



Perception of Tertiary Students on Code-Switching Advertisement

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ABSTRACT

This study aimed to look at the effects of code-switching in advertising. Descriptive-analytic research was used to ascertain how Indonesian tertiary students see code-switched internet advertising. Data from university students (N = 100) in Indonesia were gathered using a questionnaire as the study's tool. Once the data had been collected, it was computerised, and the descriptive statistics (frequency and percentage) were used to tabulate it. According to the research, most tertiary students in Indonesia believed that code-switched online advertisements had a more significant influence than monolingual advertisements. Since the code-switched commercial was original, appealing, not confusing, easily intelligible, and didn't obliterate the Indonesian language, it has stayed in their minds and had a favourable impact. Additionally, most respondents concurred that code-switched internet adverts persuaded them to purchase the supplied goods. As a result, code-switched advertising favours Indonesia's online business environment since it is a very innovative, effective, and helpful method for developing marketing expertise.

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1. Introduction

1.1 Background of Study

Bishop (2007) described the code-switched advertisement as an advertisement where the message is not entirely delivered in the target language but two or more languages within an advertisement. This advertisement is unique compared to the traditional advertisement in which only one language is used.

This kind of advertisement can be found in the bilingual community. Using two or more languages is commonly known as code-switching, and the fundamental reason to use more than one language is the lack of language resources in one language (Heredia & Altarriba, 2011). Moreover, code-switching occurs in the community for two reasons: first, the speakers can merely communicate with the target language, and second, the diverse communication objectives (Gysels, 1992; cited in Duran, 1994). It means that, by applying two (2) or more languages in an advertisement, the bilingual community will quickly understand the information in the advertisement itself.

Code-switching is highly popular in Indonesian society, especially among the younger generations who can primarily understand a second or foreign language. The employment of two languages simultaneously in a sentence or conversation is referred to as code-switching. It happens naturally between multilingual speakers who speak two or more different languages. Due to this exposure, which academics view as a characteristic of being bilingual, interlocutors blend their first and second languages. Accordingly, code-switching is widely used and studied in linguistics and several related subjects. Code-switching is common in practically

all types of communication nowadays, including meetings, seminars, letters, ads, and conversations with friends (Lopez & Batang, 2019).

In the advertisement context, the advertisers can easily persuade and engage the buyers by implementing code-switching since the advertisement's intended message is delivered effectively to the readers or buyers. Luna and Perrachio (2005) confirmed that code-switching is a positive way to deliver a message to the bilingual community. Inserting foreign/second language in an advertisement, for example, slogan, tagline, and maybe the name of products, can attract bilingual speakers.

In Indonesia, the tertiary students commonly use more than one language in their daily communication as most of them have their local language (mother tongue), Indonesian language as the national language, and English language as a foreign language. Therefore, there must be negative and positive effects of the online code-switched advertisement to Indonesian tertiary students.

This study aimed to explore Indonesian tertiary students' perception towards code-switched (English) online advertisement by giving a Likert Scale questionnaire developed by Sulaiman, Rahin, and Yahaya (2013). Moreover, the research objectives and questions are formulated as below.

1.2 Research Objectives

Following the background of the study, the Research Objectives are formulated as follows.

- 1) To explore the Indonesian tertiary students' perceptions and reasons for those perceptions towards online code-switched advertisement.
- 2) To figure out the code-switched online advertisements' influences on the Indonesian tertiary students' decision to buy the product.

2. Literature Review

2.1 Bilingualism in Business Environment

Each business unit has its environment, and every firm function in a particular setting. A shift in the environment offers some people opportunities while posing risks to others. The surroundings in which a firm operates are generally referred to as the business environment. The term "business environment" refers to internal and external aspects that affect a firm's operations, such as supply and demand, management, workers, and customers. The corporate environment might include customers and suppliers, rival companies and owners, technological advancements, governmental regulations, and market, social, and economic trends (Hans, 2018). The pressures, circumstances, and institutions that a businessperson must contend with to accomplish their goals are described as the business environment by another expert (Cherulinam, 2012).

