CODE MIXING IN THE ARTICLES OF GOGIRL! MAGAZINE FEBRUARY, 2013 EDITION

Nurul Azizah Ikhsani

INTISARI

*Skripsi ini bertujuan untuk menjelaskan jenis-jenis campur kode yang digunakan di dalam artikel-artikel Majalah **Gogirl!** edisi Februari 2013 dan mengklasifikasi jenis campur kode yang paling sering digunakan. Skripsi ini juga menganalisa alasan-alasan menggunakan campur kode di dalam majalah tersebut. Data yang digunakan dalam skripsi ini diambil dari artikel-artikel Majalah **Gogirl!** edisi Februari 2013. Skripsi ini menggunakan metode observasi dalam pengumpulan data. Metode yang digunakan dalam menganalisa data dilakukan melalui beberapa tahap: membaca, memilih, dan menyortir kata-kata, frasa-frasa, kalusa-klausa, dan kalimat-kalimat yang dikategorikan sebagai campur kode. Kemudian, mengklasifikasi dan menganalisa kata-kata, frasa-frasa, klausa-klausa, dan kalimat-kalimat ke dalam jenis-jenis campur kode yang berbeda-beda. Terakhir adalah menganalisa alasan-alasan menggunakan campur kode di dalam Majalah **Gogirl!** edisi Februari 2013.*

*Teori yang digunakan dalam skripsi ini adalah teori campur kode dari Muysken dan teori alasan-alasan menggunakan campur kode dari Nababan. Hasil dari skripsi ini menunjukkan bahwa ada 103 kasus yang diklasifikasi ke dalam tiga jenis campur kode, yaitu: penyisipan, pergantian, dan penyesuaian leksikalisasi atau bahasa. Jenis campur kode yang paling sering digunakan adalah penyisipan campur kode. Secara umum, alasan menggunakan campur kode di dalam Majalah **Gogirl!** edisi Februari 2013 adalah untuk membuat situasi yang santai dan informal.*

Kata Kunci: *campur kode, majalah anak muda, jenis-jenis, alasan-alasan*

ABSTRACT

This graduating paper aims to explain the types of code mixing applied in the articles of **Gogirl!** Magazine February, 2013 edition and classify the most frequently used type of code mixing. It also analyzes the reasons for using code mixing in the magazine. The data used in this paper are taken from the articles of **Gogirl!** Magazine February, 2013 edition. This paper uses observation method in collecting data. The method used in analyzing the data was done in several steps: reading, choosing, and sorting words, phrases, clauses, and sentences which are categorized as code mixing. Then, classifying and analyzing the words,

phrases, clauses, and sentences into different types of code mixing. The last is analyzing the reasons for using code mixing in the magazine article under study.

The theories applied in this paper are Muysken's theory of code mixing and Nababan's theory of reasons for using code mixing. The result of this paper shows that there are 103 cases classified into three types of code mixing, which are insertion, alternation, and congruent lexicalization. The most frequently used type is insertion code mixing. In general, the reason for using code mixing in the studied magazine is to create fun and informal situations.

Keywords: code mixing, teen magazine, types, reasons

Nurul Azizah Ikhsani

nurulazizahikhsani@gmail.com

INTRODUCTION

Everyone needs to communicate. People use language, which is an important element for communication to convey their thoughts. Mesthrie, Swann, Deumert, & Leap (2009: 6) state that language is a term which refers to the process of conveying meaning, referring to the ideas, events or entities that exist outside language.

As an element for communication with other people, language has a close relation with society. According to Wardaugh (2006: 1), a language is what the members of a particular society speak and a society is any group of people who are drawn together for a certain purpose or purposes. Holmes (1992: 1) says that the connection between language and society is under sociolinguistics. Wardaugh (2006: 119) states that sociolinguistics is the study of language used within or among groups of speakers. In other words, sociolinguistics explains how a language is used in communicating with others and expressing social meanings.

In sociolinguistics, there are many phenomena which can be analyzed, one of which is code mixing. According to Crystal (2008: 83), code mixing involves the transfer of linguistic elements from one language into another: a sentence begins in one language, then makes use of words or grammatical features belonging to another. In this globalization era, it is possible for people to speak in two or more languages. As bilinguals, they would tend to mix their own language with words or phrases from other languages which they often use when they want to express themselves. When an Indonesian-English bilingual wants to say something which is not found in Bahasa Indonesia, he/she would say it in English or vice versa. This phenomenon is called code mixing, which has now become a trend among people living in big cities in Indonesia.

