

Language Usage and Code-Switching in Indonesian Advertisements

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As our group project, we chose to study the language use of advertisements. In our work, we will focus on the use of English and Indonesian in Indonesian advertisements. After some research, we found out that Indonesian people use code-switching in their everyday life, some official occasions, and news in addition to the advertisements. And, in our study, we asked Indonesian locals whether they were satisfied with the usage of English that has spread or not and whether they could understand English as well as Indonesian. As a result, we had some perceptible inferences about the reason of this code-switching.

In this project, we covered some questions about the intensity of English and Indonesian language preferences on mostly Indonesian TV channels and in other parts of life such as hospital/restaurant/school/ shopping conversations. Hence, we created a survey on Google Forms including seven questions directed to Indonesian people. We decided to do a data table survey because, in our model study, an analysis of the usage of English and Swahili in a newspaper in Tanzania was prepared. To design this project with tangible data, several questions were asked to Indonesian people:

- 1. What is your age?*
- 2. What is your sex?*
- 3. What is the level of your education?*
- 4. How often do you see English in Indonesian advertisements?*
- 5. How likely do you understand the English ads on Indonesian TV channels?*
- 6. In which areas of your life do you use the English language?*
- 7. Do you agree with much English usage in Indonesia?*

Our intention of asking the question one and two was to learn whether the inborn characteristics made any difference in people's answers. Most importantly with the third question, we wanted to learn the level of their education and how their answers would change according to their levels. And on our survey, while most of the undergraduate (and graduate) students expressed they could understand English on Indonesian TV channels pretty well and found it as an essential thing that English should be in their life in that it is universal; however, some of the lower educated people said the opposite. We wanted to see that difference. And the rest of the questions were only to collect data for our explanations in this article from anyone watching TV or living in Indonesia.

Summary of the Model Study

Our model study explores the language pattern selections made in Swahili newspaper advertisements in Tanzania in respect of concepts such as language choices that are related to different types of advertisements and the level of English usage in these advertisements. As the methodology, our model article follows a path of discussing the language choices made on Swahili advertisements based on types of adverts such as EP (educational publicity), JV (job vacancies), etc. The study gives at least one example advertisement from a Swahili newspaper in each of the sections of the discussion part. Following the analysis of advertisements by types and in parts, the study shortly discusses the relationship between language usage choices with the types of advertisements and the type of the target audience. After the discussion section, the study neatly summarizes itself and gives additional information about the outcomes in a conclusion.

For our project, we have collected data from Indonesian local people by asking them 7 questions about English usage in advertisements in Indonesia, in an online survey. And to understand that relationship we also asked several questions about their English usage and

some occasions in their daily lives. We managed the survey via Google Forms. If you want to look at our survey and see the questions you can check it out by this link; <<https://forms.gle/J1tzGvqX5Ue7aDud7>>.

So far 41 participants attended our survey. Most of the participants (70%) were aged between 18 and 25 while 17% of the participants were aged between 25 and 35, and 12% of the participants were aged under 18. We couldn't include old-age Indonesian locals in our survey, but we got some information about their approaches to English from the local people that live in Indonesia.

Within this part, we changed a part in our model study from the question, "What is the distribution of usage of language choices in advertisement considering English and Swahili?" to "What kind of place does English usage have in Indonesian advertisements and what are the ideas of local people about that usage?" Since we wanted to see how likely the answers would appreciate the usage of English instead of Indonesian and how the folk would react to English usage in their country.

We also asked the people who would be glad to the usage of English to answer the question accordingly. And the most common answer was English's being a universal language. In our model study, there were 3 popular Swahili daily newspapers analyzed which contained 158 advertisements. In our work, we surveyed 41 Indonesian local people and we also analyzed TV advertisements and advertisements on online websites such as Youtube.

