



**CODE MIXING AND CODE SWITCHING IN  
“COSMOPOLITAN INDONESIA” MAGAZINE**

**A FINAL PROJECT**

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## **PRONOUNCEMENT**

I states truthfully that this project is compiled by me without taking the results from other research in any university, in S-1, S-2, and S-3 degree and diploma. In addition, I ascertain that I do not take the material from other publications or someone's work except for the references mentioned in the bibliography.

Semarang, 27 May 2015

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## **MOTTO AND DEDICATION**

*Nothing GREAT was ever achieved without enthusiasm (Emerson).*

*If not us, who? If not now, when? (John F. Kennedy).*

*Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence (Hellen Keller).*

*This final project is dedicated to my beloved parents.*

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Finally, the writer expects that this final project will be useful to the reader who wishes to learn something about linguistics and its effects for the society.

Semarang, 27 May 2015

Zeanita Tiffany Spallanzani

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## ABSTRAK

Penggunaan alih kode dan campur kode dalam bahasa penulisan kini kian marak di masyarakat Indonesia terutama pada penulisan artikel di majalah. Majalah *Cosmopolitan Indonesia* merupakan salah satu majalah yang banyak memuat alih kode dan campur kode pada artikelnya. Adanya variasi bahasa dalam penulisan artikel menggunakan alih kode dan campur kode mempermudah penulis menyampaikan pesan dan juga pembaca untuk mengerti isi pesan. Selain itu penggunaan alih kode dan campur kode dengan bahasa asing menjadikan suatu gaya hidup atau tren baru dalam masyarakat. Tujuan dari penelitian ini untuk mengetahui kegunaan dan faktor adanya alih kode dan campur kode yang terjadi di majalah *Cosmopolitan Indonesia*.

Metode yang digunakan dalam penulisan final project ini adalah deskriptif kualitatif yang sistematis, nyata, dan akurat. Dalam pengumpulan data, penulis melakukan *note taking* dalam artikel di majalah *Cosmopolitan Indonesia*, kemudian meneliti pada setiap kalimat dan tuturan yang ada dalam artikel.

Hasil penelitian final project ini ialah penggunaan alih kode dan campur kode dengan bahasa asing di majalah *Cosmopolitan* terjadi karena penulis ingin membuat pembaca lebih mudah menerima pesan yang disampaikan, bahasa yang digunakan sesuai dengan tren masa kini dan penggunaan bahasa yang lebih tepat dalam menyampaikan sesuatu.

Kata kunci : Alih kode, Campur kode

## **1. Introduction**

Language is a tool to represent our ideas and explain our mind to other people. Language has a big impact for our lives, without language we cannot communicate with other people. Language can be divided into two types: spoken language and written language. Spoken language is a conversation or sounds like song, speech, announcement, audio or video, and etc. Written language is a compile of written words like article, book, newspaper, e-paper, and etc. Discussing written language, one of the most popular written languages can be found in magazine. A magazine contains a lot of hottest issues and a part of our lifestyle. In Indonesian magazine we will find the use of code mixing and code switching in many articles. This is very common for Indonesian people not only speak one language when they are speaking and writing, but they often also switch and mix it with another language. This caused bilingualism.

Bilingualism presents at the point where the speaker of one language can produce complete, meaningful utterances in the other language (Haugen, 1956:10). As we know in Indonesia we live in diversity, we have so many languages and society with different culture, and then this is very common thing if we switch our mother language with another foreign language. English is one of the most popular foreign languages in Indonesia. The effect of globalization pushed Indonesian people to learn and speak English as well as they can. English becomes trend in our society, and make people prestigious when they can speak English or another foreign language. People like to mix and switch Bahasa Indonesia with English in their conversation. This may affect on our lifestyle and

also the media use this to increase their readers. For example, the use of code mixing and code switching in a magazine is a common thing. This is a language phenomenon that occurs in *Cosmopolitan Indonesia Magazine*. Many articles in *Cosmopolitan Indonesia* use code mixing and code switching as a great trend. This may affect some social factors – what you are talking about, the social context of a topic and code mixing and code switching as a social style. Also the readers of *Cosmopolitan Indonesia* are mid-high level society, commonly they are able to read English.

