

Code switching in various Indonesian products advertisement

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Abstract

This study aims to investigate the types of code switching in various Indonesian products' advertisement, including: Food and Snack Product, Wardah Beauty care Product, Hair Care Product and Cigarettes Product. The research used was descriptive qualitative research to explore and describe social phenomena in life. The data was in the form of utterances in advertisement that had been transcribed. The source of data was advertisement that aired on Indonesian through several media such as television, internet and social media platform. The result of the study showed that there are two types of code switching that mostly found in various Indonesian's advertisements, they are: (1) Inter-sentential switching and (2) Intra-sentential switching. Besides that, there is also certain case; in which it found that there is also advertisement that combines the two types of code switching by inserting a word, a clause or a sentence in a single discourse. The strategy of code-switching usage in advertisement in business world is a common phenomenon and by inserting English in advertisements in Indonesia; it can be identified as a form of acceptance that English is accepted in Indonesian society as a part of their language.

Key words: Code Switching, Indonesian Product, Advertisement

INTRODUCTION

Indonesia is a heterogeneous country which is rich of cultures as well as its languages. Every ethnic has its own languages that differ among others. Basically Indonesians learn mother tongue in the first place as the local language. Interestingly, sometimes we find that there are a lot of Indonesians are fluent in speaking more than two or three local languages because they stay and live in the mixed ethnic communities. People who lived and stayed in the mixed ethnic communities is demanded to learn and understand other languages; so that they can communicate easily each other and blend with the language used. This situation then supports them to have the ability to speak two or more languages; that's so called bilingual or multilingual community.

Besides, Indonesians also learn Bahasa Indonesia that recognized as the national language and second, third or even the fourth language for them in spite of their local language. Bahasa Indonesia is widely used in formal school and environment. Lastly, they learn English known as the foreign language that taught as a compulsory subject from the very beginner learner until university level. Since English has less exposure which does not practice intensively in their daily usage, so the ability of comprehending and speaking English are also varies among

Indonesians. It depends on several factors, such as: education and family background, environment they living in etc.

In multilingual community that people speak two or more languages; the difficulty of comprehend the language has become one of the general issue that usually occurred. People tend to shift between languages, dialect, style or registers to adapt with the social contexts. This phenomenon is called code switching. Code switching is a change by a speaker or writer from one language or language variety to another one. It can take place in a conversation when one speaker uses one language and the other speaker answers in different language. Further, Bhatia & Ritchie (2013) stated that code-switching is the phenomenon of moving one language variety to another language orally or written to adapt to a different situation. In Indonesian context, people seem do not familiar yet with the term of code switching even though they have already implement, seen and heard it in some aspects of communication both oral or written. They might have applied it by switch among different local languages, shift from local languages to Bahasa Indonesia or alternate from Bahasa Indonesia to foreign language like English.

Recently, the use of English as international language in business world has been rising rapidly. The trend of implementing code switching has become a powerful tool in modern advertisements. The advertisement is communication between producer and prospective consumer through certain media, such as television, YouTube, and websites. Moriarty et al., (2009) stated that advertising is a form of communication between producers and prospective consumer. Language in advertisement is central because it can be a measure of marketing success. Further, Shimp (2007) stated that "Communication of an advertisement is the most important and it is a determining part of their successes and failures". As language is the most important aspect in achieving good communication as a promotional media about the product or service that is offered, so the use of good and interesting language will reach the target of the purpose of the advertisement.

The advertisement has the characteristics of using language that is persuasive. Persuasive language is the language used to influence an individual's beliefs, attitudes, and behavior (Schmidt & Joseph, 1985; Bruthiaux, 2000). Apart from that, the persuasive advertisement also tends to be creative and attract attention. Persuasive language has a positive effect and other functions in advertising marketing. Shareef et al., (2019) asserts that the positive impact can be obtained from persuasive advertising language such as credibility, the achieving promotion has been targeted, and it is more likely easy to remember by the prospective of consumer. Finally, based on some of the explanations that have been described, it can be concluded that advertisement is actually created to generate as much profit as possible by introducing a product or service in the society using persuasive language.