In our model study, a table was set to categorize the distribution percentage of advertising on Swahili newspapers. According to its data, English was used mostly for products and services such as used cars, houses, etc. We changed this table a little bit and asked our participants, "In which areas of your life do you use the English language?". The most voted answer was for daily life activities such as school and shopping conversations; however, the least voted were the health departments such as hospitals.

REPORTING OF THE FINDINGS

Apart from the model study, our study focuses on English usage in advertisements in Indonesia. We asked Indonesian people about this and we also got more information about Indonesian people's using English as a second choice in their daily life routines in different parts of their life such as being at hospital/school or even while shopping. We got these data to be able to understand how highly advertisement language took its place among the people and how the difference between the advertising and daily life jobs in Indonesia would be/change. To get the information, we asked our participants seven questions which measure their English level (this fact changes according to the education level and the participant's age), determine their approach to English (if they appreciate it) and detect their emotions and ideas about whether they are okay with the usage of the English language in Indonesian advertisements (with their reasons).

If we are to go respectively, our first question was about the participants' age. We aimed to see if the younger people would answer our questions more positively and the older ones would answer just the opposite. Because younger people may find English usage better in their country since they play more online games which are in English, they surf the internet more than the older ones to fill in time and they can be more talented about learning English since they are more exposed to it since childhood. With these facts, the young could want to see English more because it may seem more natural to them like their mother language. Our second question was about their sexes. We wanted to see if the sex would have any change in the answer. The reason was to see the inborn characteristics' impact on the answer. We wondered one sex would surpass the other in using English. The answers could also be associated with the education level of sexes which is nearly linked to our next question, participants' level of education. This part gave us many outcomes. We saw that as the education level gets higher,

the expectations to use English on TV advertisements or in daily life increase more. Because higher educated people could understand many more things compared to the lower educated ones and they find English necessary to use as it is the universal language, which they might have to learn to increase their academic success and to widen their perspectives to do their researches better. It makes sense now that lower educated people (compared to other participants) do not approve English usage, especially on TV because they do not understand the language spoken and therefore their rate of buying things may decrease because of not knowing what is going on in the advertisements.

To speak about the data we have found, at the end of the survey we asked one of the most important questions of the survey and our study to our participants which was whether they agreed with much English usage in Indonesian advertisements or not and why.

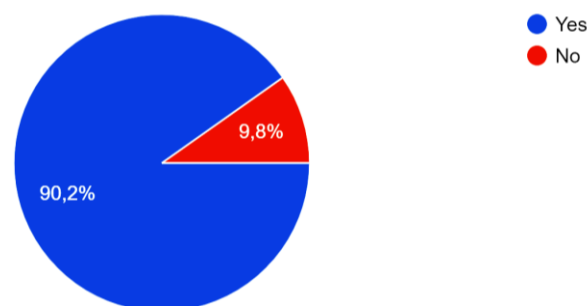


Table 1: Do you agree with much English usage in Indonesia?

As seen in table 1, 90,2% (37 of 41) of the participants agreed with it and most of their replies were on the importance of English in terms of globalization and the future of Indonesia. Most of the undergraduate participants' replies were about English's being the language of the new world, and if the people of Indonesia did not learn it, they would be left behind. So they eagerly support the usage of English in advertisements.

One of the most significant criteria of our project was to examine how often Indonesian people see English ads on the TV.

