

## CHAPTER IV

### RESULT AND DISCUSSION

This chapter will discuss how code switching can be used as one of the marketing strategies for digital advertising.

#### 4.1 Result

The results of data analysis are used in this study to answer the problem formulation proposed in Chapter I. This research specifically outlines the types and functions of code switching as well as the most important linguistic functions in digital advertisements on Agung Hapsah's content.

##### 4.1.1 Types of Code Switching

After the analysis, the researcher found all types of codes in Agung Hapsah's advertising content as follows

Table 4. 1Type of Code Switching

No	Type of Code Switching	Number of Data	Percentage
1.	Tag Switching	5	5.96%
2.	Inter Sentential Switching	12	14.28%
3.	Intra Sentential Switching	67	79.76%
	Total	84	100%

$$\text{Percentage} = \frac{\text{Total of code switching}}{\text{Total of data}} \times 100\%$$

*Total of data*

The table above is the data obtained from the analysis of Code switching types as many as 84 (100%) data were found consisting of Intra Sentential as many as 67 data (79.76%), Inter Sentential as many as 12 data (14.28%) and Tag Switching as many as 5 times (5.96%). This type was found when Agung Hapsah conveyed information related to the advertised brand as a communication strategy that does not change the information conveyed. The role or use of this type can

allow the free insertion of foreign words or phrases without changing the sentence structure, so that the message can be conveyed smoothly and effectively.

Inter Sentential Switching, which involves switching language between sentences, was found 12 times when this function was used to convey conclusions or emphasize the topic being conveyed. Tag Switching is used to insert short words as expressive or emotional emphasis in speech to create a bond with the audience, such as "boy" and "let's go." The type of Code switching, dominated by Intra Sentential Switching, occurred 67 times, indicating a preference for a communication style that is easy to understand and interesting. All types of Code switching found have their respective roles according to the characteristics of modern digital content that conveys messages in an interesting and creative way.

#### 4.1.2 Functions of Code Switching

This section contains data from the results of the classification analysis and found 4 Code switching functions based on Marasigan in Agung Hapsah's advertising content.

Table 4. 2 Functions of Code Switching

	Function of Code Switching	Number of Data	Percentage
1.	Quotation	0	-
2.	Adresse Specification	2	2.38%
3.	Repetition	0	-
4.	Interjection	0	-
5.	Message Qualification	8	9.52%
6.	Personalization and Objectivization	8	9.52%
7.	Facility of Expression	66	78.58%
	Total	84	100%

$$\text{Percentage} = \frac{\text{Total of functions of code switching}}{\text{Total of data}} \times 100\%$$

The Code switching function classification table shows 82 data from Agung Hapsah's video transcript analysis. Four Code switching functions based on Marasigan's theory (1983) were found in the analyzed content. This shows that Agung Hapsah widely uses various Code switching functions in his communication strategy. The classification of words, phrases and sentences that have Code switching in each part of the video makes it possible to achieve these functions. The results show that Code switching not only occurs randomly, but is also used strategically to support the delivery of digital advertising messages. As indicated by the dominance of this function, Agung Hapsah often uses English words or phrases to convey certain meanings, technical terms, or concepts that are difficult to translate directly into Indonesia without losing their original meaning. This is especially evident in videos that talk about technology, product features, or digital terms that are more familiar in English so that audiences can understand them more easily. The results reinforce the idea that Code switching in Agung Hapsah's content is not just a language style, but also an effective communication strategy to reach a bilingual audience in digital advertising.

In the analyzed data, Personalization and Objectivization functions were found as many as 8 (9.52%). This function shows that Agung Hapsah expresses his personal feelings, opinions, or perspectives, so that it can increase emotional connections with the audience. By carrying out this function, Agung Hapsah can build a closer and more intimate relationship with the audience. This makes the message conveyed feel more real and touching. In addition, two functions were also found in the content, but their appearance was not as frequent as the dominant functions. The Address Specification function appeared as many as 2 (2.38%) this function aims to direct the delivery of the intended message, Message Qualification appeared as many as 8 (9.52%) which aims to provide a message related to the advertised product specifically related to the advertised product. These functions still play an important role in supporting Agung Hapsah's communication style, even though they only appeared a few times. Emotional emphasis is given, the message conveyed is emphasized, citing other statements or sources, and marking a specific audience or subject in the conversation.

The dominant and important function of Code switching in Agung Hapsah's video content is as a Facility of Expression, with 66 (78.58%). This indicates that Code switching is widely used in this content to convey technical terms, concepts, or feelings that are difficult to translate accurately into Indonesian. Furthermore, the dominance of this function enhances the role of Code switching as a communication strategy, allowing for more efficient delivery of messages, opinions, and expressions. This also makes Code switching relevant to the digital context and one of the creative language variations to apply.