The linguistic domain that is sociolinguistic aim to study about the way culture and society affect the way language is used. In other words, researcher wants to analyze the use and the factor of code mixing and code switching in several articles in the *Cosmopolitan Indonesia* magazine. A study by Wardaugh (1986:101) stated that the phenomenon of bilingualism results in the occurrence of code switching and code mixing because they use two different languages. A number of research studies have found that using two or more languages make people able to express their feeling and explain their ideas.

The aim of this research is to analyze the use and the factor of code mixing and code switching that occur in *Cosmopolitan Indonesia Magazine*. Magazine is publication, usually periodical publication that are printed or published electronically. In short, magazine as the media that fulfill information related with the reader background and segmentation. The segmentation of *Cosmopolitan Indonesia Magazine* is for the modern women in age upper than 20 years old and makes their own lifestyle. The content of this magazine is good and relate with

women lifestyle especially about love, fashion, beauty, and career. The researcher chooses this topic because there are some particular language phenomena, especially in Code Mixing and Code Switch that make a new lifestyle in Indonesia.

## **2. Theoretical Framework**

Today, an abundant amount of research explores bilingualism and its manifestation both in spoken language and in written texts influential work from Weinreich (1953), Mackey (1968), Ferguson (1964), Fishman (1968), Gumperz (1964), et al., and most researches focus on the significant feature of bilingualism code-switching and code-mixing. These phenomena has been researched by many on a societal level using examples of multilingual speech communities switching between languages, which mostly focused on the role and effects of languages on the socio-political organization. On the other hand, numerous authors examined code-switching and code-mixing on the individual level pursuing to produce knowledge on language switch as a strategy to achieve certain personal goals in everyday communicative needs. In order to pursue discourse on code-switching and code-mixing patterns, it will be necessary to adopt an appropriate definition of bilingualism.

Code-Switching and Code-Mixing are most important features and well-studied speech processes in multilingual communities. Definitions vary, but both

utilize the term “code” which was adopted by linguists from the field of communication technology (in Gardner-Chloros, 2009:11), referring to “a mechanism for the obvious transduction of signals between systems”, analogous to what switching of language signifies a system used by bilingual speaker-hearer in everyday communication. Therefore, term “code” is frequently used nowadays by the linguists as an “umbrella term for languages, dialects, styles etc”. (Gardner-Chloros, 2009:11). Further, term “switching” refers to alternation between different varieties used by the bilingual/bidialectal during the conversational interaction. On the other hand, code-mixing refers to “embedding of various linguistic units such as affixes (bound morphemes) words (unbound morphemes, phrases and clauses that participants in order to infer what is intended, must reconcile what they hear with what they understand (Bokamba, 1989). Code switching and code mixing have been used interchangeably throughout literature, however in this study they will be separately defined and used to signify two very different patterns of code utilization by the subjects studied.

Accordingly, one of the important aspects of code-switching discussed in the study will focus on describing it as a dynamic discourse strategy (Romaine, 1989:111). The formal categorization, according to Poplack (1980:605), defines three types of code switching :

- Inter-sentential switching
- Intra-sentential switching
- Tag switching

Inter-sentential switching “involves switches from one language to other between sentences: a whole sentence (or more than one sentence) is produced entirely in one language before there is a switch to the other languages” (Myers-Scotton 1993:3). In Assyrian-English switching one could say, “*Ani wideili*. What happened?”

On the other hand, Intra-sentential switching (code mixing) occurs “within the same sentence or sentence fragment” (Myers-Scotton 1993:4). This type of switching will be considered most frequently for the analysis of the language behavior in the study due to the consideration of morpho-syntactic patterns. In Spanish-English switching one could say, “*La onda is to fight y jambar.*”

Tag switching refers to insertion of tags such as **you know** and **I mean** in sentences that are completely in the other language. According to Romaine (1995), tags are “subject to minimal syntactic restrictions”, therefore the insertion into a monolingual utterance does not violate syntactic rules. This implies that inter-sentential and intra-sentential switching reflects higher language proficiency, unlike in the case of tag switching. This pattern was common occurrence with both subjects from the study. In Spanish-English switching one could say, “*Él es de Mexico y asi los criaron a ellos, you know.*”

Another study by *Victoria and Rodman (1998)* state that code switching is a term in linguistics referring to using more than one language or dialect in conversation. Hoffman (1991:113) explains that code switching can occur quite frequently in an informal conversation among people who are familiar and have a

shared educational, ethnic, and socio-economic background. It is avoided in a formal speech situation among people especially to those who have little in common factors in terms of social status, language loyalty, and formality.