REVIEW OF RELATED LITERATURE

In Sociolinguistics, code refers to a language or a variety of language. The term is useful because it is neutral. This term is mainly used as a neutral label for any system of communication involving language and which avoids the sociolinguist having to commit himself to such terms as dialects, language or variety, which have special status in his theories.

Wardagh, (2006) also maintains that a code can be defined as "a system used for communication between two or more parties used on any occasions." When two or more people communicate with each other in speech, we can call the system of communication that they employ a code. Therefore, people are usually required to select a particular code whenever they choose to speak, and they may also decide to switch from one code to another or to mix codes,

sometimes in very short utterances and it means to. A code is a system that is used by people to communicate. When people want to talk to each other, they have to choose a particular code to express their feeling. The code is a particular language, dialect, style, register or variety.

Code-switching refers to the practice of alternating between two or more languages, dialects, or registers (e.g., formal vs. informal speech) within a single communication. In addition, Poplack (1980, as cite in Hamers and Blanc, 1989: 148) stated that there are three types of code switching, such as inter-sentential switching, intra-sentential switching and tag switching.

1. Inter-sentential switching

This type of switching involves a switch at a clause or sentence boundary, where each clause or sentence is in one language or another. It occurs when one uses a clause or a sentence in one language and utters another clause or sentence in different language. For example: Hai, good morning everyone, *Sudah siap ujian ya hari ini?*

2. Intra-sentential switching

Intra-sentential code switching occurs including the word boundary. It can be said that this type of switching happens when one inserts a word or a phrase from different language in a sentence or a clause. For example: Aku merasa *exited* banget mau ke Jogja minggu depan.

3. Tag switching

Tag switching involves the insertion of a tag in one language into an utterance which is entirely in the other language. For example: *Surprise!* Nih aku bawain kopi kesukaan mu.

In advertisements, code switching involves blending elements like English and Bahasa Indonesia or formal and slang language to mirror real-life communication. For instance, bilingual ads might start in English for a broad appeal and switch to Bahasa Indonesia for emotional resonance reflecting how people naturally converse in multicultural settings. This technique isn't limited to languages; it can include stylistic shifts, such as switching professional jargon with casual slang to appeal to different demographics etc.

The issue of code switching itself has been drawing many researchers' interests. Some of them who are well-known are Poplack (1980), Hoffmann (1991), Holmes (1992), Wardaugh (2012) and so on. This issue has also been broadly studied in many aspects and media, for example code switching found in You tube videos, in Instagram captions, in Facebook status, in advertisements on television or code switching used by teachers in classroom, etc.

Particularly in Indonesia, code switching that occurs in advertisements has been studied by Syntia, M. (2017) focused on investigates the factors affecting the code-switching in advertisements in Indonesia. Fahrurrozy (2015) carried out research entitled Analysis of Code Switching in Commercial Advertisement. He analyzed 10 commercial advertisement of face wash and bath soap products and used qualitative research method. He found that 9 out of 10 data are intra-sententially and 1 datum is inter-sententially. He also found that there are 5 data as gender specific forms for men, 3 data as gender-specific for women and 1 datum as age grading for all ages.

Saputra, H.M. (2018) analyzed how code switching and its types used in Honda advertisement in Indonesia. He conducted research entitled An Analysis of Code Switching Used in Honda Advertisement in Indonesia. He analyzed 31 Honda's advertisements and used qualitative research method. He found that code switching occurred 9 times (75%) in intra-sentential switching and 3 times (25%) in inter-sentential switching. The most frequently code-switching type occurred in Honda advertisement is intra-sentential switching.