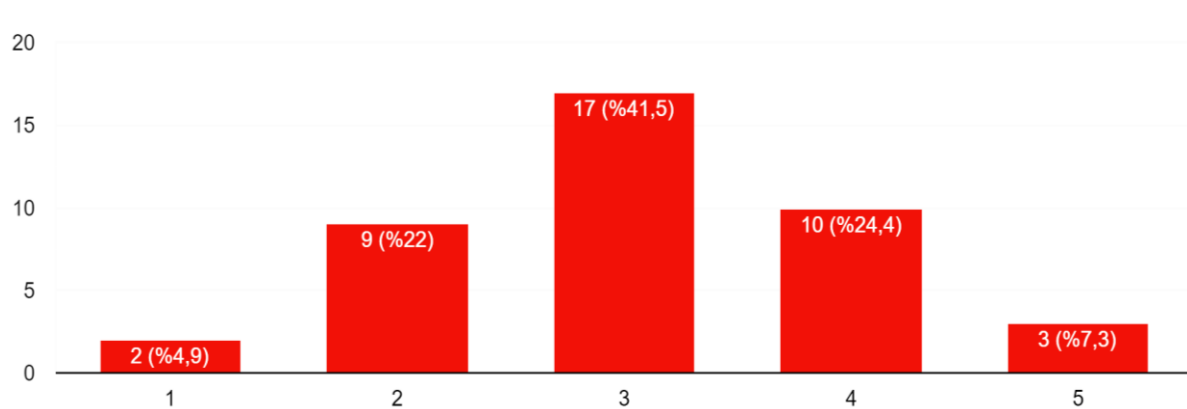


Table 2: How often do you see English in Indonesian ads (advertisements)?

With the data we acquired, it is obviously seen in table 2 that most of the participants (73,2%), as being 30 out of 41, claimed that they came across English ads on their Indonesian communication tools. We think the gap difference between the second and fourth parts is because of the fact that Indonesian people see English advertisements either on the posters or on TV channels. And another reason could be that while some people live in urban areas and see many touristic materials especially in a country like Indonesia, one of the most crowded countries in the world, the others who live in rural areas are less likely to come across a tourist even to learn or any tool to hear English. Because in urban areas which are visited by many tourists during the year, there is more inclination to learn and use English for getting more job opportunities and friends from foreign countries.

The other data that we got from our research is the percentage of Indonesian people's understanding of English in Indonesian advertisements.

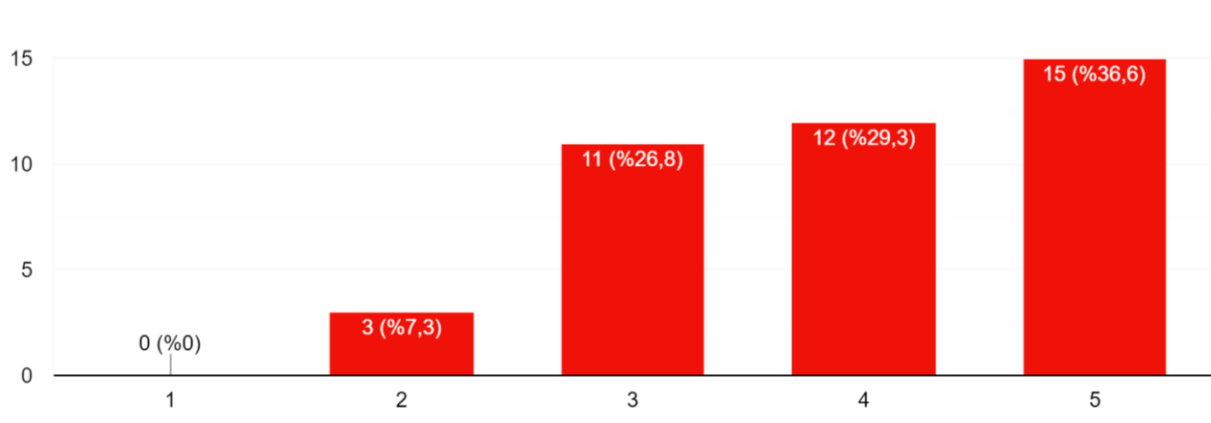


Table 3: How likely do you understand the English ads on Indonesian TV channels?

According to the findings, as we can make out from table 3, participants are familiar with the conversations in English above an average understanding. When we check the distribution of the third, fourth, and fifth outcomes of the answers, there is a division between these answers. We can interpret these differences according to the participants' current education level.

