

CHAPTER V

CONCLUSION AND SUGESSTION

This chapter displays the conclusions of the research results and also suggestions for future research.

5.1 Conclusion

Analysis of Agung Hapsah's digital advertising content on YouTube shows that Code switching is an important communication strategy for conveying advertising messages. There are 84 code switching data in Agung Hapsah's content, namely 5 tag switching, 12 inter sentential switching, and 67 intra sentential switching. These three types of code switching have their respective functions to express expressions, feelings, and messages to be conveyed. Intra Sentential Switching is the most dominant code switching used. English words or phrases are inserted into Indonesia sentences without disrupting the main sentence structure, which indicates that Agung Hapsah uses code switching to include technical terms, digital concepts, or well-known expressions in advertising.

The functions found in Agung Hapsah's advertising content are 2 Address Specification, 8 Message Qualification, 8 Personalization and Objectivization, and 66 Facility of Expression. These four functions play a role in expressing feelings, emotions, and goals in communication. Facility of Expression is the dominant function, reflecting the use of English words or phrases to simplify and clarify meaning in digital advertising. The results of this study indicate that Code switching is not only a linguistic phenomenon but also part of an effective communication strategy that helps build relationships with audiences and enhance advertising messages.

Code switching in digital advertising not only involves switching languages, but also serves as a persuasive linguistic strategy to build an effective relationship between the audience and the content creator. In such situations, code switching helps to grab the audience's attention, persuade, and make an emotional connection. By using words or phrases in a foreign language, especially English, Agung Hapsah is able to explain product information in a more concise, easy-to-

understand manner that suits contemporary digital communication styles. Code switching also helps the audience remember the existence and advantages of a product. Digital advertising that uses linguistic strategies not only strengthens message delivery, but also helps audiences create a short memory of the advertised product, making it more recognizable and memorable.

5.2 Suggestion

It is recommended for future research to expand the scope of research to include more content creators and various creators who use various digital platforms to market products. In addition, future research should consider aspects of audience response to the use of code switching in advertisements. This is done to explore how these linguistic strategies affect the audience's understanding, engagement and perception of the message. This research can help content creators understand that code switching can be an effective technique to build emotional closeness and increase the appeal of advertising messages, especially for bilingual audiences. This study can serve as a basis for developing further research on the relationship of code switching with audience response or quantitative advertising effectiveness. This will make a broader contribution to the fields of digital communication and linguistics.