Anta, S.R. (2022) also conducted similar topic research about code switching that focused on cosmetic product. She investigates the types of code switching in cosmetic product advertisements and identified the variations of switched segments used in cosmetic product advertisements. In relation to that, the researcher found that the studies on code switching in television advertisements, including the studies done by the researchers mentioned above mostly focused on identifying the types of code switching in certain product (one brand) of the advertisements that observed in certain period of time whereas the identification of code switching in various products in advertisements is still rarely conducted. The identification is quite important because the result will reveal the variations of code-switching types found in advertisements that will broaden our knowledge and will indirectly contribute to Sociolinguistics study, especially in the issue of code switching.

METHODS

This article is a study of language phenomena, especially code-switching research which is part of sociolinguistic study. The research used was descriptive qualitative research. Creswell (2015) states that descriptive qualitative aims to explore and describe social phenomena in life. The data was in the form of utterances in advertisement that had been transcribed. The source of data was advertisement that aired on Indonesian through several media such as television and social media (Facebook, Instagram, Youtube, Tiktok) etc without certain period of time.

In relation with the process of data collection of code switching in Indonesian's advertisement, the researcher conducted observation by watching advertisements that appeared on Indonesian television and internet through some social media platforms. After observing, the researcher carried out the documentation process to transcribe the conversation in advertisements that contained code switching. Then, the data were analyzed using inductive analysis. According to Sudaryanto (1992)¹, inductive analysis is describing something and it does not measure the use of appropriate language. In this case, the analysis focuses on the types and forms of code switching in various products Indonesian's advertisement.

FINDINGS AND DISCUSSION

In this study, the researchers categorized the product advertisements into 4 (four) groups, they are: (1) Food and Snack Product, (2) Wardah Cosmetic Product (3) Hair care Product and, (4) Cigarette Product.

Based on the observation, it is found that there are two types of code switching mostly used in various products in Indonesian's advertisements, they are: inter-sentential switching and intra-sentential switching. But there is also certain product who combine the type of inter and intra-sentential switching in their advertisements or jargon. Due to the categorization of those 4 (four) groups advertisement that have been done by the researcher, the data obtained is presented in each table as explain below:

Table I: Food and Snack Product Advertisement

No	The Data Obtained	Indonesian Equivalent Meaning	Type Of Code Switching
1.	POP MIE "Pop mie rasa Indomie goreng, aroma dan	Pop mie rasa Indomie goreng, aroma dan rasanya	Intra-sentential switching

¹ Sudaryanto. (1992). *Metode linguistik: Ke arah memahami metode linguistik*. Yogyakarta: Gadjah Mada University Press

	rasanya <i>legend</i> banget”	<i>legend (terkenal)</i> banget	
2.	POTA BEE “Potabee sapi panggang <i>real beef</i> , bikin kuahnya pecah pedasnya wah”	Potabee <i>real beef (sapi panggang)</i> bikin kuahnya pecah pedasnya wah	Intra-sentential switching
3.	DRINK BENG-BENG “Drink beng-beng coklatnya <i>good</i> bikin <i>mood</i> jadi <i>good</i> ”	Drink beng-beng coklatnya <i>good (enak)</i> bikin <i>mood (suasana hati)</i> jadi <i>good (baik)</i>	Intra-sentential switching
4.	AJINOMOTO “Ajinomoto, pantas dipercaya. <i>Eat well live well</i> ”	<u>“Eat well live well”</u> <u>(Makan dan hidup dengan baik)</u>	Inter-sentential switching
5.	POCARI SWEAT 900 ML “Dalam dunia olahraga, kemenangan hanya membutuhkan waktu yang singkat namun banyak keringat. <i>Pocari Sweat 900 ml, ION supply for more sweat. Go sweat, Go ion</i> ”	<u>“Pocari Sweat 900 ml, ION supply for more sweat. Go sweat, Go ion”</u> <u>(Pocari Sweat 900 ml, menyuplai ION untuk lebih berkeringat. Ayo berkeringat)</u>	Inter-sentential switching
6.	MCDONALD “Ayam McDonald <i>Spicy</i> pedesnya bikin balik lagi”	Ayam McDonald <i>spicy (pedas)</i> pedesnya bikin balik lagi	Intra-sentential switching
7.	CHITATO “Chitato bikin harimu asyiik terus. Chitato <i>Life is never flat</i> ”	<u>“Chitato <i>Life is never flat</i>”</u> <u>(Hidup tak pernah datar)</u>	Inter-sentential switching