Code mixing can be applied in both spoken and written communication. Examples of spoken communication are conversations, interviews, or talk shows. In written communication, the speakers need media to convey their messages, such as novels, magazines, newspapers, or advertisements. **Gogirl!**, a teen magazine, is one of the media that uses code mixing in its articles. As a teen magazine, the language used by **Gogirl!** is fun and informal. This is in line with Nababan's statement (1984: 32) that code mixing often happens in informal situations.

Gogirl! is quite a popular magazine that has a lot of young readers in Indonesia. This magazine is a publication of PT. Aprilis Maju Media. Its articles are mostly about fashion, beauty, and entertainment. This edition is special because it is published in February, which is the anniversary month of the magazine. To celebrate this special occasion, this edition has more pages than the other editions. There are many code mixing used in the articles, so it helps the researcher to collect enough data from only one edition.

The publisher of the magazine tends to mix Bahasa Indonesia and English in accordance with the trend among teenagers. This phenomenon attracts the researcher's attention. She is interested in observing the trend among teenagers, which is the frequent mixing of languages that they use when they interact with each other. Therefore, the researcher aims to analyze and discuss the applications of different types of code mixing in the articles of **Gogirl!** February, 2013 edition and classify the type of code mixing which is frequently used in the studied articles.

The reasons for using code mixing here are also presented in this paper.

This research uses the theory which is stated by Muysken to analyze the data. According to Muysken (2000: 1), code mixing is a term used to refer to all cases where lexical items and grammatical features from two languages appear in one sentence. She divides code mixing into three types: insertion, alternation, and congruent lexicalization. This research also uses the theory of the reasons for using code mixing from Nababan. According to Nababan (1984: 32), there are three reasons for code mixing. Those are fun or informal situations, the absence of appropriate expressions or terms, and showing language skills.

These theories are chosen because they are applicable to support the analysis in this research. They provide the types of code mixing to help the researcher in classifying and analyzing the types of code mixing and investigating the reasons why code mixing is used in the atrticles under study.

The data of this research are taken from the articles in **Gogirl!** February, 2013 edition. The method of collecting the data is by observation which involves data without being manipulated (Wray et al, 2002: 186). The first step is to search and select the data sources, followed by reading the chosen articles. The final step is sorting all sentences which contain words, phrases, clauses, and sentences that are considered as code mixing. The steps in the method of analyzing the data in this research are as follows:

1. Reading and choosing the texts that contain code mixing in the forms of words, phrases, clauses, and sentences.

2. Sorting the sentences in the texts by circling the words, phrases, clauses, and sentences that are considered as code mixing.

3. Classifying each word, phrase, clause, and sentence into different types of code mixing.

4. Analyzing the words, phrases, clauses, and sentences based on the types of code mixing.

5. Analyzing the reasons which influence the use of code mixing in the articles under study.

SOSIOLINGUISTICS

According to Crystal (2008: 440), sociolinguistics is a branch of linguistics which studies all aspects of the relationship between language and society. Hudson (1996: 4) says that sociolinguistics is the study of language in relation to society.

Wardaugh (2006: 13) states that sociolinguistics is concerned with investigating the relationships between language and society with the goal being a better understanding of the structure of language and of how languages function in communication. In other words, sociolinguistics connects how a language is used by the society as a rule to communicate with other people.

CODE

Code is a term in sociolinguistics which refers to any variety of languages within a language or between different languages, such as different accents, different linguistic styles, or different dialects. Stockwell (2002: 8-9) says that a code is a symbol of nationalism that is used by people to speak or communicate in a particular language, such as dialect, accent, or style on different occasions and for different purposes.

Wardhaugh (2006: 86) states that in sociolinguistics, a language or a variety of

a language is called a code. The term is useful because it is neutral. The 'neutral' term 'code' can be used to refer to any kind of system that two or more people use for communication.

Codes have been defined by several linguists as explained above. What is interesting is that people are always faced with code choices when they speak. In other words, when people start to speak, they must choose a particular language, dialect, style – that is referred as a particular code. However, people can and will combine or change from one code to another according to the context: situation or condition.

CODE MIXING

Many linguists have tried to define code mixing in their own way. According to Hudson (1996: 53), code mixing takes place where a fluent bilingual talking to another fluent bilingual changes the language without any change at all in the situation. Tay (1989: 408) states that code mixing involves the embedding or mixing of various linguistics units, i.e. morphemes, words, phrases and clauses from two distinct grammatical systems or sub-systems within the same sentence and the same speech situation.