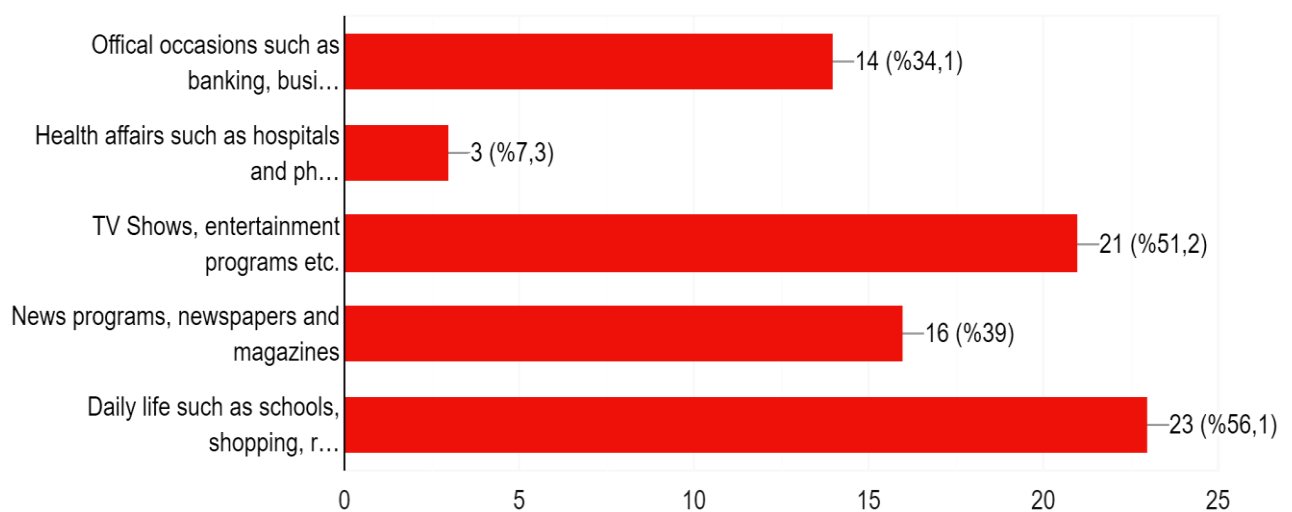


Table 4: In which areas of your life do you use the English language?

And on table 4, which is our last detailed question, we expected to see that school or shopping environments are the places where English is spoken more than the areas of TV channels and advertisements, and these answers affirmed us. Consequently, we want to

emphasize that English is used less in health units (hospital affairs) than it's used in daily life (school dialogues, buying methods) with a percentage of 7.3%.

Also, apart from those table data, according to our optional question which is linked to table 1, we got interesting feedback from the undergraduate participants that the Bahasa language sometimes could not express the desired meaning and in this situation, people would use English instead. Another detailed feedback also pointed out the importance of being able to speak English and more than one language. Our participant informed us that the English speakers are either from the metropolises or tourist-attracting areas. And the feedback also included the fact that Indonesia still has remote regions and the majority of the people living in those regions cannot access higher education and eventually already cannot speak English. So, TV and other media are important for informing these people and educating them. As a result, our participants highly agreed on the usage of English in Indonesian advertisements.

CONCLUSION

To summarize our main findings, we can argue that the major reply we got from our participants was that they were highly supportive on the usage of English code-switching in advertisements and besides this, a vast majority of them thought that it would be very beneficial for them and their country in terms of joining the global community by having the ability to speak its language which is English.

Our first taken aback thing was that while we were expecting our participants to go against the usage of a high amount of English in the advertisements because of identity issues, 90.2% of them agreed with much English usage in Indonesia. Most of their explanations were that they wanted to study and learn the language of globalization, and if they did not they would be left behind. Only 9.8% of the participants (4 people) did not agree with this issue and only one of them made an explanation which was that the Bahasa language is the pride of Indonesia.

So we still see a dependence on the language and tradition, but it is on a very low level that only 1 person out of 41 people made a statement about this.