#### 4.1.3 Linguistics in Digital Advertising

In the discussion of linguistic functions in digital advertising, 2 types were found, namely as follows:

Table 4. 3 Linguistic Function in Digital Advertising

NO	Linguistic Function in Digital Advertising	Number of Data	Percentage
1.	Solicitation or Persuading	17	80.95%
2.	Comparison	-	
3.	Reminding	4	19.5%
	Total	21	100%

$$\text{Percentage} = \frac{\text{Total of linguistic strategy}}{\text{Total of data}} \times 100\%$$

*Total of data*

The analysis results found two linguistic functions in digital advertising, namely Solicitation or Persuading and Reminding. The table above presents the linguistic functions in digital advertising with solicitation or persuasion having the highest percentage among the three. Solicitation or Persuasion dominates the linguistic context with the meaning of inviting, persuading, and entertaining the audience as many as 17 data (80.95%). The persuasive words used by Agung Hapsah build familiarity with his audience and seem surprised by the features offered by a product. Then, reminding is the second type with a type of Code switching that appears as many as 4 data (19.05%), which means building a goal

so that the memory of a product is conveyed through words or jingles that have been heard. This function is also very important in an advertisement because it has a significant role in building an audience's memory of an advertised product. The results of the analysis conducted show that the Linguistic function in the content contains the meaning of inviting and persuading the audience to buy the advertised product and reminding the audience about the product with words or slogans that are easy to remember and interesting.

## **4.2 Discussion**

After the identification, transcription and classification of the data, it is evident that Code switching occurs in the utterances in the videos on Agung Hapsah's channel. In the data, there are many types, functions, and linguistic functions in digital advertising.

### **4.2.1 Types of Code Switching**

The content contain three different kinds of code switching. These include tag switching, intra sentential switching, and inter sentential switching

#### **4.2.1.1 Tag Switching**

Tag switching is the least common type of code switching found in Agung Hapsah's video content, accounting for 5 (5.96%) of the data spread across the four videos analyzed. The use of short phrases or word insertions from the second language, which typically appear at the beginning or end of the main sentence, indicates the presence of this type of code switching. According to Poplack (1980), who defines tag switching often referred to as extra-sentential switching as the act of adding a new tag at the beginning or end of a sentence.

Example 1

*"Laptop ini bisa semuanya, boy!" (A1.50)*

This data contains the type of Code switching, namely Tag Switching. "Boy" is the short English and Indonesia word meaning "anak laki-laki" added at the end of the Indonesia sentence in this quote. "Laptop ini bisa semuanya" is an Indonesia sentence that already conveys the purpose of the sentence

#### Example 2

“Anyways, *itu saja untuk video hari ini.*” (A1.55)

This sentence is an example of Tag Switching. The delivery of this sentence is found in the Indonesia word “itu saja untuk video hari ini” and the word “anyways” as an English expression inserted at the beginning of the Indonesia sentence

These two utterances are the result of Tag Switching data analysis. Tag Switching simply adds a word as an expression. This analysis also aligns with existing theory, which states that the words are at the beginning and end of Agung Hapsah's utterances.

#### **4.2.1.2 Intersentential Switching**

Intersentential Switching type of code that appears as much as 14.28% found in 4 videos of Agung Hapsah's content. Inter Sentential Switching, switching clauses or sentences from one language to another. Some example are as follows.

#### Example 1

“we look like, *seandainya Indo punya samurai.*” (A2.5)

This data is the use of 2 languages in 1 sentence. The sentence “*we look like*” is an English sentence and “*seandainya indo punya samurai*” is an Indonesia Language. This type of merging is usually done by a bilingual person who is fluent in both languages.

#### Example 2

“*ini tablet*, this is the new Asus ROG FLOW Z 13” (A2.77)

This sentence shows 2 different languages. Agung Hapsah uses 2 different codes to introduce specific brands and products. “*ini tablet*” is an Indonesia phrase used as a straightforward object identification. “*this is the new Asus ROG FLOW Z 13*” is an English phrase that aims to introduce the product completely and specifically.

The example sentence above aligns with Poplack (1980), who stated that Inter Sentential Switching occurs when a speaker changes the language used in

two clauses or between two sentences. However, the sentence used does not disrupt the meaning the speaker intends to convey through their utterance.

#### **4.2.1.3 Intrasentential Switching**

The most common type of Code switching found in Agung Hapsah's video content is in Intra Sentential Switching, which accounts for 67 (79.76%) of the total data analyzed. This type of Code switching occurs when words, terms, or phrases from the second language are inserted into the main sentence structure without disrupting the flow or meaning of the sentence. According to Poplack (1980), intra-sentence Code switching occurs in the middle of a sentence or clause. In this case, Code switching occurs within a single complete sentence, so that elements of the second language naturally blend with the structure of the first language.