According to Gumperz (1968: 381), code mixing happens when bilingual speakers use phrases, words, or clauses from a foreign language (pieces of one language smaller than clause), while the other language (code) functions as the base language. He also states that bilingual speakers mix codes when there is no change of topic and situation. Generally, bilinguals can do code mixing well if he/she is fluent in the languages (code).

Code mixing usually occurs on purpose in a certain situation. According to Hudson (1996: 53), the purpose of code mixing seems to symbolize a somewhat ambiguous situation for which neither language on its own would be quite right. To get the right effect, the speakers balance the two languages against each other as a kind of linguistic cocktail, a few words of one language, then a few words of the other, then back to the first for a few more words and so on. The changes generally take place more or less randomly as far as subject matter is concerned, but they seem to be limited to structural level.

Pfaff (1979: 104) provides the following examples of code mixing among Spanish-English bilinguals:

-   *No van a* **bring it up in the meeting.** (They are not going to bring it up in the meeting.)
-   *Estaba* **training** *para pelear.* (He was training to fight.)

Another example is the mixing of Malay and English:

"**This morning I** *hanter* **my baby** *tu dekat* **babysitter** *tu lah.*"

The sentence means "this morning I took my baby to the babysitter." (Stockwell, 2002: 137).

The most often occurrence in code mixing among Indonesian people is the mixing of Bahasa Indonesia and English. There are many kinds of media that can use code mixing, ranging from printed media to electronic media, such as comics, novels, newspapers, magazines, television broadcast, radio broadcast, until the printed and electronic advertisements.

TYPES OF CODE MXIING

According to Muysken (2000: 3), code mixing is divided into three types, which are insertion, alternation, and congruent lexicalization. He said that these three types are constrained by different ways in specific bilingual settings. This

produces much of the variation in mixing patterns encountered (Muysken, 2000: 3).

2.4.1 Insertion

The first type of code mixing proposed by Muysken (2000: 3) is insertion. He said that it is insertion of material (lexical items or entire constituents) from one language into a structure from the other language. The notion of insertion (associated with Scotton in Muysken, 2000: 3) views the constraints in terms of the structural properties of some base or matrix structure. Here the process of code mixing is the insertion of foreign lexical or phrasal category into a given structure. The difference would simply be the size and type of element inserted, e.g. noun versus noun phrase. This means that code mixing occurs only in pieces of one language that are smaller than a clause and a sentence, such as words or phrases. The following is an example of insertion code mixing.

(1) It is a single English phrase used in a Spanish sentence:
Yo anduve *in a state of shock* por dos dias.
'I walked in a state of shock for two days.'

(Spanish-English; Pfaff in Muysken, 2000: 5)

With insertion, there is embedding. The English prepositional phrase is inserted into an overall Spanish structure. Insertion is akin to lexical item from another or foreign language. There is considerable variation in what is or can be inserted: in some languages, this consists mostly of adverbial phrases, in others mostly single nouns, and in yet others again determiner + noun combination.

2.4.2 Alternation

The second type proposed by Muysken (2000: 3-4) is alternation. This means that alternation between structures from the other language. Alternation (associated with Poplack in Muysken, 2000: 4) views the constraints on mixing in terms of the compatibility or equivalence of the languages involved at the switch point. In this perspective code mixing is akin to the switching of codes between turns or utterances. The difference would simply be the size and type of element alternated, e.g. clauses and sentences, followed by the grammatical units, such as subjects, verbs, or objects. The example of alternation is given below:

(2) It is a single English clause in a Spanish sentence
Andale pues *and do come again.*
'That all right then, and do come again.'

(Spanish-English; Gumperz and Hernandez-Chave in Muysken, 2000: 5)

In the case of alternation, there is a true switch from one language to the other, involving both grammar and lexicon. It seems that halfway through the sentence, one language is replaced by the other. Thus, in (2), there is no reason to assume that the Spanish first segment is embedded in the English second segment or vice versa. Alternation is just a special case of code switching, as it takes place between utterances in a turn or between turns.

2.4.3 Congruent lexicalization

The third and last type of code mixing proposed by Muysken (2000: 6) is congruent lexicalization. Based on Muysken (2000: 6), it refers to the situation where two languages share grammatical structures which can be filled lexically with elements from either language. The forms of code mixing can be words or phrases whose meanings are generally known by people in its first language. The following is an example of congruent lexicalization code mixing.

(3) It is a single English word in a Dutch utterance.

Weet jij (*whaar*) Jenny is?

