Advertising Media, an analysis of Code in Compilation of Food and Beverage Ads on YouTube

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ABSTRACT

The utilization of coding within advertising discourse is an imperative means of communication, effectively demonstrating the wide array of linguistic frameworks employed in promotional campaigns. The deliberate inclusion of diverse languages in advertisements serves the dual purpose of capturing attention and safeguarding regional languages by utilizing advertising platforms to uphold and enhance their significance. The objective of this study is to analyse instances of code switching and code mixing in compilation videos of food and beverage advertisements uploaded by Rofif Satria on the YouTube Satria Channel account. The utilization of a qualitative methodology employing descriptive techniques in data collection entails the process of observation and subsequent documentation through note-taking. The researcher carefully examines each advertising video, meticulously documenting both the spoken and written narratives conveyed within them. The instances of code-switching and code-mixing in the compilation videos are subsequently identified, annotated, and documented. The data that has been gathered is organized and classified according to its type, as well as the specific forms of code-switching and code-mixing that are present. The research findings indicate instances of code-switching and code-mixing, which encompass both internal and external forms. These include the insertion of words, phrases, clauses, and basters. The contextualization of data, including words, phrases, and clauses, is integral to the interpretation within the discourse of advertising.

1. Introduction

Indonesia is a large country in terms of area, population, and cultural diversity. Besides Indonesian as the national language, Language of The World 2005 (in Tondo, 2009), Indonesia has at least 742 regional languages. Seven hundred thirty-seven languages of which are still used by their speakers. Meanwhile, two languages are second languages without native speakers, while the other three languages have become extinct. The impact of the many languages used in Indonesia is to make Indonesians master more than one language (bilingual/multilingual). The impact of this condition is that in the communication of Indonesian people, there are often events of mixing languages.

In society, language plays a very important role in communicating, providing information, and fostering social relations. In Indonesia, various languages are used for communication, including national, international, and regional. However, this great diversity of languages often hinders communication because everyone has different language abilities. Nowadays, many people use Indonesian with a mixture of foreign or regional languages, thus increasing the variety of languages used. Chaer 2009 (in Prasetyowati, 2020) states that language acquisition is a process that takes place in a child's brain when he acquires his first language, namely his mother tongue. Children perform better on nouns than verbs. Accuracy is modulated by item-related variables such as the estimated age when a word is acquired and its morphophonological complexity (Chondrogianni & Butcher, 2023)

In language theory, especially pragmatics, using two or more languages in one utterance is termed code-switching and code-mixing. Searle, Kiefer, dan Bierwisch (in Nadar, 2009, p. 5) state that in pragmatics, many aspects need to be considered as a reference in explaining the actual conditions of the spoken sentences. In other words, the meaning of an utterance cannot be interpreted; the utterance must be related to the contexts behind the publication of the said utterance. From this opinion, pragmatics is a matter of code-switching, and code-mixing is a problem within the scope of pragmatics in the branch of linguistics which cannot be separated from various contexts.

According to Leech, pragmatics is widely used as a reference in pragmatic studies. With research on a context in pragmatics, Leech provides concepts and elements about the context of speech situations. The context in pragmatic studies should not be the social and social context, which may very well be used as a perspective in sociolinguistic studies to find out the meaning of language variants; and in sociopragmatic studies to find out the meaning of pragmatics in specific cultures (K. Rahardi, 2019, p. 30). Pragmatic studies focus on the intent of speakers, not the meaning of sentences, and this has been confirmed by Keith Allan (1986) (in R. K. Rahardi, 2004, p. 21). Pragmatics studies how speakers use language in specific social contexts and examine how speakers use language to achieve communicative goals.

Events of code-switching and code-mixing have the potential to occur in bilingual or multilingual communities. Generally, Indonesian people master their mother tongue (first language) with Indonesian (generally obtained from the education process at school. The mother tongue is the first language a person learns since childhood (Oxford 2010:270 in Doko et al., 2019, p. 5) In addition, it can be added to the language of the area where you live, the language of your friends' local associates, and a foreign language. So it is not strange that in one conversation event conducted by the Indonesian people, the use of language shows the influence of several languages, such as Indonesian, regional languages, and foreign languages. Therefore bilingualism or multilingualism is often seen as the ability to use two languages. Within the mentalistic framework of generative grammar, bilingual language skills can also be expressed by analyzing well-structured sentences involving two languages which can be treated as windows of bilingual minds (Aurer, 1995).