Another interesting feedback from a participant is that, on some occasions, the Bahasa language cannot express the desired meaning and therefore people show a tendency towards using English instead of trying to explain the meaning in Bahasa.

When we compare our small study project's findings with our model study's findings, there are some differences. In our model study, the research goes with four categories and in the study, the target audience is really important. It is understandable from the findings that English usage changes in different fields. Types of advertisement and target audience are really important factors that affect language usage in Tanzania. In our study, according to the findings, in Indonesia, English is a newly popularized language. And unlike our model study's findings of Tanzania, English is not that widely used in the matter of official purposes like hospital affairs and government business in Indonesia.

Considering the articles we read, we can argue that the habit of code-switching not only in advertisements but also in several other mediums and even the language itself are spreading wider and being used more and more every day. With this study, we believe that we can better understand the power of code-switching, especially by means of English not only in advertisements but also in other media, and the growing tendency towards using this method in promoting almost any kind of materials to customers. Language is a flexible and convincing means that can be employed as a contextualizing and signaling mechanism conveying cultural specificity (as cited in Zhiganova, 2015 p.226-228). Considering this, we know now that advertisers and sociolinguists work on language usage in advertisements. We believe that code-switching is also a tool to encourage more people to acquire the English language through the

idea of globalization. And according to our findings, a majority of our participants confirm our thesis by supporting the idea of spreading and learning the English language.

The one and the most interesting question out of our findings is how Indonesia became so interested in using English this much in their daily lives, probably more than South Korea's interest, because South Korea has a globally advanced technology whereas Indonesia is not as popular as them in that meaning.

APPENDIX

The Usage of English in Indonesian Advertisements

This study was made to obtain information about the outcomes of approving or rejecting using the English language in Indonesian advertisements by Indonesian participants via Google Form with a survey made by our group. This survey was started on 04.04.2020 at 15:54 and ended on 09.04.2020 at 05:13. This research was performed with the help of 41 volunteer Indonesian contributors.

Do you agree with much English usage in Indonesia? Based on your answer, please specify why (optional).

41 responses

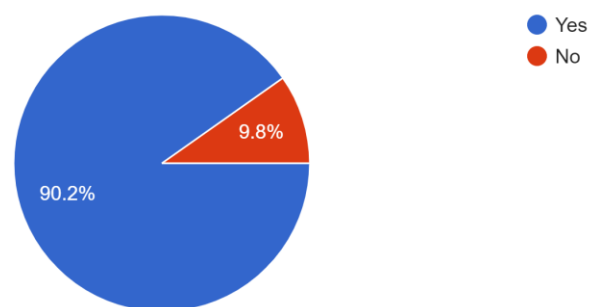


Table 1: Do you agree with much English usage in Indonesia? Based on your answer, please specify why (optional).

Note: As a summarizer of our survey, here are a few of the optional answers that helped us in our research;

Participant 1 data: We need this to be able to speak to people all over the world.

Participant 2 data: Because it's an international language so that everyone who can visit Indonesia can understand what the advertisement is about, and we as Indonesian citizens can better understand English.

Participant 3 data: Because English is very important for our lives. English is a language that unites the whole world. English is very used in the world of work. If we don't have this capability then we will be left behind.

Participant 4 data: In this global era, it's really important to speak English and more than one language (even though we speak more than 2 languages daily). Our spectrum of view for the world can get wider because of it. But, the problem people have here, they are still afraid to speak English, have no confidence, and are still afraid of grammar. And sometimes we are afraid to lose our capability and our identity of being Indonesian who speak Bahasa Indonesia. That's my thought.

Last, most people who can speak English well here are people that are educated well, from the big city, from java island or tourist destination like Bali and Lombok island. My friend said that outside Java island, they don't understand English at all. We still have remote areas here that can't have access to this kind of education. And because the TV has a big role for most Indonesian people and can reach out to all the people in Indonesia, so I rarely see advertisements in English. Bcz most of the Indonesian people will not understand the context. (As a group, we only changed some little grammar mistakes, we did not touch anything else to keep the participant's rights as a backbone.)