'Do you know where Jenny is?'

(Dutch: waar Jenny is)

(English-Dutch; Crama and Van Geldere in Muysken, 2000: 5)

The sequence 'where Jenny is' could as easily be English in structure as Dutch. Furthermore, 'where' is close to Dutch *waar* (particularly when pronounced by bilinguals), *Jenny* is a name in both languages, and 'is' is homophonous.

REASONS FOR USING CODE MIXING

Code mixing happens due to several reasons. According to Nababan (1984: 32), there are some reasons why people mix their language with another language in communicating with others such as follows:

2.5.1 Fun or Informal Situations

The speakers usually use another language when they talk to other people in informal interactions. They tend to mix their own language with another language when they want to create intimacy by inserting words or phrases from other languages that they often use. For example, the writers of the articles of **Gogirl!** often mix Bahasa Indonesia with English in the articles to create intimacy with the readers by using English words, phrases, or clauses in Bahasa Indonesia sentences.

2.5.2 The Absence of Appropriate Expressions or Terms

The writers of the articles of **Gogirl!** will also tend to mix their own language with another language when it is hard to find suitable expressions or terms in their own language to say something or when talking about particular topics that need specific expressions or terms in the

articles. One example of this is when the writers use English words or phrases that are not normally translated in Bahasa Indonesia or whose meanings are generally known in English by many people in their articles.

2.5.3 Showing Language Skills

Sometimes, as bilinguals, people want to show their language skills to other people because they have the ability to speak in two or more languages. For example, Indonesian teenagers often mix their own language with English when they communicate with each other since they are bilinguals and have the ability to speak English.

The types of code mixing stated by Muysken and the reasons for using code mixing stated by Nababan help the researcher to understand and classify the types of code mixing and analyze the reasons for using code mixing in printed media, such as in magazines.

Generally, the ability in using more than one language can be the main reason for people to use code mixing. This is why many people often mix their language with another, particularly Indonesian people who have the ability to speak English. When they talk about particular topics that need English vocabulary or when they cannot find appropriate words or phrases to express themselves in Bahasa Indonesia, they would mix their own language with English.

TYPES AND REASONS FOR CODE MIXING IN GOGIRL! FEBRUARY, 2013 EDITION

This chapter deals with the analysis of the use of code mixing in **Gogirl!** February, 2013 edition. The data is classified and explained based on the types of code mixing. The researcher chooses 15 examples for each type of code mixing

from the articles. She also explains the reasons for using code mixing which are found in **Gogirl!** February, 2013 edition.

1. Insertion Code Mixing

Gogirl! inserts English words and phrases into Bahasa Indonesia sentences in the selected articles of insertion code mixing. Based on the analysis, insertion code mixing in the studied articles occurs 43 times. In the analysis, the researcher provides 15 examples of insertion code mixing. The English words and phrases are inserted in Bahasa Indonesia sentences. The following are the examples of the use of insertion code mixing in the studied magazine:

1. Reader: *Gimana kalo di* **next edition** *tambah latihan kebugaran lain yang bisa ngebuat kita tampil lebih menarik.* (Page 16)

The first example of insertion code mixing is the phrase "next edition" which means *edisi berikutnya* in Bahasa Indonesia. The English phrase is inserted within the sentence. Code mixing occurs when one of the readers of **Gogirl!** requests information on exercise in the next edition of the magazine. This is categorized as insertion code mixing because code mixing occurs in the form of a phrase, a small unit of one language.

2. Interviewee: *Gaya berpakaian Selphie itu unik dan kreatif, kalo aku liat sih dia identik dengan* **floral pattern** *dan warna gelap.* (Page 64)

The last example of insertion code mixing is the phrase "floral pattern." The English phrase "floral pattern" is inserted within the sentence in Bahasa Indonesia which means *motif bunga*. Code mixing happens when the writer still discusses the same topic that is the styles of some design students. However, in this sentence, the writer is referring to Selphie Usagi or

Selphie from Lasalle College. The writer also interviews one of Selphie's friends to describe her daily style. She said that Selphie's style was unique and creative that was identical to floral pattern and dark colors. This is categorized as insertion code mixing because code mixing occurs in the form of a phrase.