##### **Example 1**

*"Selamat datang kembali ke dalam channel, hari ini kita akan unbox dan qna"* (A3.1)

This is the example of intra sentential switching. There are three English insertion words in the sentence channel, unbox, and qna. The word "channel" comes from English and is widely used by Indonesians in the context of digital media. Meanwhile, the terms "unbox" and "qna" are very popular in the creative content and digital advertising industries, especially those related to product reviews or audience interaction.

##### **Example 2**

*"Sosial media itu fake, termasuk aku juga."* (A3.22)

"Fake" is an English word used to convey a message in an Indonesia sentence without breaking its grammatical and semantic meaning, and "fake" is used as a predicate in Indonesia to replace an adjective, meaning lie or unreal.

Both examples are the result of Poplack's (1980) analysis of the Code switching function as words that are used and cannot be separated, i.e., they become part of the first language structure. The words used by Agung Hapsah are in the middle of the sentence as a unifier of the message conveyed without damaging the sentence structure.

## 4.2.2 Functions of Code Switching

The results of Agung Hapsah's content research have found 4 Code switching functions

### 4.2.2.1 Adresse Specification

Address Specification According to Marasigan (1983), subjects use this function to communicate with specific individuals about address specification functions. The use of code switching specifically directed at a particular subject in conversation, whether an individual, group, or pet, is known as the address specification function. The English in this sentence becomes a special code understood by pets for communication. To make communication more focused and personal, this function is used to directly label or call out the subject.

#### Example 1

“*Whisky suka ganggu* shooting, you good *Whisky? Dia benci anjing*. How are you doing? You oke? She is alright” (D2.72)

Agung Hapsah speaks directly to his cat, Whisky, in this excerpt, he uses English Code switching. The sentences explicitly talk about the subject, i.e. the cat, to establish a more intimate relationship. English words such as "Are you good, Whisky?", "Are you okay?", and "She is alright?" show the speakers' attempts to create a familiar atmosphere and show their concern for the addressed subject. It can be used as part of an approach to establish emotional closeness with digital content. In this situation, the use of Code switching reinforces the character of Agung Hapsah's communication style that is relaxed, individualized, and touches the emotional side of the audience.

#### Example 2

“Let’s start! Whisky, good girl. ready ready ready get it, Whisky good girl so smart Whisky good girl so smart. Come move here, come move here good girl there you go up here, there you go. Sit, good girl, Sit, good girl, Sit, good girl you so smart, you know that you so smart. good job today good job today you free, *itulah cara training kucing*” (D2.74)

This is a sentence addressed to cats. This word is used by Agung Hapsah when training cats. The use of commands and praise is consistently directed at his

cat as a form of greeting and attention. This result is in line with Marasigan's theory (1983) that English in this sentence becomes a special code understood by pets for communication.

#### **4.2.2.2 Message Qualification**

Marasigan (1983) stated that the purpose of this function is to convey, qualify, or provide a general explanation of a message in another language. This function is useful for convincing listeners of something the speaker believes in using language that is easy to understand. Therefore, this function is considered a qualifying message to direct a message contained in a product to the audience.

##### **Example 1**

*“Social media itu fake, termasuk aku juga” (D5.21)*

The word “*fake*” is a message that defines the insincerity or unoriginality of an object or phenomenon in this case addressed to Agung Hapsah and social media. The term “fake” has become popular and has a strong meaning in today's social media.

##### **Example 2**

*“Ini tablet, this is the new Asus ROG FLOW Z 13” (D5.80)*

This phrase is addressed to the audience by showing the item being advertised. “this is the new ASUS ROG FLOW Z 13” this phrase shows a product that is being advertised to the audience with light language and this product is the latest output from ASUS.

In this case, the words and phrases used as pointers provide specific explanations related to the message to be conveyed in English. This result is also in line with Marasigan's (1983) theory, which is to convey the meaning of a message in another language.

#### **4.2.2.3 Personalization or Objectivization**

According to Marasigan (1983), subjects use this function to express their thoughts on a particular subject. By using code switching, this function can be used to build personal branding, build relationships with audiences, or refer to concepts, objects, or phenomena in a more objective and universal manner.

#### Example 1

“we look like, *seandainya Indo punya samurai*” (D6.5)

In this sentence, ideas are used to convey purpose and intent. “*seandainya indo punya samurai*” is a form phrase or hope if something happens with the visual, and “we look like” is a visual phrase or style Agung Hapsah chose because it looks more spontaneous and expressive and suits the light-hearted language style in the digital world..

#### Example 2

“*Hai, I’m Agung Hapsah*” (D6.27)

In this phrase, Agung Hapsah introduces himself by using “I’m”, which is typical of personal content. In this way, he can connect with a wider audience and help establish his identity as a contemporary creator.