Thus, the term "business environment" refers to the sum of all external and internal elements that impact or affect a firm. With new trends in business ethics, corporate social responsibility, corporate governance, consumer citizenship, and other areas, the business environment is a dynamic term or reality.

Without question, the 21st century has brought forth the most significant technological developments and how they affect the business environment. Technology is divided into two main parts, by Kumar et al. (1999): 1) the physical component, which consists of things like goods, tools, equipment, blueprints, techniques, and processes, and 2) the informational component, which is made up of expertise in management, marketing, production, quality control, reliability, skilled labour, and functional areas.

According to the second meaning of technology, the corporate world is now connected to the Internet or other online systems. Many businesses restructure their old sales processes to use online sales platforms. Of course, consumers continue to view this restructuring with some trepidation.

The Internet has brought possibilities and obstacles for established companies and new ventures with direct consumer contacts. Some middlemen in the supply chain have developed, while others have been replaced. The emergence of new business models has demonstrated to organisations how to leverage technology to gain a competitive edge and increase revenue (Gay et al., 2009).

To remain competitive, the business must use new technologies to make investigating customer behaviour easier, cultivate warm relationships with its clients, and establish dependability. New product categories aren't the only thing spurring business visionaries to be insightful, original, and creative continually; new competitors, markets, research methodologies, and so on exist. Using the Internet, the company may create or strengthen its competitive advantage. This advantage should be based on facts that set it apart from competitors and are essential to its target market.

The Internet is swift, efficient, and teeming with resources, anybody can use to find what they need. An online presence lends credibility to a company, enhances brand recognition, and increases the confidence of

prospective customers in the organization's offering. Recent studies show that the lack of an online presence gives customers the impression that they are dealing with a small, unreliable company, making them hesitant to buy the product. A modern firm, regardless of scale, needs an internet presence. It is neither local nor has any real-world applications nearby, nor is it specifically actualized or has few perspectives in the real world.

The argument put out by Brooks, Weatherston, and Wilkinson (2010) holds that the usage or non-use of technology significantly impacts the competitiveness of businesses, industries, and countries. Technological advancements affect organisational culture, productivity, and relationships between workers, clients, suppliers, and customers.

Many rivals have far more money to spend on technical advancements. According to Pearce & Robinson (2005), businesses must respond quickly to the rapid rise of technology to stay afloat in a newly competitive market and keep up with any cutting-edge services that rivals could be putting forward. These include both goods and procedures that pose risks and opportunities. However, organisations must have a distinct competitive edge to thrive in the global economic climate.

Thus, technology has brought business to the online system. In other words, this technology makes a new environment for business, which is called Online Business Environment. Whether the company likes it or not, each company should adapt to the online business environment. Therefore, every business should be visible on the Internet using a website, blog, and social media such as Facebook, Instagram, Twitter, and etcetera.

One of the most critical business activities is marketing, and this marketing activity is related to the second definition of technology, an informational component (Kumar et al., 1999). Nowadays, most companies and even small businesses use technology to advertise their products through visible on the Internet. Current customers tend to find product information, materials, price, and purchasing process through the Internet or online system. Therefore, advertisement is one of the most critical business activities in an online business environment.

In Indonesian, bilingualism is called "kedwibahasaan" (Chaer and Agustina, 2004). Bilingualism, or identifying with the use of "kedwibahasaan" by bilingual speakers in their daily activities, is understood to be one of the words provided by Chaer. Bilingualism has several different meanings, although being essentially the same. According to Romaine (2000), a speaker must go back and forth from one language to another to be considered bilingual. In that case, the ability to speak two dialects fluently is known as bilingualism.

According to the previous analysis, Sumarsih, Siregar, Bahri, and Sanjaya (2014) claim that bilingualism may be used by someone with exceptional or almost exceptional ability knowledge in two languages, regardless of level. As inferred from the above statements, bilingualism is a speaker's use of two dialects in interaction with a speaker of a different language. Multilingualism is a state that is close to bilingualism. Bilingualism and multilingualism have the same concepts. However, multilingualism refers to a speaker's use of many languages while communicating with others in this manner (Chaer and Agustina, 2004). Bilingualism and multilingualism are frequently considered in the context of code-switch and code-mix.