2. Alternation Code Mixing

Gogirl! mixes English clauses and sentences within Bahasa Indonesia sentences in some articles. From the analysis, it is found that alternation code mixing in the articles under study occurs 34 times. The researcher provides 15 examples of alternation code mixing. They are inserted in Bahasa Indonesia sentences in the forms of clauses and sentences, the bigger unit of one language that provides the grammatical units such as, subject, verb, and object. The use of alternation code mixing in the studied magazine are as follows:

1. Interviewee: And on top of that, **it's my only business** *jadi aku bisa fokus, sedangkan kandidat lain mungkin udah ngurusin puluhan* brand. (Page 48)

The fourth example of alternation code mixing is the clause "it's my only business." This English clause is mixed within the sentence which means *ini adalah bisnisku satu-satunya* in Bahasa Indonesia. This is classified as alternation code mixing because code mixing occurs in the form of a clause.

Code mixing happens when the interviewee talks about her business process in developing fast food franchise. She tells the readers that when she started her business, she proposed her business plan to a company which was accepted. She considered that her success was due to being focused on one business, while the other candidates have already managed

several businesses that made them less focused on their business plans.

2. Writer: *Tahu sendiri kan kalau sekarang apa-apa* made in China, *makanya situs yang punya banyak banget* seller *ini lengkap banget barangnya!* **You can find shoes**, *aksesoris,* stationery, etc. (Page 82)

Another example of alternation code mixing is the sentence "you can find shoes, *aksesoris,* stationery, etc." This English sentence is inserted in a Bahasa Indonesia utterance which means *kamu bisa menemukan sepatu, aksesoris, alat tulis-menulis, dan lain-lain*. This is categorized as alternation code mixing because code mixing occurs in the form of a sentence.

Code mixing occurs in an article when the writer provides three recommended online shop websites to the readers, one of which is named Ali Express and its website is www.aliexpress.com. This shop sells many kinds of things which are mostly from China, such as shoes, bags, accessories, stationery, etc. The writer recommends Ali Express because it sells various kinds of things, so the customers have many options when buying the products. The writer bought a bag from this shop and tells the readers that the service is good, the product is satisfying, and the shipping is good as well.

3. Congruent Lexicalization Code Mixing

Gogirl! inserts English words and phrases in Bahasa Indonesia sentences in some articles when it discusses specific topics that need special words and phrases whose meanings are generally known by many people. There are 26 examples that are categorized as congruent lexicalization code mixing found in several of the articles under study. The researcher provides 15 examples of congruent lexicalization code

mixing. It is used within Bahasa Indonesia sentences. They are found in the forms of words and phrases whose meanings are already known in general by people in its first language. The use of congruent lexicalization code mixing in the studied magazine are explained in the following examples:

1. Writer: *Keseriusannya ngejalanin karier plus persiapan UAN, bikin Yuki cuma punya sedikit* **quality time** *sama teman-temannya di kelas 3 SMA Bakti Mulya 400.* (Page 24)

The second example of congruent lexicalization code mixing is the phrase "quality time" that is used within a Bahasa Indonesia sentence. This is found in an article that talks about the cover model's daily activities. The English phrase "quality time" is used to explain that she has limited time to meet and spend her days with her friends because of her career and study. However, the limited time has good quality time. This is indicated as congruent lexicalization code mixing because the phrase "quality time" is often used by teenagers and the meaning of the phrase is already understood by many people in general.

2. Writer: *Buat yang baru ngeh, sejak twitter dibuka, Lady Gaga dan Justin Bieber seperti 'saingan', siapa yang punya* **follower** *terbanyak.* (page 26)

The third example of congruent lexicalization code mixing is the word "follower." The English word is used within the sentence in Bahasa Indonesia. Code mixing occurs when the writer talks about *twitter* followers of the famous international singers: Justin Bieber and Lady Gaga. In an article entitled "Most Followed Twitter," the writer shows the readers the twitter that is most followed by. It is stated in the article that Justin Bieber

has 33,318,716 twitter followers, whereas Lady Gaga has 33,317,743.

Twitter is one of the social media that is now very popular in the world used to share thoughts, quotes, or pictures. Many people from different backgrounds, such as entertainers, businessmen, politicians, students, etc. have a *twitter* account.

On *twitter*, there is a specific term called "follower" used to describe friends or people who follow others' *twitter* accounts. The *twitter* users already know the meaning of "follower." This is the reason why it is classified as congruent lexicalization code mixing.