In the group of the food and snack advertisement, the researcher obtained data from several products, such as: Pop Mie, Pota Bee, Drink Beng-Beng, Ajinomoto, Pocari Sweat 900 ml, Ayam McDonald, and Chitato. Based on the data analysis process, it is found that there are two types of code switching used in those advertisements. First, Inter-sentential switching, that occurs when one uses a clause or a sentence in one language and utters another clause or sentence in different language, as explained as follows: (a) Ajinomoto “Ajinomoto, pantas dipercaya. Eat well live well”. (b) Pocari Sweat 900ml “Dalam dunia olahraga, kemenangan hanya membutuhkan waktu yang singkat namun banyak keringat. Pocari Sweat 900 ml, ION supply for more sweat. Go sweat, Go ion” and (c) Chitato “Chitato bikin harimu asyiik terus. Chitato Life is never flat”.

Secondly, the type of code switching used in the food and snack advertisement is Intra-sentential switching that occurs including the word boundary. It can be said that this type of switching happens when one inserts a word or a phrase from different language in a sentence or a clause, as it found in these advertisements: (a) Pop mie rasa Indomie goreng, aroma dan rasanya *legend* banget, (b) Potabee sapi panggang *real beef*, bikin kuahnya pecah pedasnya wah (c) Drink beng-beng coklatnya *good* bikin *mood* jadi *good* and (d) Ayam McDonald *Spicy* pedesnya bikin balik lagi

Table 2: Beauty Care (Wardah Cosmetic Product) Advertisement

No	The Data Obtained	Indonesian Equivalent Meaning	Type Of Code Switching
1.	WARDAH LIGHTENING TWO WAY CAKE	<i>“Feel the Beauty”</i> <i>(Rasakan kecantikannya)</i>	Inter-sentential switching

	“Karena Wardah akan selalu bersama cantikmu. Wardah, <i>Feel the Beauty</i> ”		
2.	WARDAH WHITENING GENTLE WASH “Pakai Wardah Whitening Gentle Wash, <i>Approved by skin expert. Gentle skin is always in</i> ”	“Approved by skin expert. (Disetujui oleh pakar kulit) “Gentle skin is always in” (Kulit lembut selalu oke)	Inter-sentential switching
3.	WARDAH SUNSCREEN “Wardah Sunscreen, wherever you shine, Wardah will protect and be with you. Wardah, membuat hidup menjadi lebih berwarna	“Wherever you shine, Wardah will protect and be with you” (Dimanapun kamu bersinar, Wardah akan melindungi dan selalu bersamamu)	Inter-sentential switching
4.	WARDAH BRIGHTENING WASH “Wardah, ga ada kesempatan yang terlewat. <i>Feel the brighter you</i> ”	“Feel the brighter you” (Rasakan dirimu yang lebih cerah)	Inter-sentential switching
5.	WARDAH LIP CREAM “Satu warna gak akan pernah cukup. <i>One shade is not enough</i> . Beda moment beda warna”	“One shade is not enough” (Satu warna gak akan pernah cukup)	Inter-sentential switching
6.	WARDAH MATEE AND GLOSSY “Expand your colour with new glass shade, tampilkan warna glassy yg intens for every version of you.	“Expand your colour with new glass shade” (Perkaya warnamu dengan warna jenih yang baru) “intens” (sangat) “For every version of you” (Untuk semua versi kamu)	Combination of Inter and Intra-sentential switching and
7.	WARDAH PERFECT BRIGHT “Bye-bye minyak. <i>Berry bright ready to go</i> ”	“Bye-bye’ (Selamat Tinggal) “Berry bright ready to go” (Kulit cerah siap pergi kemanapun)	Combination of Inter and Intra-sentential switching and
8.	WARDAH MICELLAR WATER “Jago bersihinnya, jaga skin barriernya”	“Skin barriernya” (Pertahanan/perlindungan kulit)	Intra-sentential switching
9.	WARDAH VELVET LIP “Dengan Wardah velvet lip yang halal, <i>velvet powdery texture</i> yang lembut, bibir terasa nyaman seharian. <i>Convert to comfort</i> ”	“Velvet powdery texture” (Teksture bedak beludru) “Convert to comfort” (Beralih untuk nyaman)	Combination of Inter and Intra-sentential switching and
10.	WARDAH EXCLUSIVE LIQUID FOUNDATION “Wardah exclusive liquid foundation untuk berbagai jenis <i>skin tone</i> , terasa ringan, <i>high coverage</i> dan tahan lama”	“Skin tone” (Warna kulit) “High coverage” (Jangkauan tinggi/menutup sempurna)	Intra-sentential switching
11.	WARDAH MATTE LIP CREAM “ Dengan formulasi baru <i>curated colour and design</i> ”	“Curated colour and design” (Warna dan desain pilihan)	Inter-sentential switching