There is a tendency to expand knowledge and insight in the era of globalization, which encourages code switching and code mixing to maximize one's potential, especially in language acquisition and becomes a phenomenon of language contact which is not only limited to the national language, regional language, and foreign languages, but all three can be in contact in communication. This linguistic phenomenon results in code-switching and code-mixing events.

Code-switching and code-mixing are not forms of language errors caused by the speaker's weak mastery of the language. This statement is following the opinion of Muharram (2008) (in Susanto, 2016) which states that code-switching does not occur haphazardly, nor is it a disorder in the use of language, but is due to various social and situational conditions and is loaded with social meaning. Suwito (in Chaer, Abdul & Agustina, 2010, p. 114) distinguishes between two types of code-switching: internal and external. What is meant by internal code-switching is code-switching that takes place between individual languages, such as from Indonesian to Javanese, or vice versa. In comparison, external code-switching occurs between the languages themselves (one of the languages or varieties that exist in the verbal repertoire or the ability to communicate owned by speakers in a society using a foreign language). Internal code-switching occurs in your language, such as communicating using Indonesian to Javanese and vice versa; you can also use Indonesian with Batak, Sundanese, and so on. Meanwhile, external code-switching has influences from

outside, such as communication using its language, namely Indonesian. However, there are influences from outside, namely the presence of foreign languages such as English and other languages.

Code-switching, spontaneous switching from one language to another in one speech event, is often performed by bilinguals who have mastered communicative competence in two languages. It is also a social strategy, using linguistic cues to index social categories and group solidarity. Therefore, code-switching is related to attitude, reflecting speakers' values and identities (Yim, Odilia and Clément, 2021). Code-switching refers to any form of switching between languages during the conversation, whether at the word or sentence level (Baker and Jones 1988 in Aichatou, 2020, p. 218). From this opinion, code-switching is language switching at the level of words and sentences in one speech event carried out by bilinguals to show social categories and reflect the identity of speakers.

Based on the linguistic elements involved in code-mixing (Suwito, 1985, pp. 78–80) distinguishes the form of code mixing into several types, namely: a) insertion of elements in the form of words; b) insertion of elements in the form of phrases; c) insertion of elements in the form of baster; d) insertion of elements in the form of word repetition; e) insertion of elements in the form of expressions or idioms; and f) insertion of elements in the form of clauses. Code mixing occurs in situations where people use more than one language in conversations or sentences because each speaker has a different background (Adrean, et al., 2019, p. 147). Code mixing is the use of language units from one language to another, extending language style or a variety of languages, including the use of words, clauses, idioms, and greetings (Mustikawati, 2016) (in Aini & Farinawati, 2020, p. 1). Code mixing occurs when a bilingual individual who is skilled at communicating fluently in the first language then switches to the second language without changing any situation (R.A Hudson 1980 dalam Minkailou & Abdoulaye, 2019, p. 2)

In speech acts, code-switching and code-mixing can express particular social identities, social relations, or communicative purposes in conversation. For example, using English in business may indicate professionalism or higher social status. In contrast, using a regional language in a family context may indicate social closeness or affiliation with regional culture. However, code-switching and code-mixing can also make the message clear. Therefore, in using code switching and code mixing in speech acts, it is crucial to consider the context and situation. Code-switching and code-mixing can damage language conventions if they are not used appropriately in the appropriate context. Code-switching and code-mixing not by certain language norms or social contexts can produce non-standard or unusual forms of language, which others may need help understanding. In addition, the use of code-switching and code-mixing that is not appropriate can also cause misunderstandings or conflicts between speakers and listeners.

However, code-switching and code-mixing can also increase language diversity and enrich the language used in conversation. In some situations, code-switching and code-mixing can help speakers express themselves more precisely and effectively. Therefore, code-switching and code-mixing can positively and negatively affect language conventions, depending on how they are used. Speakers need to understand certain language norms and social contexts and pay attention to the communicative goals to be achieved in code-switching and code-mixing. One of the communication events that shows the phenomenon of mixing several languages in Indonesia is the use of language in advertisements on YouTube. Foreign languages, especially English, are prevalent in non-English-speaking countries. However, other languages are also frequently used, especially in advertisements where the product is by the language or the country where the language is used. (Nederstigt & Hilberink-Schulpen, 2018, p. 2). Advertising according to Kasali (in Indrawati, 2017), is a mix of marketing activities; in simple terms, it can be interpreted as a message for an offer of a product which is then intended for the public through media Media use reflects and shapes language use and attitudes in speech communities (Bell, 2008). Advertisements are delivered through various forms of media, either print media, such as classified ads in newspapers, or electronic media, such as television, radio, and online media, such as YouTube, which are very popular these days.

