CHAPTER II
LITERATURE REVIEW

This chapter consists of previous journals that have the same discussion as the researcher's topic and the theoretical framework that supports this research. In this chapter there are previous studies that have the same topic as this study, the data in this study are supported by existing theories.

2. 1 Previous Studies

Research that is in accordance with this topic was written by Numertayasa, and Ariawan (2023). "Code Mixing in Agung Hapsah's Youtube Blogger "Gak Bisa Basa Enggress" Critical Discourse Analysis Review". This study aims to analyze the form of code mixing in Agung Hapsah's youtube account, namely the use of two or more languages. This study uses a qualitative method with a descriptive approach to Nourman Fairclough's theory, namely microstructural analysis, mesostructural analysis, and macrostructural analysis. The results of this study indicate that there is an insertion of code elements in 2 languages. The difference between previous research with Agung Hapsah's object, with the research that will be studied, the researcher will describe and explore the types of code switching and their functions to show that code switching can be used as a product marketing strategy with a descriptive qualitative approach to describe in the form of words or sentences.

The second study was conducted by Zahrah et al. (2003) entitled "Pemilihan Indonesia Dalam Strategi Marketing Pengiklanan Produk Sprite Melalui Media Televisi". In this study, they analyzed language that can influence a product. Using a mixed technique to collect data through observation and forms to gather information. This study emphasized the need to look at the target audience so that the meaning and message can be conveyed. The results of this study are creative language selection strategies to increase consumer interest in Sprite products. In this case, the use of code switching as a language variation is one of the strategies that Agung applies to convey messages effectively and creatively. The data source

in this study is Agung's YouTube channel which contains advertising content and code switching.

The third research conducted by Trisnayanti and Affini (2021) "Code switching: Types and Functions in Fathia Izzati's Vlog" The purpose of this research is to analyze the code switching used in Fathia Izzati's YouTube videos based on their types and functions. The method used in this research is a descriptive qualitative method using content analysis to find the right information with the questions in this research. The results of this research indicate that Intra Sentential Switching is very dominant in Fathia Izzati's vlog videos. This research shows the use of code switching as a function to invite or persuade to attract the interest of the audience. The relevance of this research with the research that will be conducted uses Popack's Theory as a classification of types of code switching, but the difference made by the researcher uses Marasigan's theory as a function of the code switching found and its strategies in digital advertising and linguistic strategies in digital advertising.

Fourth research, in Prabowo (2018). "The Patterns of Code Switching Among Youtubers" The aim of this study is to contribute to existing theories related to existing research related to code switching that develops in bilingual and multilingual communities. The results of this study indicate that the use of code switching among YouTubers aims to express the opinions, feelings of the speaker and as code switching is used as a personalization of the message to attract the attention of the audience. By using descriptive qualitative methods to analyze the social factors behind code switching used by YouTubers and documentation as an instrument in the research. The relevance of this research is the language that becomes a form of expression among Youtubers and as attracting the audience for their digital advertising content.

As a result, the research conducted by the researcher differs from the four previous studies that only examined the types of Code switching and their patterns. The research to be conducted Code switching as a language variation in digital advertising in the era of developing information technology by developing existing theories. The research to be studied uses a qualitative approach to explore

existing socio-cultural phenomena with descriptive to identify studies that focus on Agung Hapsah advertising content containing product advertisements. The source of this research is Agung Hapsah content for the last 2 years since this research was conducted. The analysis technique is carried out with video transcripts presented in tabular form to classify the types according to Poplack (1980), the function of Code switching used based on Marasigan's theory (1983) and the linguistic function in digital advertising according to Nur (2017) in Tutik, A. D., Fitriani, N., & Inderasari, E. (2020). The purpose of this study is to explain and describe the function of Code switching as a marketing strategy in personalizing audience emotions. The results of this study are to show that Code switching is an effective communication strategy to be used to build relationships with audiences and can improve the message delivered effectively and creatively.

2. 2 Theoretical Framework

The theoretical framework of this study is intended to test the theories of the role of Code switching in digital advertising.

2.2.1 Code Switching

Code switching is a linguistic phenomenon that refers to the switch in language use by speakers in an interaction, which generally involves comparing utterances from two different grammatical systems or categories. According to Gumperz (1982), code switching can be defined as a comparison between segments of speech that come from two different grammatical categories, or from two linguistic subsystems in a series of speech exchanges. This phenomenon generally occurs in bilingual or multilingual communities, where speakers have flexible access to two or more languages, and are able to use them alternately according to the social context and conversational situation.

Grosjean (1982), explains that the use of code switching not only reflects a person's ability or proficiency in mastering more than one language, but can also be used as a means to build and mark social identity, strengthen group solidarity, or show certain cultural affiliations. Speakers can intentionally use Code switching for various communicative purposes, such as mentioning or naming

someone, quoting someone else's speech, including or excluding participants from a conversation, or even to increase their social status in front of interlocutors.