Code mixing is a mixing of two codes or languages, usually without a change of topic. Code mixing often occurs within one sentence, one element is spoken in language A and the rest in language B. Maschler (1998) also defines code mixing as “using two languages such that a third, new code emerges, in which elements from the two languages are incorporated into a structurally definable pattern”.

### **3. Methodology**

#### **3.1 Research Design**

In this study the writer uses descriptive qualitative method because it provides a systematic, factual, and accurate description of a situation of area. Besides descriptive method, the writer also uses qualitative method. This method is based on the data that are words and not about the number. It is called qualitative one, since the collected data are in the forms of sentence. The research is conducted by qualitative approach because the result of the data analyzed is in descriptive phenomenon such as words, sentence and utterance. In collecting the data, the writer took note an article in *Cosmopolitan Indonesia Magazine*, then the writer observed about the sentences and utterance.

### **3.2 Method of Data Collection**

In order to describe the patterns and the motivation of code mixing and code switching phenomena in language varieties, the data were gathered through a sample of article that was collected through written text with note taking and observation that appeared in Cosmopolitan Indonesia Magazine. The domain examined has been primarily the language that mixed and switched from Bahasa Indonesia into English.

The fact that articles used in two different settings implies that two different environments between the writer and reader influence the bilingualism of article. The writer is always actively involved in conversations in mixing in English. The writer used three articles from three different editions to see how code mixing and code switching occur in Cosmopolitan Indonesia Magazine.

### **3.3 Method of Analyzing Data**

Topic:

Code Mixing and Code Switching in Cosmopolitan Indonesia Magazine

Data:

Articles in Cosmopolitan Indonesia Magazine

In this research the method of data analysis that we used is Padan Method, the method identified by finding the equivalent data outside the aspects studied. Sub-types of padan method used here is Referential method. Referential method was implemented by way of the reference referred to analyze. An advanced technique that we used is “Teknik Ganti” or Substitution Techniques, to replace elements of lingual unit of data to determine the extent of similarity classes.

#### **4. Data Analysis**

In this paper, the writer analyzes code mixing and code switching that appeared in three articles in Cosmopolitan Indonesia Magazine. The writer analyzes three articles with three types of code switching : Inter-sentential switching, Intra-sentential switching, and Tag switching according to Poplack (1980:605).

##### **4.1 Inter-sentential switching**

“The Limited percaya bahwa koleksi ini akan mencerminkan gaya unik Olivia Pope dan menonjolkan sisi *sophisticated professional*. *So excited to wear them!*” (Paragraph 3, Article 1)

In the last sentence, we can see Inter-sentential switching or code switching appear in the article. Before the last sentence is using Bahasa Indonesia, then the last is in English. “*So excited to wear them!*” This kind of situational switching while the sentence will attract the readers in the last sentence. The writer also

knows the segment of Cosmopolitan Indonesia Magazine's reader are modern women who able to speak in English. That sentence is a substitution of "Sangat tertarik untuk memakainya" from Bahasa Indonesia to English.

"Rencana mau belanja tapi takut mengeluarkan uang lebih dari *budget*? Well, that can happen sometime. Maka dari itu trik berbelanja berikut wajib Anda ikuti supaya saldo Anda tidak "anoreksia" saat pulang dari supermarket..." (Paragraph 1, Article 2)

In the beginning of the article, the writer uses Bahasa Indonesia in opening sentence to greet reader with our mother language. The next sentence switches into English to make sure the reader about previous sentence. Using English here, the writer wants the reader to enjoy the article and readable article.

"Why? Bila Anda orang yang tergolong malas mengantre maka Anda berpotensi berkeliling supermarket untuk menunggu antrean memendek." (Paragraph 2, Article 2)

In the opening of the paragraph, the writer is using English "why" as a question. In the next following sentences, the writer explains the answer with Bahasa Indonesia.