2.2 Code-Switch

One of the most critical areas in language research is code-switching due to the fast-growing bilingual population and advanced technology worldwide. Nowadays, everyone from any country can easily communicate, and information can be easily separated through technology such as through Facebook, Instagram, Twitter, Email, YouTube, etcetera. That is why code-switched language becomes popular among the community.

Code-switching is switching from one code (language) to another for a specific purpose, such as to express solidarity, bridge social gaps, or convey a particular message (Holmes, 2008). Additionally, code-switching combines two or more languages. Accordingly, the norms of languages are not abolished by code-switching's linguistic structure (Sumarsih, Siregar, Bahri & Sanjaya, 2014). Code-switching, according to Hymes (1976), is the alteration of the usage of two or more languages, some dialects of a single language, or even some types of style.

According to Poplack (2001), code-switching is using more than two languages in a speech by bilingual or multilingual individuals between and among those engaged in a given discussion, within a particular group of individuals, or even in a specific subject or issue. Because switching may occur inside word components or even sentences, this specific characteristic of code-switching fascinated academics and linguists.

As a result, code-switching is a language product created naturally by the speaker who speaks in multiple languages, either by doubling the level of words, phrases, and sentences or by ensuring that the punishment

does not break any of the product's rules when preparing the dish, term, and sentence structures in both languages.

2.3 Code-Switching Studies on Advertisement

Many scholars have done studies on the impact of code-switching variously. Schau, Dellande, and Gilly (2007) studied the impact of mixing languages on service counters. The purpose of their study was to investigate whether the code-switch that occurred in the scripted service gained positive or negative outcomes as the script was formulated for the customers. The techniques used to collect the data were interviews, observation, and documentation. The result from this study showed that code-switching improved workers and customers to run an appropriately in-service operation. They claimed that code-switching could bring a positive outcome to the efficiency of an organization, but dialect and brand-mixing languages brought negative impacts.

In their study "Code-Switching in Television Advertisements," Banatao & Temporal (2018) discovered that the primary purpose of syntactic structures of code-switches in television advertisements is to influence the viewer. Since English is frequently used as a second language, copywriters profited by projecting their creativity on language usage for communicative skills. Switching codes becomes a tactic if it serves as a means of persuasion. The Pragmatic/Discourse functions of code-switching demonstrate that commercials directly challenge viewers to reflect on the course of action due to the advertisements. These Pragmatic/Discourse Functions facilitate contact with the audience for persuasion because advertising does not call for a prompt response or action. According to the study Motivations for Code-switching in TV commercials, it is clear that copywriters must use language effectively because there are underlying factors (such as airtime and audience) that must be considered to reach consumers effectively. These reasons also demonstrate how TV commercials communicate with viewers to convince them.

In addition, studies on the impact of advertising among Mexican American teenagers have examined code-switching's influence. The analyst examined how combining languages related to the medium setting affects specific findings linked with boosting adequacy. He looked at the changeover between Spanish and English among multilingual Hispanics residing in the U.S. He claims this group is becoming more widely recognised by advertising as Hispanic, despite being the most influential group of U.S. minorities with unsteady expected growth rates and purchasing power. The study discovered that when additional Spanish terms were combined with certain English words in the commercials for the members' promotions, the members gave them more excellent ratings (Bishop, 2007).

To understand the societal implications of code-switching in print advertising in Hong Kong, Leung (2010) undertook a study on the topic. According to his research, code-switching is a familiar enigma in Hong Kong. Every sector of the economy uses a combination of Chinese, English, Japanese Kanji, and Cantonese dialects; this etymological advantage helps to attract clients. Leung's research examined 125 code-blended print advertisements produced in Hong Kong between 2008 and 2009. Leung's research has revealed that people's reasons for combining English, Japanese Kanji, and vernacular Cantonese in print advertisements are varied, reflecting the relevance of the blended languages generally in Hong Kong culture. English was used in advertising because it is frequently associated with progress and innovation and effectively promotes the need for more attention.

