish communication relationships among each other even though it is hindered by a very wide distance.

d. WhatsApp Group Chat

WhatsApp is an application that supports sending and receiving various media including text, photos, videos, documents, and locations, as well as voice calls. Based on information from the official website, WhatsApp started as an alternative to SMS. WhatsApp or often known as WA is one of the most active social media used by the people of Indonesia. The use of the WhatsApp application in Indonesia is approximately 83% of internet users or about 124 million registered users using WhatsApp (Jayani, 2019).

WhatsApp (WA) is most dominantly used at this modern era, WhatsApp has been used by community leaders to communicate in conveying messages to their targets, so currently, although they are still communicating face-to-face or directly. The public stated that using WA as a communication medium in conveying messages, notifications or information conveyed was more effective and was a satisfaction in itself because the information received by the target became faster (Trisnani, 2019).

WhatsApp has a group chat feature where the users can create groups by adding a registered number, this aims to make it easier for users to interact with each other as in an online forum.

WhatsApp group chats are also being a communication tools used by the Circulation Division at Solopos Media Group. The Circulation Division often uses WhatsApp group chats to coordinate their events. The use of WhatsApp group chats by members of the division aims to avoid miss communication in order to achieve the success of their event.

e. Circulation Division

PT. Aksara Solopos is a print media publishing company based at Griya SOLOPOS Jl. Adisucipto 190 Solo. PT Aksara Solopos has many employees who are divided into several divisions. The object of this research is the Account Executive of the Circulation Division. Circulation Division is a division that handles product distribution issues to all marketing target areas. It is called Circulation because this division regulates the circulation of the required number of newspapers, so that the number of newspapers circulating in the community is neither too much nor less. This division is divided into eight sections that deal with issues in more detail. These sections include shipping, packaging, sales administration, sales affairs, verification, service points, distribution affairs, and marketing executives.

According to Riyadi (2012) in the Circulation Division, the sales administration section is the activity of ordering newspaper circulation from each newsagent and its sales administration. The sales department is managing newspaper circulation from newsagents, making reports and analyzing newspaper sales according to the company's plans and goals. Packing is the activity of packing newspapers to match the number of newspapers ordered by each newsagent. Service point is to develop the local market, including the implementation of the management of newspaper sales and distribution, as well as supervision or control of advertising billing and circulation in the representative office area/area that has been determined by the company. Distribution affairs are to supervise the process of packing and distributing newspapers to all destinations in accordance with the order and the amount that has been determined. The Delivery section is to organize and supervise the process of sending newspapers to agents throughout the area to match the quantity ordered and on time. The Verification Section is to recapitulate the newspaper sales data needed in conducting sales analysis. Marketing Executive, which is to search, supervise, guide, and develop sales and distribution businesses / Newsagents that have been determined by the company.

Print media in 2017 seemed to be in a slump, not only on the national level, but also on the international scene. The print media business was abandoned by its owners due to the development of information technology. In reality, the print media is starting to be abandoned by its readers, one of which is newspapers, although newspapers still have fans, but nowadays, most of people prefer to open mass media through cellphones, computers, or other digital devices.

For this reason, sales of the Solopos newspaper decreased and did not reach the monthly target. To cover the lack of targets per month, the Solopos Circulation Division often holds events that have the potential to earn massive profits. Besides coordinating events directly, the Solopos Circulation Division uses WhatsApp as a communication medium for coordination. In their WhatsApp group chat, there were a lot of code-mixing appears among all members of the Circulation Division in coordinating the implementation of the events they handle. The emergence of this phenomenon established the writer to use it as research material to analyze the types of code mixing they use.

RESEARCH METHOD

This article is a literature study, the research in this article was conducted qualitatively by highlighting the use of code-mixing in WhatsApp group chats to coordinate the implementation of events by the Circulation Division members at Solopos Media Group. Field data was taken from WhatsApp group chats among Circulation Division members and the data obtained were analyzed from journals, books and news articles related to the topic of this research

RESULT AND DISCUSSION

a. Result

The writer uses 3 types of code-mixing based on Muysken's theory to analyze the data that has been obtained. The three types of code-mixing used are Insertion, Alternation and Congruent Lexicalization. There are many foreign phrases or lexicals inserted among the data, there are also some data where the grammatical structure is dominated by foreign clauses which causes the linguistic pattern of the sentence disturbed and changed. The following is a chat data table when coordinating the implementation of events taken from the Circulation Division WhatsApp group at Solopos Media Group