This statement is a personalization by Agung Hapsah to introduce himself in every content he creates. It also builds familiarity with the audience by introducing himself and establishing personal branding. This result is also in line with Marasigan's theory (1983), which is to voice or convey opinions related to something.

#### 4.2.2.4 Facility of Expression

Facility of Expression is a function used to express with words. Speakers can convey messages more effectively with this function, especially in digital communication which is full of technical terms or familiar popular culture in foreign languages. Facility of Expression is the most frequently used Code switching function in Agung Hapsah's video content in this study, providing 78.57% of the total data analyzed.

#### Example 1

“*Di Halloween, aku ada upload foto ini yang sebenarnya hasil editan.*” (D7.20)

This phrase has the words “*upload*” and “*edit*”, both of which are words that are often used in social media contexts and are easier to use. Its Indonesianized form makes sense in everyday conversation, and compared to more formal terms such as ‘edit’ and “upload” it is simpler and more preferred.

#### Example 2

"ASUS Zenbook Pro 16X OLED *benar-benar* Pro." (D7.10)

This sentence emphasizes the phrase "Pro," which is an expression of appreciation for a product. It also directly uses a term commonly used in the technology world, where using a single word instead of a lengthy Indonesia sentence is more effective and efficient.

The speech used by Agung Hapsah is used as an expression for a product. This speech is a word that is familiar with the context of the product being advertised which is easy to say in other languages and would be difficult if using the original language. This analysis proves Marasigan's theory that the delivery of words or the difficulty of saying them in the original language can cause doubts about the message to be conveyed.

### **4.2.3 Linguistic Functions in Digital Advertising**

Language has a role in an advertisement to promote a product. In Agung Hapsah's content, 2 linguistic functions according to Nur (2017) in Tutik, A. D., Fitriani, N., & Inderasari, E. (2020) in digital advertising have been found.

#### **4.2.3.1 Solicitation or Persuading**

To persuade, invite or entertain the audience, solicitation or persuading is used in code switching to get them interested in the message or product being promoted. In digital advertising, this function is very relevant because it supports persuasive messages, which are an important part of a marketing communication strategy. Based on the results of the analysis conducted on Agung Hapsah's four video contents, it was found that the demand or persuasion function appeared in 17 data, and the persuasive purpose was responsible for 88.9% of the total data.

#### Example 1

"I'm Agung Hapsah and until next time" (R1.26)

The results show that Agung Hapsah often uses code-switching as part of his communication strategy to enhance the appeal of his advertisements. Creative advertising can attract attention and influence the audience (Morissan, 2010). The selection of English words and phrases in Indonesian sentences not only serves as

a language variation, but also helps build a communication style that is relaxed, current, and relevant to the digital culture of his audience.

#### Example 2

*“ini tablet, this is the new Asus ROG FLOW Z 13.”* (R1.80)

The use of code switching in this sentence does not only function as language switching; it also has the strategic benefit of attracting the audience's cognitive and emotional attention. Speakers are able to induce a shock effect or initial interest in the audience by including appropriate foreign language.

This encourages them to pay more attention to the content, process the message conveyed, and ultimately increase their interest in the advertised product. Code switching therefore becomes one of the effective rhetorical tools in this context to make digital advertising attractive and attract audiences

#### **4.2.3.2 Reminding**

This function has the aim of instilling a memory to customers of a product. The use of catchy slogans or words is important in a product. The results of the analysis of 4 contents of Agung Hapsah found a total of 2 data. The words used in his content provide information on consumer perceptions of an advertised product. This shows how Code switching is used not only as a linguistic modification, but also as part of a communication approach to improve customer recall of messages or goods delivered in digital content.

#### Example 1

*“aku sebenarnya lebih menyarankan pakai controller terus kamu bisa tambahkan headset belum aja kamu bisa tambahkan powerbank dengan kemampuan power delivery kan ini sebenarnya cuman butuh 100 watt untuk charging kamu bisa main sampai pingsan boy”*(R3.83)

In this phrase, Agung Hapsah suggests using a product that offers greater enjoyment. This also implies that the advertised product can be a valuable asset that can be used in various situations. This phrase demonstrates a creative effort to create an image of the product's mobility and flexibility, making it memorable and relevant to the needs of today's audience.

### Example 2

"ASUS Zenbook Pro 16X OLED *benar-benar Pro*." (R3.12)

This sentence uses words that build customer memory and attempts to imprint the product name in the minds of buyers through an attractive jingle. "Pro" is one of the jingles that can summarize a product in a creative and expressive way.

The message conveyed through this sentence is to create a product brand for the audience. This function also serves to build audience memory of the product by using creative words. The words or sentences used are a summary of the advertised product, conveyed in an expressive and creative manner.