In addition to functioning as a communication tool, code switching also carries psychological and sociological dimensions, as it can give a sense of pride to speakers who are able to demonstrate fluent dual language skills. In the context of wider social life, code switching also contributes to shaping the prevailing patterns of communication within a community, and reflects the dynamics of social relations between speakers. Therefore, code switching can be viewed not only as a linguistic phenomenon, but also as a complex and meaningful communication strategy tool in daily life practices.

According to Marasigan (1983), code switching is the use of two languages in the same statement or conversation. Bilinguals and multilinguals can easily transition between a variety of languages during a discussion by using Code switching (Mesthrie 2011). In a conversation sometimes speakers use a second language without realizing it or replace unknown words in the source language. or in circumstances where another language is deemed more suitable to explain a particular purpose. Code switching is not only intended as a dual language competence of a speaker but reflects complex communication in bilingual and multilingual contexts.

Code switching occurs when a person speaks from one language to another in a given communication situation. This switch is generally made by someone who speaks two or more languages, but code switching can also occur in people who frequently hear and are familiar with certain words or phrases from another language, even though they are not fully fluent in both languages. Code switching often functions as a variety of language as well as conveying meanings or ideas that cannot be conveyed in the source language. The purpose of code switching is to demonstrate the linguistic flexibility of the speaker to get the point across in a way that is more expressive, accurate, or appropriate to the social and cultural context of the discussion.

No	Function of Code switching		Meaning
1.	Quotation		Subjects quote themselves and others directly or indirectly in order to sound more credible
2.	Addresse Specification		Subjects use this function to communicate with specific individuals about address specification functions.
3.	Repetition		A message in another code serves to highlight a joke
4.	Interjection		Expressing strong feelings or emotions
5.	Message Qualification		To convey, qualify, or provide a general explanation of a message in another language.
6.	Personalization Objectivization	or	Subjects use this function to express their thoughts on a particular subject.
7.	Facility of Expression		There is a function where the shift can only be interpreted as the difficulty of finding the right words when speaking or the ability to express.

2.2.2 Types of Code Switching

According to Poplack (1980), there are three different types of code switching that have been postulated in sociolinguistics studies. Those are tag switching, inter sentential switching and intra sentential switching which will be explained below.

1. Tag Switching (A1)

The act of inserting a tag or brief sentence is known as tag swapping such as "right", "good". There are no specific guidelines for using tag swapping, and it can occur at the beginning or end of a phrase

Example,

A: Tono sama Bima itu adik kakak, r*ight*?

B: *No,* mereka temen aja

The above conversation is an example of the use of tag switching such as, "right" and "no" used at the beginning and end of the expression.

2. Inter Sentential Switching (A2)

A shift in code switching that takes place between clauses or inside the borders of sentences is known as inter sentential switching. The language in each subsequent sentence or clause is spoken in another language or to fluent bilinguals who do this.

Example is "Aku suka warnanya, *I want this bag."* This sentence is a code switching done by the speaker from Indonesia to English.

3. Intra Sentential Switching (A3)

The use of terms, idioms, and phrases that combine two or more languages in a single sentence is known as Intra Sentential Switching. It means that a person can switch from one language to another within the same term and is usually used by someone who lacks vocabulary.

 Example

A: Kita pergi *staycation* yuk

B: Kemana? Ada *recommended* tempat?

The speaker uses Indonesia and inserts English. "vacation" and "recommend" are English insertions expressed as a form of Intra Sentential Switching.

2.2.3 The Functions of Code Switching

According to Marasigan (1983) in Rosyidha (2017) there are several function of code switching are as follows

1. Quotation (D1)

According to Marasigan (1983) subjects quote themselves and others directly or indirectly in order to sound more credible to the recipient of the message. In this case the quotation must be able to maintain the authenticity of the message. The example is a quotation

A:" *Manager bilang, you have to submit before friday"*

B:"*siap laksanakan"*

This sentence is a repetition so that the meaning received is clearer to the recipient of the message.

2. Addressee Specification (D2)

Marasigan (1983), states that switching or blending is used to determine language behavior and also to facilitate interaction among speech participants. An example of this function, *"Itu kelihatannya ga enak, so what do you think, Josh?"* This sentence is addressed to bilingual speakers.

3. Repetition (D3)

Repetition of a message in another code serves to highlight a joke, reinforce or accentuate the speaker's points, or clarify what they are saying (Marasigan, 1983). "*Aku suka what is it oh stift/pulpen/pen?*" The word stift /pulpen/pen is a joke in another language said by the speaker.