The human need for information displayed by YouTube provides excellent opportunities for producers to offer products produced through advertising on YouTube. Many products advertised through YouTube include food and beverages. YouTube is also a place to accommodate various compilations of video advertisements so that various advertisements can be found in one video. YouTube is a social network widely used for marketing on the internet. YouTube as a promotional medium has great potential when viewed from the number of users, (Nuryaman, 2022) states that at the beginning of 2022 alone, it is

estimated that YouTube users in Indonesia will reach 139 million people, meaning that the reach of YouTube advertisements covers nearly 50% of Indonesia's population. The human need for information displayed by YouTube provides excellent opportunities for producers to offer products produced through advertising on YouTube. Many products advertised through YouTube include food and beverages. YouTube is also a place to accommodate various compilations of video advertisements so that various advertisements can be found in one video.

(Aoyagi, 2021) states that language is more than just a means of communication. It is also a way of seeing and understanding our world. Each language comprises a microcosm of unique beliefs, practices, and customs that link its speakers to their collective past. The extinction of one language will be an irreplaceable loss. Therefore it is necessary to preserve endangered languages and revitalize almost extinct languages in countries with diverse cultures and ethnicities. This can be done through cultural outreach, education projects, enabling new legal frameworks, and other forward-looking initiatives.

Language plays an essential role in maintaining interaction. The presence of the threat of extinction of a language cannot be separated from individuals, identities, cultural heritage, and rights. Therefore, maintaining cultural and linguistic diversity is a social issue related to justice because cultural and linguistic differences play an important role in defining human identity (Romaine, 2007, p. 129). Love for local culture needs to be developed, one of which is from the aspect of language because language reflects cultural identity. Language preservation efforts should begin when a language is on the verge of extinction. Conversely, preservation should be done when a language is still in good condition and has many speakers. Other regional languages often only function as second or third languages and are rarely used in particular forums. Over time, these regional languages may no longer be used and become extinct. Therefore, it is crucial to carry out conservation efforts (Dahromi, 2022, p. 176). The development of regional languages forms the basis of this research to find out the use of advertising language in Indonesia as a medium for language development which has an essential role in promoting cultural heritage and is an effective way to preserve regional languages.

Research on the analysis of code-switching and code-mixing has been discussed before by (Dewi et al., 2020) who studied *Alih Kode dan Campur Kode pada Iklan di Instagram Carubanid*. The results of this study indicate that there are 33 code-switching events and 50 data code-mixing events, including four factors that cause code-switching and code-mixing in advertisements on Carubanid's Instagram, including the business character of the advertiser, writing techniques affected by spoken language, lack of mastery of the language to be used, and the presence of borrowed language. Then another study (Maryani, 2016) examined the use of *Alih Kode (Code Switching) dan Campur Kode (Code Mixing) sebagai Strategi Daya Tarik Iklan pada Majalah Gaya Hidup Cosmpolitan*. The results of this study show that the use of code-switching and code-mixing in the Cosmopolitan lifestyle magazine has a symbolic nature that is more focused on increasing product attractiveness through a rational strategic approach. The novelty of this research is the emphasis on local wisdom by finding regional languages to preserve regional languages.

Based on the background above, the researcher is interested in examining the phenomena of code-switching and code-mixing that occur in advertisements on YouTube by associating the local cultural context with aspects of language as a love of one's culture so that it is maintained through advertising media. Researchers limit research on food and beverage advertisements by focusing on code switching and code mixing in terms of internal and external factors and examining the views of the form of language.

2. Method

The data research design in this research is descriptive qualitative. According to Meleong (Murliaty et al., 2013, p. 285), The descriptive method is a method that is carried out by analyzing the data that has been collected in the form of spoken words (utterances) directly from the observed object. Then according to Bogdan dan Taylo (dalam Romadhani & Eles, 2020, p. 41), qualitative methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. Using this research design, the researcher describes the results of the analysis of code-switching and code-mixing in ad compilation videos on YouTube. The data source for this research is food and beverage advertisements posted on YouTube. The advertisements were collected and compiled by the Satria Channel account on 19 February 2022, 13 April 2022, and 1 December 2022. There are 243 advertisements in the compilation. There are 114 kinds of advertisements seen from the products they offer, namely food

and beverage advertisements. The Satria Channel account as the data source was chosen because the account posts contain various compilations of advertisements and one of them contains various compilations of food and beverage advertisements which are the limitations of this research. There are various language phenomena in this advertisement, so researchers are interested in examining the language aspects of code-switching and code-mixing.