Last but not least, code-switching and code-mixing in Indonesia were studied by Sumarsih, Siregar, Bahri, and Sanjaya (2014). This study aimed to look at Indonesia's use of code-switching and code-mixing at the linguistic level. Descriptive analysis was employed in this study while interviewing and documenting were the data collection methods. According to this study, words comprise 53.7% of the code-switching utilised in Indonesian discourse, followed by phrases at 25.3% and sentences at 17.3%. It implies that the term is the linguistic level most frequently exchanged in Indonesia. Typically, the wording of the advertising is changed in this way, at the word and sentence level.

It is clear from the previous study that using code-switching in an advertisement benefits consumers' views and the advertisers. However, due to several factors, including participants, circumstances, and conditions, code-switching's effects may vary from location to location. New findings are thus necessary to provide a more accurate and reliable assessment of the impact of code-switch internet advertising in Indonesia.

3. Method

3.1 Research Design

This research was designed in descriptive analysis research design by using survey research technique. In this design, the investigator administers a survey to sample for describing attitudes, opinions, characteristics, and behavior. The quantitative data were tabulated to find out the demographic result from the formulated questionnaire.

3.2 Population and Sample

The population of this study was the students at the University in Medan City, Indonesia. Three hundred (100) students were randomly selected as the samples. As information, their ages were from 20 – 23 years old. Even though their first languages are not Indonesian language, they use the Indonesian language for daily conversation. English is a foreign language for them, they hardly use it, and most of them could not speak English.

3.3 Instrument

The main instrument of this study was a questionnaire. Systematically, there were two sections on this questionnaire named Section, A consisting of demographic questions, and Section B, which consists of 8 questions to get their perceptions on a code-switched advertisement. Section B was formulated using the Likert Scale in order to get the quantitative data. The participants were required to rate the statements on the questionnaire on a scale of one (1) to five (5), in which one is represented Strongly Disagree, and five is represented Strongly Agree. This questionnaire was developed from the questionnaire used by Sulaiman, Rahim & Yahya (2013).

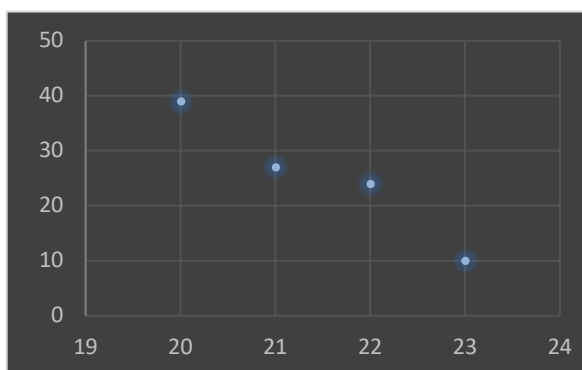
3.4 Data Collection and Analysis

The questionnaires were distributed at five different universities in Medan City on the selected date. Two lecturers assisted the researchers at each university in distributing the questionnaire to students. The questionnaire was online so that it was easy for the lecturers to share the link with students at their universities. When the students filled in the online questionnaire, the completed questionnaires were directly received by researchers.

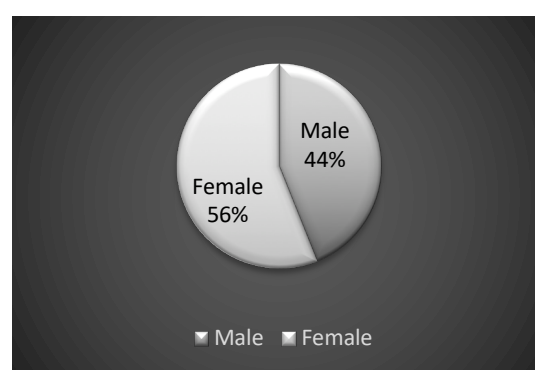
The 300 completed questionnaires were randomly selected and then analyzed using descriptive statistics on Statistical Package in Social Science (SPSS) version 21. The frequency was presented for each response, and the data were tabulated and converted to percentages to answer the research questions.