"Yup, suatu studi membuktikan kalau Anda pergi belanja dalam keadaan lapar maka kemungkinan besar saat melewati lorong snack Anda akan memborong hampir semuanya. So better fill up your tummy first, ladies!" (Paragraph 3, Article 2)

Inter-sentential switching happened here to give conclusion about the previous sentence. The previous sentence talk about: "if you are hungry and passing snack aisle you will buy up the snack" then the writer gives conclusion with So better fill up your tummy first, ladies! This switching make eye catching in article and

reader will be more attractive to read the next sentence because the use of sentence is really explain the solution.

“Jadi tak ada alasan untuk lupa bawa buku catatan (*how old-school*). *No list means a definite "Yes" to all items!*” (Paragraph 3, Article 2)

In the last words in previous sentence, the writer uses code mixing from Bahasa Indonesia to English then continue the next sentence with English. This cause previous sentence consists of code mixing, and reader will easier to read if the next sentence using English too. The switching here may persuade the reader with words “Yes” in the sentence.

*“Don’t Use the Plastic.”* (Paragraph 4, Article 2)

The new tagline in the next paragraph is Inter-sentential switching or code switching. The previous tagline is using Bahasa Indonesia, but in the last sentence before new paragraph the writer uses English. The using of code mixing can make reader happy because the article will be boring if the writer only uses Bahasa Indonesia in tagline and tagline is one of part that reader will read first before the whole article.

“Terdapat kecenderungan untuk belanja berlebihan bila Anda tak bawa uang *cash*—gesek saja dengan kartu kredit atau debit. *Big mistake, ladies.*” (Paragraph 4, Article 2)

The sentence “*Big mistake, ladies.*” Here is the code switching from Bahasa Indonesia to English. The writer creates friendly words to make sure the reader that the writer gives great solution and that is a big mistake if we do not bring any cash money.

“Tapi, bila Anda memang lebih nyaman dengan kartu, siapkanlah e-money. It’s modern times, after all.” (Paragraph 4, Article 2)

At the end of the paragraph, the writer switches into English to make reader not bored in reading the article. The sentence “It’s modern times”

“Namun untuk seorang wanita? She’s a bitch!” (Paragraph 1, Article 3)

Code switching here appeared to response and to answer the previous sentence. From Bahasa Indonesia to English will make a new sense of reading. Using “bitch” is a kind of relief and great answer for previous question.

“Beberapa wanita merasa segan untuk tegas prinsip kepada kolega dan bawahan lantaran risiko dicap “bitchy”, tapi bila Anda memang project manager mereka maka Anda punya hak untuk menuntut permintaan Anda diwujudkan. Remember: you’re the decision maker so stand by your decision!” (Paragraph 2, Article 3)

The switching from Bahasa Indonesia to English is useful to remind and warn the reader. If there is no code switching to English, maybe the reader will feel this sentence is so flat and they will not remember it.

“Bila setelah diskusi masih ada yang menunjukkan keberatan, go ahead and let your inner-bitch shows!” (Paragraph 2, Article 3)

Code switching in this sentence means instruction as a solution from the previous problem. The instruction here maybe more polite for the reader than we use words in Bahasa Indonesia like “lurus saja terus dan tunjukkan sisi jalangmu!”

“About that inner bitch.... Anda boleh saja tegas dan menegur bawahan, tapi bukan berarti Anda mesti teriak-teriak dan sinis mencerca atau malah jadi ice queen kepada mereka. Be assertive and pick your words intelligently: jelaskan tentang tanggung jawab masing-masing dan bila memang kurang jelas, lagi-lagi uraikanlah tiap detail pada proyek supaya tidak ada kebingungan.” (Paragraph 3, Article 3)

In this paragraph the writer begins with English as the opening, then continue switch it with Bahasa Indonesia. We can see here, the writer switches to Bahasa Indonesia as our mother tongue to explain more and make it friendly with reader. The next sentence code switching appears again into English “*Be assertive and pick your words intelligently*” as a quote. After that the writer explains again with Bahasa Indonesia.