Participant 5 data: Agree, because Indonesia is one of the largest tourism countries in the world and the use of common English will bring many benefits, especially in the fields of

entertainment, business, and tourism. In addition, the positive impact that can be obtained is that Indonesian citizens themselves can be more updated about the situation or even about world relations.

Participant 6 data: Because sometimes there is no Indonesian language that could transfer the meaning we want to just use English instead.

Participant 7 data: Cause English is the world language, and because in Indonesia many famous tourist attractions are visited by many foreign tourists but the locals cannot speak English.

What is your age?
41 responses

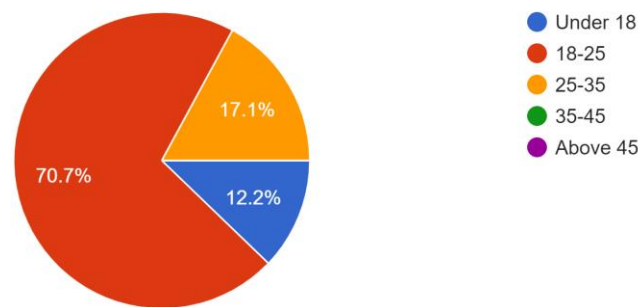


Diagram 1: What is your age?

Note: This question is linked to the second paragraph of “Reporting of the Findings”.

Gender
41 responses

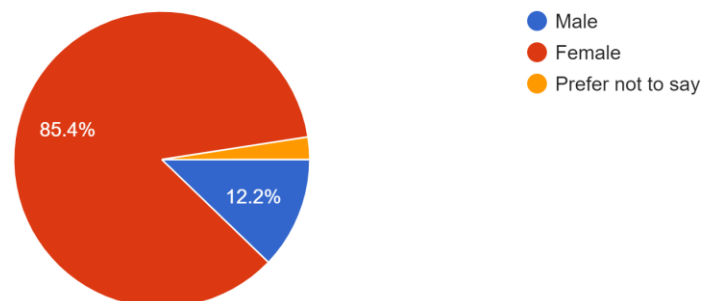


Diagram 2: What is your gender?

Note: This question is linked to the second paragraph of “Reporting of the Findings”.

What is the level of your education?

41 responses

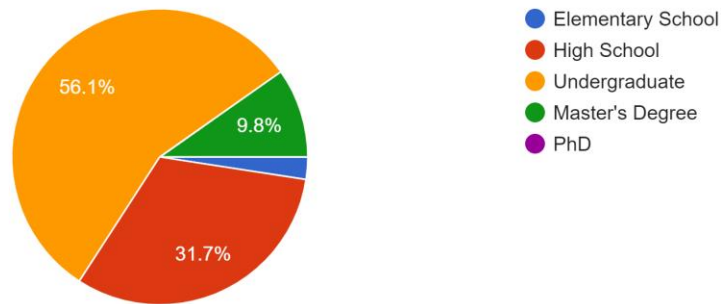


Diagram 3: What is the level of your education?

Note: This question is linked to the second and eighth paragraphs of “Reporting of the Findings”.

How often do you see English in Indonesian ads (advertisements)? Please rank from 1 to 5.