4. Results and Discussion

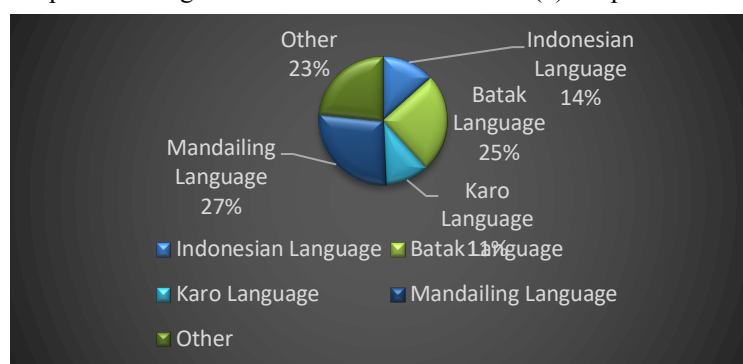
This study employed a quantitative method, with questionnaires serving as the data collection tool. To answer this study's research questions, three (3) demographic profile questions and eight (8) Likert-scale questions were used. To address the first research question, the demographic profile of the respondents is shown in the figures below:



(a) Respondents' Ages



(b) Respondents' Gender



(c) Respondents' First Languages

Figure 1. Students Profiles

Figure 1 illustrates the respondents' profiles (age, gender and first language). From the Figure 1 (a), the highest number of respondents was from the age of 20, which is 39 % and followed by 21, which is 27 %. Then, the third was from the age of 22, which is 24 %. The lowest number of respondents was from the age of 23, only 10%. The total number of respondents was 100 tertiary students. From Figure 1 (b), the number of female respondents was higher than male respondents, about 12 %, in which female respondents reached 56 % meanwhile male respondents was only 44%. The total of respondents was 100. From Figure 1 (c), 27 % of the respondents use the Mandailing language as their first language; meanwhile, Batak and Other Languages are used by 25 % and 23 % as their mother tongues. Then, the Indonesian Language is used by 14 %, and Karo Language is used by 14% as their first language. However, all the respondents use the Indonesian Language as the national language, and they use it for daily communication in intercultural communication.

4.1 Indonesian Tertiary Students' Perceptions towards Online Code-Switched Advertisement

There were three (3) questions in the questionnaire. The questionnaire asked if students always encounter code-switched advertisement, the comparison of mono-language and mixed language advertisement in terms of influence, positivity towards code-switched advertisement. The result of the analyses is presented in the following figure.

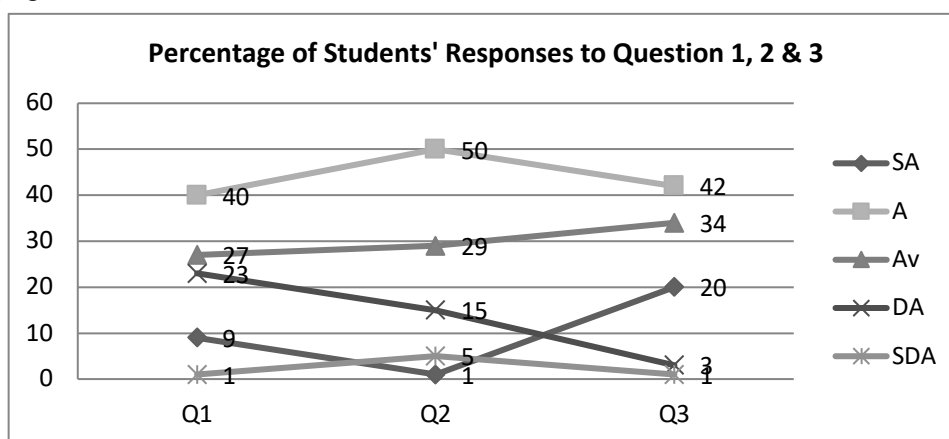


Figure 2. Percentage of Indonesian tertiary students' responses to Q1, Q2, and Q3.

Figure 2 1 illustrates Indonesian students' perception of online code-switched advertisement. The perception was scaled from Strongly Agree (SA), Agree (A), Average (Av), Disagree (DA) to Strongly Disagree (SDA).