“*Be ambitious only when it comes to the job.* Walau ada kini telah mencapai posisi puncak, bukan berarti Anda berhak memperlakukan bawahan seperti “sampah” kan?”

“Lebih baik mengalokasikan sesi *one-on-one* tiap minggu untuk berdiskusi tentang pekerjaan atau kepuasan dalam bekerja. *Being successful is not a one woman show, ladies.*” (Paragraph 4, Article 3)

The writer makes an opening again with English sentence as a quote to motivate the reader and easy to remember. The writer also switches the next sentence into Bahasa Indonesia with stressing sentence to strengthen the previous sentence.

“*Separate professional and personal life.* Ada seorang managing director yang dinasihati oleh sang bos untuk jangan bergaul dengan bawahan supaya menunjukkan batas kepemimpinan. *Cosmo thinks that’s bad advice:* dalam ruang lingkup profesional boleh saja Anda tampak *ambitious*, tapi secara personal tidak ada salahnya untuk menjalin relasi yang baik dengan staf. *You never know, dear—you might meet them on your way down!*” (Paragraph 5, Article 3)

The sentence “*Separate professional and personal life*” can be the tagline or main idea of this new paragraph. Code switching occurs to give example of that main idea then the writer gives example with Bahasa Indonesia. So it will be easy for the reader to read and feel it. “*Cosmo thinks that’s bad advice*” words can be a bad statement that reader will always remember it. The last sentence using code

switching again from Bahasa Indonesia into English makes a different sense to reader and makes climax in this paragraph. Hopefully with code switching the reader will be more receptive to any advice from the writer.

“*Well*, kalau begitu Anda punya kesamaan dengan Madonna yang pernah berkata, “I’m tough, I’m ambitious, and I know exactly what I want. If that makes me a bitch, okay.” Okay!” (Paragraph 6, Article 3)

In this sentence code switching happened to show what Madonna said before, and why the writer did not change what Madonna said into Bahasa Indonesia? This maybe an example that the writer wants to show the real words from Madonna and the writer does not change any Madonna said.

#### **4.2 Intra-sentential switching**

“Kerry Washington bersama *women's fashion retailer*, The Limited akan meluncurkan koleksi busana *Scandal*.” (Paragraph 1, Article 1)

From the first sentence we can see the code mixing in a sentence. The reference here is English as the original language, and the writer told it again by Bahasa Indonesia mixed with English. The writer still uses English to keep the name and as substitution of “produsen busana wanita”. This code mixing doesn’t change the structure of the sentence but only substitute the words.

“Bekerja sama dengan Elliot Staples dan Lyn Paolo, peraih *Best Dressed Star* oleh People ini akan menghadirkan koleksi yang elegan bak berada dalam setiap episode *Scandal*.” (Paragraph 1, Article 1)

In the next sentence, the writer still exists to use English to substitute “artis peraih busana terbaik” with “Best Dressed Star” as equivalent words. This kind of code

mixing may affect the trend of language in reader. This may be a way for a magazine to sell their content. Such a thing is the new era, and it will be better if we said in another language.

Another code mixing may exist in the article such as “gladiator”, “fashionista”, “outwear”. In this era using substitution words in an article may make readers enjoy to read and find new knowledge while reading. English is still being the reference in the sentences. Sometimes changing the words into Bahasa Indonesia will not be good enough in reading, like “outwear” will be great in “outwear” rather than in “baju luaran”.

“The Limited percaya bahwa koleksi ini akan mencerminkan gaya unik Olivia Pope dan menonjolkan sisi *sophisticated professional*.”  
(Paragraph 3, Article 1)

Any other code mixing there is the difference side, from “menonjolkan sisi” move into “sophisticated professional”. “Sophisticated professional” here becomes the substitution of “sisi professional yang mutakhir”.

“Rencana mau belanja tapi takut mengeluarkan uang lebih dari *budget*?”  
(Paragraph 1, Article 2)

Intra-sentential or code mixing that appeared here is to make the sentence more hype using “budget” than “anggaran belanja”. This will make reader understand and enjoy the article.