12.	WARDAH COLOR FIT FRESH “Wardah lip ink serum <i>colorings your day</i> ”	” <i>Colorings your day</i> ” (<i>Warnai harimu</i>)	Inter-sentential switching
13.	WARDAH INSTA PERFECT “ Tampil sempurna dan percaya diri <i>for your unstoppable move</i> ”	” <i>for your unstoppable move</i> ” (<i>Untuk langkahmu yang tak terhentikan</i>)	Inter-sentential switching
14.	WARDAH EVERYDAY MATTE LIP SHOOT “ Sehat tampil maksimal di media social, <i>colour you never met before</i> ”	” <i>colour you never met before</i> ” (<i>Warna yang tak pernah kamu temui sebelumnya</i>)	Inter-sentential switching
15.	WARDAH SHAMPOO “Dari yang halal memberikan ketenangan. <i>Wardah Shampoo, Feel the Freshness</i> ”	” <i>Wardah Shampoo, Feel the Freshness</i> ” (<i>Rasakan Kesegarannya</i>)	Inter-sentential switching

The second data obtained in this study is the advertisements from beauty care products which focused on Paragon industry products well known as Wardah Cosmetics, such as: Wardah Lightening Two Way Cake, Wardah Whitening Gentle Wash, Wardah Sunscreen, Wardah Brightening Wash, Wardah Lip Cream, Wardah Matte And Glossy, Wardah Perfect Bright, Wardah Micellar Water, Wardah Velvet Lip, Wardah Exclusive Liquid Foundation, Wardah Matte Lip Cream, Wardah Color Fit Fresh, Wardah Insta Perfect, Wardah Everyday Matte Lip Shoot and Wardah Shampoo.

From the data gathered, it found that from 15 products from Wardah Cosmetics it showed that mostly the types of code switching used is Inter-sentential switching. It occurs when one uses a clause or a sentence in one language and utters another clause or sentence in different language. The table showed that from 15 products, there is only two (2) products who applied intra-sentential switching code, they are: (a) The advertisement of Wardah Exlusive Liquid Foundatin (“Wardah exclusive liquid foundation untuk berbagai jenis *skin tone*, terasa ringan, *high coverage* dan tahan lama”) and (b) The advertisement of Wardah Micellar Water (“*Jago bersihinya, jaga skin barriernya*”).