Most respondents agreed that they always come across code-switched advertisement as from Figure 1, 40% of respondents answered agree, 27% average, 23%, 1% strongly disagree and the remaining 9% strongly agree.

Furthermore, the majority of respondents were in the mindset that code-switched advertisement was more influential than the advertisement using Indonesian language only. This is stated by 50% of respondents answered agree, 29% average, 15% disagree, 5% strongly disagree, and 1% strongly agree to this statement.

In addition, Figure 2 indicates that most of the respondents get positive responses toward code-switched advertisements because the response for this particular question in the questionnaire were dominant on agreeing with which is 42% and strongly agree 20% and average 34%. Only 3% of respondents stated disagree, and 1% strongly disagrees.

The Indonesian tertiary students' perception of code-switched online advertisement generally was as cheerful and influential. It is in line with the research finding from Luna and Peracchio (2005). Therefore, code-switched online advertisement is highly recommended in the Indonesian tertiary students' environment.

4.2 Reasons of Their Perceptions towards Online Code-Switched Advertisement

There were four questions (Q1-Q4) asked to get the response for RQ 3. This is connected to the reasons for their positive and influential perceptions. The first question was about interest, confusion and understanding, and obliteration. The result of the analysis is presented in the following figure.

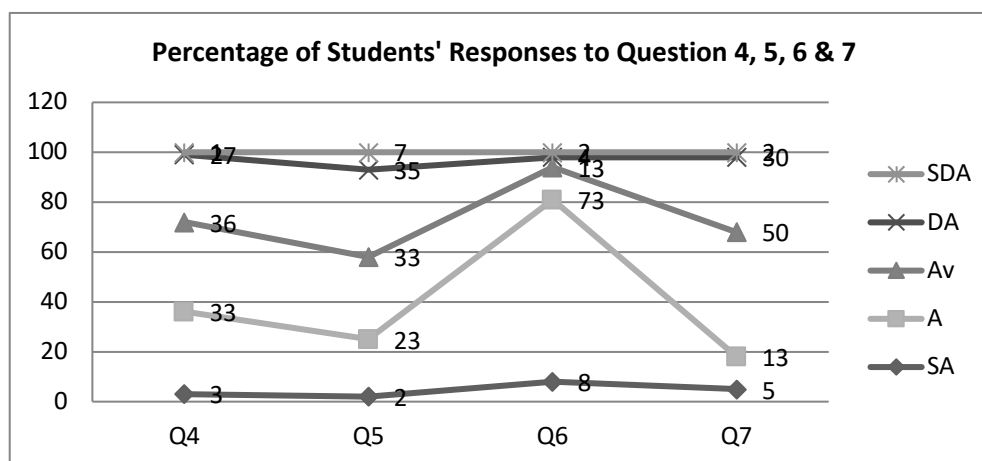


Figure 3. Percentage of Indonesian tertiary students' responses to Q4, Q5, Q6, and Q7.

Figure 3 shows the percentage of Indonesian tertiary students' reasons for their perceptions towards code-switched online advertisement. There are four statements measured by using the Likert Scale in a questionnaire starting from Strongly Agree (SA), Agree (A), Average (Av), Disagree (DA), and Strongly Disagree (SDA).

Stood at the first statement (Q4), majority of the respondents said that the code-switched online advertisement attracted their interests with 33% and 3% of the respondents responded agree and strongly agree respectively to this statement. Meanwhile, 36% of the respondents chose Average as a response to this statement. Interestingly, 27% of the respondents said that code-switched online advertisement did not attract their interests, and 1% of the respondents chose to strongly-disagree.

The second statement (Q5), which is stated that code-switched advertisement is confusing, was responded to in contrast to the Q4 by the respondents. The majority of the respondents chose to disagree, which is 35%, and 7% respondents said they strongly disagree with Q5. Moreover, almost similar with Q4, more than a third of the respondents (33%) chose average to respond to this statement. Then, not even 30% of respondents said that they were confused by the code-switched online advertisement as only 23% and 2% of the respondents chose to agree and strongly agree, respectively, with this statement.