4. Interjection (D4)

According to Marasigan (1983), expressing strong feelings or emotions is usually this function.interjection is used to switch the interaction between "we" to "they" code or between "they" and "we" code.

Example, "*kita sih mau, but they don't want to*"
The sentence but they don't want to is a code switch from us to them.

5. Message Qualification (D5)

According to Marasigan (1983), the purpose of message qualification is to qualify a previous message that the speaker believes would be better understood in another language. Additionally, this function was frequently designed to draw attention to something at a particular moment.

Example, "*The power of skincare,* bikin kulit jadi sehat"

6. Personalization and Objectivization (D6)

According to Marasigan (1983), code contrast here seems to relate to such things as: the degree of involvement of the speaker in, or the form of distance from, the message or the recipient of the message; whether a statement reflects personal opinions, feelings, or knowledge; whether the statement refers to a specific event, or whether the statement has the status of a generally known fact.

Examples in this function, "*itu kelihatannya enak, but logically the provision is not good"* The word looks good is a personal opinion, "but logically the provision is not good" is an objective statement.

7. Facility of Expression (D7)

According to Marasigan (1983), there is a function where the shift can only be interpreted as the difficulty of finding the right words when speaking or the ability to express. "I really like the editing, so smooth and clean". The word smooth and clean is an expression because it is more familiar in video quality.

2.2.4 Digital Advertising

Digital advertising is an activity to promote products with media to attract consumers. Digital marketing utilizes various media connected to the internet to inform products or services owned by companies so that they can be more widely recognized by the internet world (Onsardi et al., 2022, p.12). According to Heidrick and Struggles (2009), digital advertising uses technological advances and the digital world to promote or advertise something. In making advertisements, it must use interesting language that is informative and easy for consumers to remember. Therefore, digital advertising is not only a promotional

tool, but also an important component in building consumer loyalty and an overall brand experience.

In the context of advertising on Youtube, it consists of display ads, video ads, search engine marketing (SEM), social media advertising, and native advertising that integrates organically with the content. The advantage of digital advertising is its ability to implement data-based strategies, validated information, and improve the accuracy and effectiveness of message delivery. Understanding digital advertising makes consumers or audiences accept all the information conveyed to the response made.

2.2.5 Linguistic Strategy in Digital Advertising

Language in advertising has an important role to increase interest in an advertised product. By paying attention to the intended target, language has a very important role to convey the purpose of the advertisement. According to Nur (2017) in Tutik, A. D, Fitriani, N., & Inderasari, E.(2020). Therefore, the language used in advertising must be able to show the purpose of attracting public attention to what is advertised are as follows:

1. Solicitation or Persuading (R1)

    The aims is to try to convince customers to buy products from a particular brand. Ads that have persuasive power can be created by including images and typographic variations in the text, which allows the ad to attract public attention. Besides language, visual aspects are also needed in an advertisement to build interest in a product. In this case, the function used can also identify invitations or advertisements for self-branding.

2. Comparison (R2)

    Advertisements are also useful for comparing products of different types with each other. In addition, language functions as efficiency or emphasizes the value of a product. For example, "The whiter the softer" or "The materials used are environmentally friendly" these sentences can provide interest to consumers but also provide reasons for consumers to switch products.

3. Reminding (R3)

Building customer recall of a product is one of the main objectives of advertising. Advertising tries to embed the product name in the buyer's mind through memorable words, catchy slogans, or catchy jingles. Therefore, customers can easily recall the brands they have seen or heard when they need something. By combining reminders and notifications, advertising becomes a means of communicating information to consumers' perceptions of the product.

An example of the successful use of code in content for this function can be seen in audience comments such as those from @ilmanfpmath on content titled "kenapa jarang upload"

"*Semua orang tidak butuh tau keseharianku seperti apa, tidak semua hal harus dipublikasi, tidak semua hal harus di*share. *Gak ada salahnya fokus pada diri sendiri dan nikmati kesunyian*" -AGUNG HAPSAH".

This is one of the sentences in Agung Hapsah's video that can influence his audience with its impactful wording. The message conveyed through the content builds audience recall.

The second example is from @OdongersDotTV from the content titled "gak bisa Indonesia enggres"

"*Gw gak tau kenapa semua videonya Agung itu membuat gw terhibur dan terinspirasi, mulai* Opening, Pronunciation, Editing, *Konsep, Referensi Video*, Storyline *sampai dengan* closing. *Cukup dengan* title *yang singkat, penonton sudah bisa mengerti. 7 menit yang luar biasa*. Next *kalau boleh* request *untuk bahas* Metaverse *ya* ☺"

From the comments provided, one audience member was influenced and entertained by the content created by Agung. From the title of the content to its content, Agung makes his audience feel a good connection and always requests that he continue uploading content.