41 responses

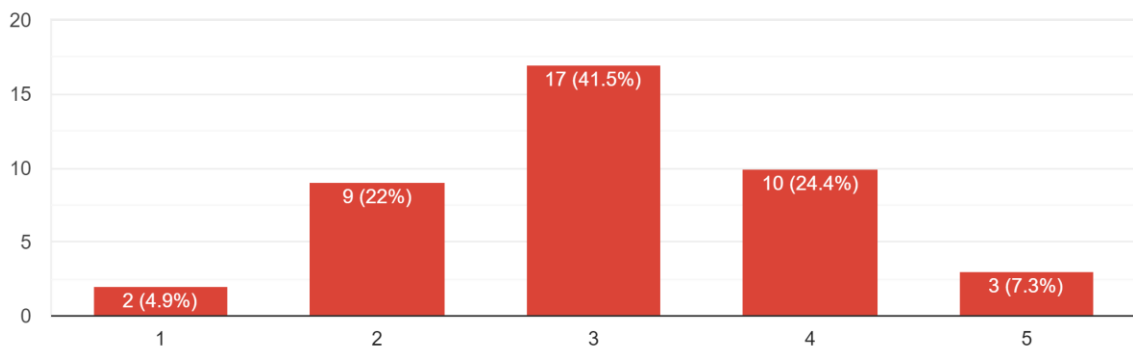


Table 2: How often do you see English in Indonesian ads (advertisements)? Please rank from 1 to 5.

How likely do you understand the English ads on Indonesian TV channels

41 responses

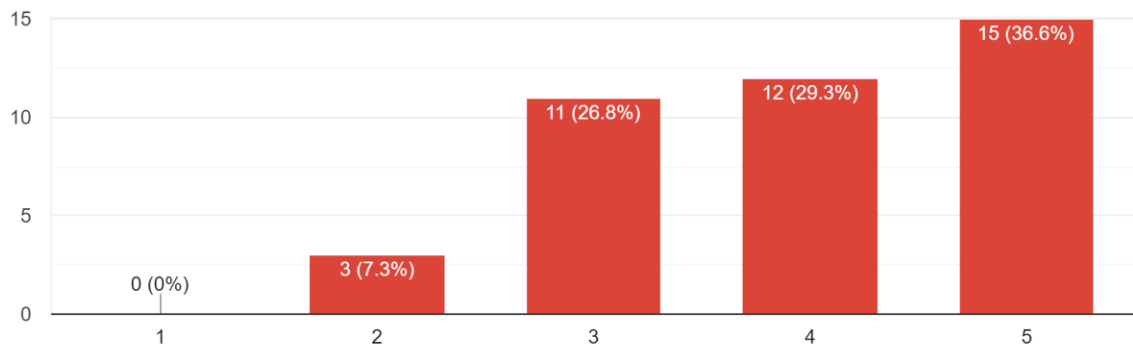


Table 3: How likely do you understand the English ads on Indonesian TV channels?

In which areas of your life do you use the English language? (You can choose more than one.)

41 responses

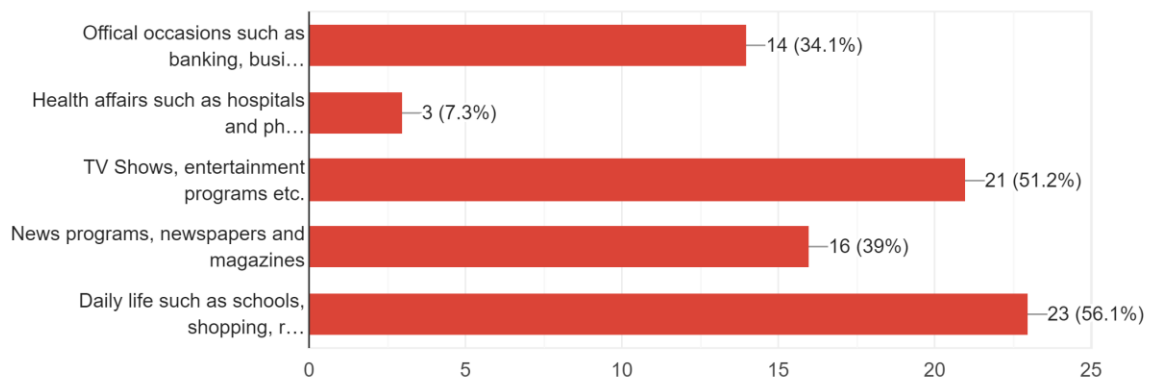


Table 4: In which areas of your life do you use the English language? (You can choose more than one.)

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