Furthermore, the third statement (Q6) questioning whether the respondents clearly understand the code-switched online advertisements without any problem or vice versa. Amazingly, more than two-thirds of the respondents said that they understand the code-switched online advertisement without any problem, in which 73% and 8% of the respondents chose to agree and strongly agree to this statement. Then, 13% of the respondents chose average as their response to this statement. Only 4% of the respondents said that they disagreed and 2% said strongly disagreed to Q6.

Last but not least is Q7. This statement asks about the respondents' response to the statement that "the code-switched online advertisement obliterates the Indonesian language." Half of the respondents chose average as their response, and more than a third said that code-switched online advertisements do not obliterate the Indonesian language, with 30% choosing for disagreeing and 2% choosing for strongly disagree. This number is higher than the respondents who said that code-switched online advertisement obliterates the Indonesian language as only 13% and 5% of the respondents chose agree and strongly agree respectively as their responses to this statement.

4.3 Online Code-Switched Advertisement Persuade Students to Buy the Product

There was only one statement (Q8) in the questionnaire. This statement is questioning their perception of code-switched online advertisements persuade them to buy the product. The result of the analysis is presented in the following table and figure.

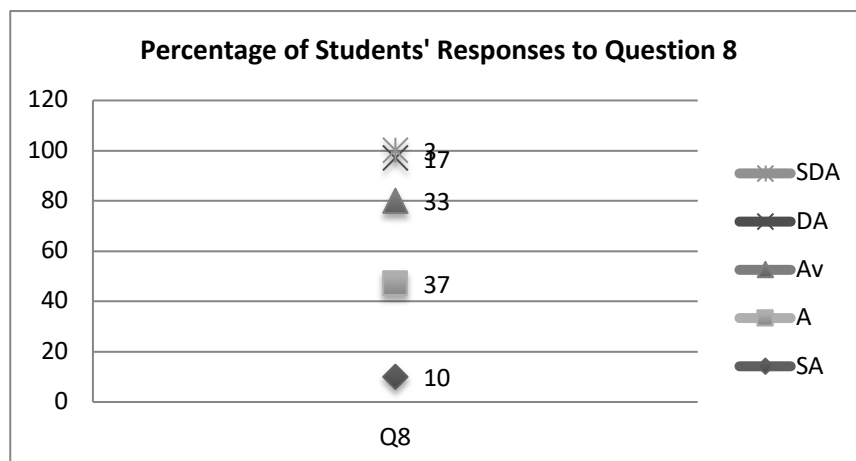


Figure 4. Frequency of Indonesian tertiary students' responses to Q8.

Figure 6 present the frequency and percentage of Indonesian tertiary students' responses to the statement of "the code-switched online advertisements manage to persuade me to buy the product" (Q8). This statement was measured by using the Likert Scale starting from Strongly Agree (SA), Agree (A), Average (Av), Disagree (DA), and Strongly Disagree (SDA).

More than a third of the respondents said that code-switched online advertisements manage to persuade them to buy the product offered as 37% and 10% of the respondents chose to agree and strongly agree, respectively, as their responses to Q8. Furthermore, 33% of the respondents chose average as their response while 20% in a total of the respondents said that they are not persuaded by the code-switched online advertisement as 17% and 3% of respondents chose to disagree and strongly disagree respectively to Q8.

5. Conclusion

In line with the result and discussion, three main variables were measured in this study. They are perception, reasons to the perception, and influence. Most Indonesian tertiary students agreed that code-switched online advertisement was more influential than a mono-language advertisement, always coming across their mind and cheerful. The reasons were that the code-switched advertisement was creative, attractive, not confusing, clearly understandable, and not obliterating the Indonesian language. Moreover, most respondents agreed that code-switched online advertisements managed to influence them to buy the product offered.

Following the conclusion, code-switched online advertisement positively impacts the environment of online business as it benefits the advertisers and people in business. More than that, since this study focused on tertiary students as the audience and only for the online business environment in Indonesia, further research on broader and broader samples is recommended so that the impact of the code-switched advertisement on the online business environment will be more valid and reliable.

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