In addition, there is also advertisements that combine between inter and intra sentential switching. Here, the researcher found that in one part of advertisement statement, they switch the language from Bahasa Indonesia into English by inserting word from Bahasa Indonesia whereas they also inserted an English clause or sentence in Bahasa Indonesia, for example: (a) the advertisement of Wardah Perfect Bright (“*Bye-bye minyak. Berry bright ready to go*”) and (b) the advertisement of Wardah Velvet Lip (“*Dengan Wardah velvet lip yang halal, velvet powdery texture* yang lembut, bibir terasa nyaman seharian. *Convert to comfort*”)

Meanwhile the types of code switching of another 11 Products by Wardah Cosmetics identified as inter-sentential switching. It occurs when one uses a clause or a sentence in one language and utters another clause or sentence in different language, as it shown in the table above, such as: Wardah Whitening Gentle Wash (“*Pakai Wardah Whitening Gentle Wash, Approved by skin expert. Gentle skin is always in*”), Wardah Sunscreen (“*Wardah Sunscreen, wherever you shine, Wardah will protect and be with you. Wardah, membuat hidup menjadi lebih berwarna*”), Wardah Brightening wash (“*Wardah, ga ada kesempatan yang terlewat. Feel*

the brighter you”), Wardah Lip Cream (“Satu warna gak akan pernah cukup. One shade is not enough. Beda moment beda warna”) etc.

Table 3: Hair Care Advertisement

No	The Data Obtained	Indonesian Equivalent Meaning	Type Of Code Switching
1.	HEAD ‘N’ SHOULDER “Jangan jadi cowok yang sama aja. <i>Move on ke Head ‘n’ Shoulder</i> ”	“ <i>Move on ke Head ‘n’ Shoulder</i> ” (<i>Beralihlah ke Head ‘n’ Shoulder</i>)	Intra-sentential switching
2.	SUNSILK “Sunsilk Power shot Cream bath, dengan satu <i>power shot</i> rambut kering jadi <i>silky smooth</i> ”	Sunsilk Power shot Cream bath, dengan satu <i>power shot</i> (<i>tembakan kekuatan</i>) rambut kering jadi <i>silky smooth</i> (<i>halus selebut sutra</i>)	Intra-sentential switching
3.	DOVE “Dove Hyaluron Serum Shampoo, memperbaiki dari dalam, rambut lembut lembab ternutrisi. Dove, <i>Restore your hair moisture</i> ”	“ <i>Dove, Restore your hair moisture</i> ” (<i>Dove, mengembalikan kelembapan rambut anda</i>)”	Inter-sentential switching
4.	SUNSILK “Sunsilk Multivitamin Hair Perfume, <i>shake and spray</i> ke rambut di pagi hari. <i>Slay all day</i> dengan Sunsilk baru”	Sunsilk Multivitamin Hair Perfume, <i>shake and spray</i> (<i>kocok dan semprotkan</i>) ke rambut di pagi hari. <i>Slay all day</i> (<i>Tampil memukau sepanjang hari</i>) dengan Sunsilk baru”	Intra-sentential switching
5.	ZINK “Zink Refreshing Cool, ketombe bandel dan bau? <i>No Worries</i> ”	“ <i>No Worries</i> ” (<i>Tidak khawatir</i>)”	Inter-sentential switching
6.	REJOICE “Rejoice Rich <i>three in one</i> . Rambut lembut gak pake lepek”	“ <i>Rejoice Rich three in one</i> (<i>3 kelebihan dalam satu formula</i>). Rambut lembut gak pake lepek”	Intra-sentential switching

Related to the group of hair care advertisement, the researcher obtained data from several products, for examples: Head ‘n’ Shoulder, Sunsilk, Dove, Zink, and Rejoice. Based on the data analysis process, it is found that there are two types of code switching used in those advertisements. First, Inter-sentential switching, that occurs when one uses a clause or a sentence in one language and utters another clause or sentence in different language, as explained as follows: (a) “Dove Hyaluron Serum Shampoo, memperbaiki dari dalam, rambut lembut lembab ternutrisi. Dove, *Restore your hair moisture*”, (b) Zink Refreshing Cool, ketombe bandel dan bau? *No Worries*”.