REASONS FOR USING CODE MIXING

From the analysis, it is found that code mixing happens due to several reasons. Based on the reasons of code mixing proposed by Nababan, the researcher analyzes the reasons why **Gogirl!** frequently mixes Bahasa Indonesia with English in the articles. The reasons for code mixing are as follows:

a. *Tapi yakin deh tahun ini bakal lebih menarik* **because he'll join The Voice as a new coach.** (Page 43)
b. *Menemani neneknya di rumah sakit* **with nothing to do** *bikin Michelle iseng kirim* email *ke BonChon untuk mengajukan minat* franchise. (Page 48)
c. *Jangan ragu untuk* **go as specific as you can**. (Page 51)

Gogirl! inserts many English words, phrases, clauses, and sentences into the articles in Bahasa Indonesia. The writers often mix Bahasa Indonesia with English when delivering information and news to the readers to create intimacy. The language tends to be fun and informal since the readers of **Gogirl!** are mostly

young people or teenagers. For example, the writers mix the English clauses "because he'll join The Voice as a new coach," "with nothing to do," and "go as specific as you can" in the middle and the last part of the sentences in Bahasa Indonesia. This is indicated as informal situations.

3.2.2 The Absence of Appropriate Expressions or Terms

a. *Ternyata, begitu ngeliat para model jalan di atas* **catwalk**, *Nina langsung jatuh cinta sama dunia ini.* (Page 47)
b. *Sekarang,* **off-road** *udah jadi* passion *aku. Aku seneng ngelakuainnya karena*
fun *banget dan bisa nyatu sama alam.* (Page 52)
c. *Selain nambah wawasan juga memperluas* **network** *kita yang nantinya pasti berguna.* (Page 111)

Gogirl! also frequently mixes English words and phrases because there are no appropriate words or terms when talking about specific topics. This happens when the writers want to express something in the sentences, but they are unable to find suitable expressions or terms. There are several expressions or terms that are not normally translated into other languages and the meanings are generally known by many people in its first language. For example, there is a word "catwalk" which means the long stage that models walk on during a fashion show (Hornby, 2010: 230). This word is a specific term relating to modeling. It is not normally translated into Bahasa Indonesia to be *jalan kucing* which is not found in Bahasa Indonesia.

Another example is the phrase "off-road" which means not on the public road; one for driving on rough ground (Hornby, 2010: 1056). The last is the word

"network" which means complicated system of roads, lines, tubes, nerves, etc. that cross each other and are connected to each other (Hornby, 2010: 1026), but network here means *hubungan* or *koneksi* in Bahasa Indonesia that is usually related to companies and groups of people.

CONCLUSION

From the analysis, there are many occurrences of different types of code mixing used in the articles of **Gogirl!** February, 2013 edition. There are three types of code mixing found in the magazine, which are insertion code mixing, alternation code mixing, and congruent lexicalization code mixing.

Each type has different point in classifying code mixing. Insertion code mixing emphasizes on the English words and phrases which are inserted in Bahasa Indonesia sentences, while alternation code mixing emphasizes on the English clauses and sentences used in Bahasa Indonesia sentences, and congruent lexicalization code mixing emphasizes on any kind of grammatical and lexical units whose meanings are already understood in the first language by many people in general.

The result of this research shows that there are 103 occurrences of English code mixing which are found in a Bahasa Indonesia teen magazine, **Gogirl!** February, 2013 edition. There are 43 occurrences of insertion code mixing. The second is 34 occurrences of alternation code mixing inserted in the articles. The last is 26 occurrences of congruent lexicalization code mixing.

It is found out that the highest number of code mixing used in the magazine is insertion code mixing. The writers of the articles insert English words and phrases within Bahasa Indonesia sentences many times in conveying the information and news to the target readers who are teenagers.

In this research, it is found out that out of the three reasons proposed by Nababan only two reasons are applicable to the use of code mixing in the studied magazine, which are: fun or informal situations and the absence of appropriate expressions or terms. The most contributed reason why code mixing is used in the magazine is because to create fun or informal situations. The third reason for using code mixing is not found in this magazine because in the context of printed media like **Gogirl!**, the speakers who do code mixing are the writers. They do not intend to show their language skills because they do not directly talk to the readers. They communicate with the readers through written texts, which are the articles. The publisher allows code mixing in the magazine to convey information and news in fun and informal situations, but not to show language skills.

The use of code mixing is frequently found in teen magazine like **Gogirl!**. The writers of the articles mix Bahasa Indonesia with English to create intimacy with the readers who are mostly teenagers. The publisher understands that teenagers tend to mix their own language with English when they communicate with others to create fun and informal situations. Code mixing also happens when the writers cannot find the appropriate expressions or terms in Bahasa Indonesia. The writers also mix Bahasa Indonesia with English usually when they talk about certain topics whose words or terms are specific to avoid misunderstanding.

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