“Bila Anda orang yang tergolong malas mengantri maka Anda berpotensi berkeliling supermarket untuk menunggu antrian memendek. Akibatnya...*you shop more*.” (Paragraph 2, Article 2)

Code mixing here is a stressing in explaining the risk of previous sentence. As closing words may be a mock for reader and the reader will think twice before being lazy to take the queue.

“Dan berkaitan dengan hal ini, jangan juga Anda pergi belanja dengan “tangan kosong”, *which means*, bawalah *list* berisi rangkaian produk yang mesti Anda beli. Lagipula, Anda punya *app note writing* kan di ponsel Anda? Jadi tak ada alasan untuk lupa bawa buku catatan (*how old-school*).” (Paragraph 3, Article 2)

Code mixing appeared in the middle of the sentence “list” to replace “catatan” in Bahasa Indonesia. These words are really eye catching for the reader and the reader will feel not bored in reading such as refreshment. “App note writing” mentions in here as code mixing to facilitate writer explains about new technology, it is easy to mention in English. “How old school” represents how our way is too old and not up to date.

“Sebelum pergi belanja, tinggalkan kartu kredit atau debit Anda di rumah dan bawalah uang *cash*. Tapi, bila Anda memang lebih nyaman dengan kartu, siapkanlah *e-money*.” (Paragraph 4, Article 2)

The word “cash” replaces “uang tunai”, this word shows that the writer also knows the popular words in society, and this will make reader familiar. Also “e-money” replaces “uang elektronik”. Sometimes, people may think what is uang elektronik, they will easily understand if we say e-money.

“Siapa Bilang “*Ambitchious*” itu Negatif?” (Paragraph 1, Article 3)

The use of code mixing in the title of article will attract people to read the article, they will be curious about what is “ambitchious” and read the whole article.

“Ada *double standard* yang diterapkan kepada pria dan wanita di kantor: bila pria berperilaku ambisius (*workaholic*, perfeksionis, cenderung agresif), *he’s awesome*.” (Paragraph 1, Article 3)

The writer uses code mixing with English in “double standard” to replace “dua patokan” it makes the reader easy to understand what the writer means. “Workaholic” as a figure shows that men and women in the office are hard workers and never give up. “He’s awesome” here means a statement that they are who work ambitiously is awesome.

“Beberapa wanita merasa segan untuk tegas prinsip kepada kolega dan bawahan lantaran risiko dicap “*bitchy*”, tapi bila Anda memegang *project manager* mereka maka Anda punya hak untuk menuntut permintaan Anda diwujudkan.” (Paragraph 2, Article 3)

The use of “bitchy” functions as code mixing because “bitchy” is very common word in society and people easily understand with that word than using Bahasa Indonesia “jalang” means worse. “Project manager” here represents position in career and it is also a popular word in spoken language.

“Asalkan Anda melakukannya dengan cara yang cerdas, jelas, lengkap dengan detail, dan *open for discussion*.” (Paragraph 2, Article 3)

Intra-sentential switching “open for discussion” in the sentence means that we should allow and want to share or discussion with other people. The writer makes familiar words in the sentence.

“Anda boleh saja tegas dan menegur bawahan, tapi bukan berarti Anda mesti teriak-teriak dan sinis mencerna atau malah jadi *ice queen* kepada mereka.” (Paragraph 3, Article 3)

The words “ice queen” are an insinuation to stress and explain the sentence. The sentence looks more comfortable using that word than “ratu es”. Ice queen has the

same meaning with “silence is gold”, sometimes people think that being silence is better than we talk too much, but the writer disagrees if we are ice queen.

*“Think more Diane Lockhart* dari The Good Wife, *less Miranda Priestley* dari The Devil Wears Prada.” (Paragraph 3, Article 3)

In this sentence, the writer still uses code mixing with native language to protect the origin of a title. Sometimes, if we change a title with another language it will make another meaning and the reader will not be curious again with the content.

“Jangan menjatuhkan ide atau citra seseorang di hadapan—*or worse*, di belakang!— mereka. Lebih baik mengalokasikan sesi *one-on-one* tiap minggu untuk berdiskusi tentang pekerjaan atau kepuasan dalam bekerja.” (Paragraph 5, Article 3)

“Or worse” is used to change “buruknya”. These words may refresh the reader point of view that the writer also can represent it with another language that has same meaning. The writer uses “one-on-one” to represent the range time of activity in every week.