Other types of code switching used in hair care advertisements is Intra-sentential switching which occurs including the word boundary. It can be said that this type of switching happens when one inserts a word or a phrase from different language in a sentence or a clause, as it found in these advertisements: (a) “Jangan jadi cowok yang sama aja, *Move on ke Head ‘n’ Shoulder*”, (b) “Sunsilk Power shot Cream bath, dengan satu *power shot* rambut kering jadi *silky smooth*”,

(c) “Sunsilk Multivitamin Hair Parfume, *shake and spray* ke rambut di pagi hari. *Slay all day* dengan Sunsilk baru” dan (d) “Rejoice Rich *three in one*. Rambut lembut gak pake lepek”

Table 4: Cigarette Advertisement

No	The Data Obtained	Indonesian Equivalent Meaning	Type Of Code Switching
1.	DJARUM “Djarum Super Mild. <i>Pleasure, Style, Confidence</i> ”	“Djarum Super Mild. <i>Pleasure, Style, Confidence</i> ” (<i>Kesenangan, Gaya, Kepercayaan Diri</i>)”	Intra-sentential switching
2.	HM SAMPOERNA “A Mild, ga semua perlu dijelasin. <i>Why not?</i> ”	“A Mild, ga semua perlu dijelasin. <i>Why not?</i> ” (<i>Kenapa tidak?</i>)”	Inter-sentential switching
3.	DJISAMSOE “Djisamsoe Elite dari <i>tobacco soup</i> , nikmat tanpa serpihan”	“Djisamsoe Elite dari <i>tobacco soup</i> (<i>sari tembakau</i>), nikmat tanpa serpihan”	Intra-sentential switching
4.	DJARUM “La Bold. <i>No risk No Story. Live Bold</i> ”	“La Bold. <i>No risk No Story. Live Bold</i> (<i>Tak ada resiko. Taka da cerita. Hiduplah dengan berani</i>)”	Inter-sentential switching
5.	DJARUM “Djarum 76, yang penting <i>happy</i> ”	“Djarum 76, yang penting <i>Happy (bahagia)</i> ”	Intra-sentential switching
6.	WISMILAK “Active Mild. <i>The same the great taste</i> ”	“Active Mild. <i>The same the great taste</i> ” (<i>Masih dengan rasa yang sama enaknya</i>)”	Inter-sentential switching

Concerning with the group of cigarette advertisements, the researcher obtained data from several products, for examples: Djarum Super Mild, Sampoerna A Mild, Djisamsoe Elite, Djarum La Bold, Djarum 76 and Wismilak Active Mild. Based on the data analysis process, it is found that there are two types of code switching used in those advertisements. First, Inter-sentential switching, that occurs when one uses a clause or a sentence in one language and utters another clause or sentence in different language, as explained as follows: (a) “Djarum Super Mild. *Pleasure, Style, Confidence*”, (b) “Djisamsoe Elite dari *tobacco soup*, nikmat tanpa serpihan” and (c) “Djarum 76, yang penting *happy*”.

Secondly, the group of cigarette advertisements also used Intra-sentential switching types that occur including the word boundary. It can be said that this type of switching happens when one inserts a word or a phrase from different language in a sentence or a clause, as it found in these advertisements: (a) “Djarum Super Mild. *Pleasure, Style, Confidence*”, (b) “A Mild, ga semua perlu dijelasin. *Why not?*” (c) La Bold. *No risk No Story. Live Bold* and (d) “Active Mild. *The same the great taste*”.

CONCLUSION

Based on this study, it can be concluded that the usage of English in Indonesian Advertisement is a common phenomenon in business world. There are two types of code switching that mostly found in various Indonesian's advertisements, they are: (1) Intersentential switching and (2) Intra-sentential switching. Besides that, there is also certain case in which it found that that there is also advertisement that combine the two types of code switching by inserting a word, a clause or a sentence in a single discourse. The strategy of code switching usage in advertisement that influenced by market expansion, digital or social media and Economic benefit represents a dynamic evolution in marketing, enabling brands to target broader customers, build authenticity, relationship, and engagement. It also proves that inserting English in advertisements in Indonesia can be identified as a form of acceptance, that slowly, English is accepted in Indonesian society as a part of their language.

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