Table 1.
The Code-Mixing Utterances in WhatsApp (WA) Group Chat AE
Circulation

| NO | SENTENCES | TYPES OF CODE MIXING |
|----|--|--------------------------|
| 1. | No 1 <i>dibook</i> (booking) | Insertion |
| 2. | Kurang nama <i>host</i> Ademar dan Nia | Insertion |
| 3. | <i>Rundown final</i> tolong <i>dishare</i> secepatnya ya | Congruent lexicalization |
| 4. | Surat <i>loading in</i> nanti malam | Insertion |
| 5. | Aja lali <i>to do list today</i> | Alternation |
| 6. | <i>Konfirm</i> dinas <i>can attend</i> tidak? | Congruent lexicalization |

| | | |
|-----|---|--------------------------|
| 7. | Sudah <i>ready</i> semua | Insertion |
| 8. | Fotone mbok <i>dimirror</i> sron, tulisane kuwalik | Insertion |
| 9. | Tak coba saya <i>follow up</i> | Insertion |
| 10. | Sebar <i>link</i> nya ya | Insertion |
| 11. | Untuk <i>tropi</i> tolong dipesankan dulu biar enggak <i>miskom</i> nanti | Congruent lexicalization |
| 12. | <i>I</i> akan <i>wait n' see</i> bang | Alternation |
| 13. | Daftar pemenang nanti <i>diforward</i> ke Andi | Insertion |
| 14. | Bang <i>acc rundown press release</i> Kasih Ibu | Alternation |
| 15. | Ayo cek kesiapan buar <i>ceremony</i> besok | Insertion |
| 16. | Rencana <i>flyer</i> kaya gini pak | Insertion |
| 17. | Ayo di gas, cari <i>PIC</i> nya | Insertion |

b. Discussion

Based on the table above, there are 17 utterances from the WhatsApp group chat of the Circulation Division members at Solopos Media Group. From the 17 data, each utterance is classified into a different type of code-mixing. The following is an analysis of the data from the table above:

a) Insertion

- (1) No 1 sudah *dibook* (booking) – (Sunyoto, May 17)
“No 1 has been booked”
There is a foreign lexical item “*booking*” which means “*dipesan*” inserted into Indonesian construction patterns with the addition of prefix-**di** in front of it. It used to make the utterance clearer.
- (10) Sebar *link*nya ya – (Ivan, May 19)
“Share the link”
The word “*link*” is a lexical item included as noun with the meaning “*tautan*” inserted among Indonesian construction. The suffix-*nya* was added behind that foreign lexical item to complete the linguistic pattern of the entire sentence.
- (17) Ayo di gas, cari *PIC* nya – (Franky, August 15)
“Let’s go, find the PIC”
The word “*PIC*” stand for “*Person in Charge*” which means “Penanggung Jawab” in Indonesian Language. It was inserted into the Indonesian-based sentence patterns.

b) Alternation

- (5) Aja lali *to do list today* – (Alvari, June 29)
“Don’t forget about the to do list today”
The utterance above uses a foreign lexical items to fill in the object and adverb to complete the language pattern. However, it actually interferes with the Javanese language-based sentence pattern because it is more dominated by the foreign lexicals (English)

2. (12) *I* akan **wait n' see** bang – (Yusron, June 1)
“*I'll wait and see, bro*”
The subject “*I*” and the verb “**wait n' see**” of this utterance using English, and it was more dominant than the basic language which is Indonesian.
3. (14) Bang **acc rundown press release** Kasih Ibu – (Sunyoto, July 15)
“*Bro, please accept the rundown for Kasih Ibu's Press Release*”
English dominates over Indonesian in the entire sentence above which makes the linguistic pattern changed.

c) **Congruent Lexicalization**

1. (3) **Rundown final** tolong **dishare** secepatnya ya – (Franky, May 17)
“*Please share the final rundown asap*”
There is a change in the use of words in English and Indonesian alternately in single sentence. Even though the two languages were inserted randomly, they eventually became one complete sentence without disturbing the sentence structure.
2. (6) **Konfirm** dinas **can attend** tidak? – (Franky, May 19)
“*Confirm whether the office can attend or not?*”
The word “**konfirm**” or “**confirm**” and the clauses “**can attend**” used alternately with several Indonesian words in one sentence without interrupting its pattern.
3. (11) Untuk **tropi** tolong dipesankan dulu biar enggak **miskom** nanti
(Sunyoto, June 19)
“*For trophies, please order first so there will be no miscommunication later*”

There is a change from Indonesian to English which is done alternately in one sentence. The two languages are inserted randomly which then becomes one complete sentence. In addition, the use of the words “**tropi**” means “**trophy**” and “**miskom**” which means “**miscommunication**” are some examples of English dialect used in Indonesia

CONCLUSION

Based on the research that has been done, the Circulation Division uses WhatsApp group chats to avoid miscommunication in the implementation of events when each member cannot coordinate directly. This research is different from other because it focuses on analyzing the chats between members of the Circulation Division that occur when coordinating the implementation of the events they handle. In the WhatsApp group chat among members of the Circulation Division at Solopos Media Group, there are three types of code-mixing they have used. These three types of code-mixing are Alternation, Insertion and Congruent Lexicalization. Among them, Insertion is the most widely used type of code-mixing in the Circulation Division group chat when coordinating the implementation of the events they handle. Insertion is superior with a total percentage of (18.7%) while Alternation and Congruent Lexicalization are in a series percentage, each of them only appearing (5.1%)

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