### **4.3 Tag switching**

“Dan berkaitan dengan hal ini, jangan juga Anda pergi belanja dengan “tangan kosong”, *which means*, bawalah *list* berisi rangkaian produk yang mesti Anda beli.” (Paragraph 3, Article 2)

The words “which means” are examples of tag switching. The writer uses this word to convince the reader about “tangan kosong”. With this word reader may easily understand what the writer think about.

*“Well, kalau begitu Anda punya kesamaan dengan Madonna yang pernah berkata, “I’m tough, I’m ambitious, and I know exactly what I want. If that makes me a bitch, okay.””* (Paragraph 6, Article 3)

We can see that tag switching appeared in the first word it is “well”. “Well” represents a tag to reassure the reader before giving the solution. The switching from English to Bahasa Indonesia may create a new sense in reading like this sentence is good to read.

## **5. Conclusion**

The use of code mixing and code switching in written language is a new trend in Indonesian Magazine. *Cosmopolitan Indonesia* Magazines is one of magazines that uses code mixing and code switching as a great trend in many articles. The readers of *Cosmopolitan Indonesia Magazine* itself are mid-high level society and able to read English. English is one of the most popular foreign languages in Indonesia, and make people prestigious when they use English.

Based on the analysis, code mixing and code switching from Bahasa Indonesia to English occur to substitute a word with popular words. The writer mixes and switches any words or sentence into English as a substitution. The writer wants that the reader will easily understand the message if using popular words and substitute with foreign language. Using popular words make the reader enjoy and the article more prestigious. This kind of written style will increase the number of *Cosmopolitan* reader, and also new lifestyle in reader.

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## APPENDIX LIST

### 1. Article 1 Fashion : Kerry Washington Akan Luncurkan Koleksi SCANDAL

Kerry Washington bersama *women's fashion retailer*, The Limited akan meluncurkan koleksi busana *Scandal*. Bekerja sama dengan Elliot Staples dan Lyn Paolo, peraih *Best Dressed Star* oleh People ini akan menghadirkan koleksi yang elegan bak berada dalam setiap episode *Scandal*.

“Dengan membuat koleksi yang terinspirasi dari acara itu, kami memperkenalkan koleksi yang mewujudkan keanggunan dan kekuatan estetika *Scandal* untuk *gladiator* kehidupan nyata dan *fashionista* sehari-hari, “ ujar pemeran Olivia Pope itu.

The Limited menyiapkan 42 tampilan termasuk atasan, celana, jaket, dan *outwear* dengan palet netral yang akan diluncurkan September mendatang. Lyn Paolo sendiri mengatakan ia menghabiskan banyak waktu dengan Kerry Washington di ruang kostum. Mereka mencoba menyesuaikan koleksi dengan setiap adegan, juga dengan apa yang terjadi di sekeliling Kerry. The Limited percaya bahwa koleksi ini akan mencerminkan gaya unik Olivia Pope dan menonjolkan sisi *sophisticated professional*. *So excited to wear them! (Cosmopolitan, June 26 2014)*

### 2. Article 2 Better You : Cara Belanja Bulanan yang Cerdas

Rencana mau belanja tapi takut mengeluarkan uang lebih dari *budget*? *Well, that can happen sometime*. Maka dari itu trik berbelanja berikut wajib Anda ikuti supaya saldo Anda tidak “anoreksia” saat pulang dari supermarket...

#### **Ketahuiilah Hari Terbaik untuk Belanja.**

*Why?* Bila Anda orang yang tergolong malas mengantre maka Anda berpotensi berkeliling supermarket untuk menunggu antrean memendek. Akibatnya...*you shop more*. Pergilah pada hari kerja atau seminggu setelah orang gajian. Dan bila tujuan Anda untuk menghemat, pergilah pada hari Jumat karena biasanya pada hari tersebut banyak supermarket menawarkan diskon untuk beberapa produknya. *Be a smart shopper and do your research first.*

#### **Jangan Pergi dengan Perut Kosong.**

Yup, suatu studi membuktikan kalau Anda pergi belanja dalam keadaan lapar maka kemungkinan besar saat melewati lorong snack Anda akan memborong hampir semuanya. *So better fill up your tummy first, ladies!* Dan berkaitan dengan hal ini, jangan juga Anda pergi belanja dengan “tangan kosong”, *which means*,

bawalah *list* berisi rangkaian produk yang mesti Anda beli. Lagipula, Anda punya *app note writing* kan di ponsel Anda? Jadi tak ada alasan untuk lupa bawa buku catatan (*how old-school*). *No list means a definite "Yes" to all items!*

### ***Don't Use the Plastic.***

Terdapat kecenderungan untuk belanja berlebihan bila Anda tak bawa uang *cash*—gesek saja dengan kartu kredit atau debit. *Big mistake, ladies*. Bila Anda benar-benar ingin mengawasi budget belanja bulanan, maka sebaiknya Anda perhitungkan dulu berapa kira-kira yang Anda butuhkan untuk keperluan per bulan lalu pisahkan uang tersebut. Sebelum pergi belanja, tinggalkan kartu kredit atau debit Anda di rumah dan bawalah uang *cash*. Tapi, bila Anda memang lebih nyaman dengan kartu, siapkanlah *e-money*. *It's modern times, after all.* (Cosmopolitan, April 20 2015)

### **3. Article 3 Career : Siapa Bilang “Ambitchious” itu Negatif?**

Ada double standard yang diterapkan kepada pria dan wanita di kantor: bila pria berperilaku ambisius (*workaholic*, perfeksionis, cenderung agresif), *he's awesome*. Namun untuk seorang wanita? *She's a bitch! Well*, jadi seseorang yang *ambitchious* tak melulu mesti negatif lho. Berikut cara mengubah label tersebut menjadi sesuatu yang positif...

1. Beberapa wanita merasa segan untuk tegas prinsip kepada kolega dan bawahan lantaran risiko dicap “*bitchy*”, tapi bila Anda memang *project manager* mereka maka Anda punya hak untuk menuntut permintaan Anda diwujudkan. *Remember: you're the decision maker so stand by your decision!* Asalkan Anda melakukannya dengan cara yang cerdas, jelas, lengkap dengan detail, dan *open for discussion*. Bila setelah diskusi masih ada yang menunjukkan keberatan, *go ahead and let your inner-bitch shows!*
2. *About that inner bitch....* Anda boleh saja tegas dan menegur bawahan, tapi bukan berarti Anda mesti teriak-teriak dan sinis mencerca atau malah jadi *ice queen* kepada mereka. *Be assertive and pick your words intelligently:* jelaskan tentang tanggung jawab masing-masing dan bila memang kurang jelas, lagi-lagi uraikanlah tiap detail pada proyek supaya tidak ada kebingungan. *Think more Diane Lockhart* dari *The Good Wife*, *less Miranda Priestley* dari *The Devil Wears Prada*.
3. *Be ambitchious only when it comes to the job.* Walau ada kini telah mencapai posisi puncak, bukan berarti Anda berhak memperlakukan bawahan seperti “sampah” kan? Jangan menjatuhkan ide atau citra seseorang di hadapan—or worse, di belakang!—mereka. Lebih baik mengalokasikan sesi *one-on-one* tiap minggu untuk berdiskusi tentang pekerjaan atau kepuasan dalam bekerja. *Being successfull is not a one woman show, ladies.*
4. *Separate professional and personal life.* Ada seorang *managing director* yang dinasihati oleh sang bos untuk jangan bergaul dengan bawahan supaya

menunjukkan batas kepemimpinan. *Cosmo thinks that's bad advice*: dalam ruang lingkup profesional boleh saja Anda tampak *ambitious*, tapi secara personal tidak ada salahnya untuk menjalin relasi yang baik dengan staf. *You never know, dear—you might meet them on your way down!*

5. Tapi tentu saja Anda ingin karier Anda senantiasa melaju, dan bila risikonya adalah disebut *bitchy—so be it! Well*, kalau begitu Anda punya kesamaan dengan Madonna yang pernah berkata, *“I’m tough, I’m ambitious, and I know exactly what I want. If that makes me a bitch, okay.” Okay!* (Cosmopolitan, April 17 2015)