This research technique uses observation and note-taking because it is relatively more efficient and easier to collect data. The researcher listened to each advertising video and recorded every narrative expressed orally or in writing. According to Mahsun (in Amalia & Khaerunnisa, 2022, p. 12)) states that the listening method has an essential technique in the form of tapping techniques because, in essence, listening is realized by tapping. Mahsun (in Amrullah et al., 2020, p. 148) states that the note-taking technique is to record relevant data according to the goals and objectives of the research. The researcher watched each video, recorded it to find code-switching and code-mixing events, and found indications of regional language preservation in the video compilation of the food and beverage advertisements. This study classifies data according to the form of external code-switching and internal code-switching, as well as the form of code-mixing in the form of words, phrases, clauses, and baster. There are also steps for processing this research data, namely:

1. Collecting data using observing and note-taking techniques. Researchers watched all video advertisements and limited them to food and beverage advertisements. Then record every narration in the food and beverage advertisements and ensure the accuracy of the data by comparing the data from the ad videos with the transcripts the researcher has verified.
2. Data reduction is done after collecting all the data by sorting out the relevant data.
3. Data interpretation by analyzing reduced data using tables by grouping data according to the form of external code-switching and internal code-switching, as well as the form of code-mixing in the form of words, phrases, clauses, basters, repetition of words, and idioms which are done by placing them in the context of the entire advertisement discourse.
4. The conclusion of the data from the analysis of code-switching and code-mixing is described by showing an example of the form of regional language preservation obtained from the advertising media.

3. Findings

Based on the outcomes of the research conducted on three YouTube videos featuring a Compilation of Food and Beverage Ads, the investigators identified instances of code-switching and code-mixing within the advertisement data. Remarkably, out of the 114 food and beverage adverts examined, 72 of them exhibited occurrences of code-switching and code-mixing. These language phenomena were observed in various forms, encompassing both internal and external code-switching. Internal code-switching included transitions from Official Indonesian to Casual Variety, Indonesian to Javanese, Indonesian to Betawi, and Indonesian to Sundanese. Moreover, the analysis identified external code-switching, characterized by the shift from Indonesian to English.

Furthermore, the study revealed four distinct manifestations of code mixing, specifically involving the insertion of words, phrases, clauses, and baster. The comprehensive analysis of the primary findings concerning code-switching and code-mixing is presented in the subsequent table.

Table 1. Data Reduction of Code Switching and Code Mixing Research

No			Frequency	Sample Data
1	Code Switching Form	1. Internal Code Switchung 1. Indonesian to Casual Variety Language	28 data	-"Chizmill kejunya *que suke*!" (Chizmill Ad) -"Waspada! Virus bisa dimana-mana. Jangan *kendor!* Jaga kondisi dengan AMH jahe merah susu." (AMH Jahe merah Ad) "Kebab Turki dan rendang Padang yang enaknya *ngehits*" (Indomie Hype Ad)

		2. Indonesian to Javanese	7 data	-"Ayo anak-anak bangun _cepet_ sahur!" (Aqua Ad) -"Nutrisari… banyak rasa untuk buka puasa! Blewah _seger pol_!" (Nutrisari Ad) -"So so sosis so nice, sosis so nice _ko di banding bandingke, saing-saingke gak bakal kalah_ . Satu gigitan enggak cukup, jadi ngunyah terus, _kan maen rasane_. Sosis so nice, bukan main rasanya!" (Sosis so nice Ad)
		3. Indonesian to Betawi	1 data	-"Es cincau _sedep bet dah_! Jeruk peras semua suka!" (Nutrisari Ad)
		4. Indonesian to Sundanese	1 data	-"Getgit yuk menggigit yuk _neng_ gigit." (Getgit Ad)
		2. External Code Switching 1. Indonesian to English	18 data	-"Chitato lite, jadikan semua momen lebih ringan. _Chitato lite, lite up your life."_ (Chitato Lite Ad) -"Membantu memelihara kesehatan dengan menyegarkan badan. _Acaraki golden sparkling my golden moment."_ (Acaraki Golden Sparkling Ad) -"Minuman isotonik dan multivitamin pilihan lebih sehat tanpa pengawet dan tanpa pemanis buatan. _Which to prove me and you to be active."_ (Active Water Ad)
2	Code Mixing Form	1. Word Insertion	51 data	-"Tictic _snack_ bawang asli" (Tictic Ad) -"Baru, iso _cup_!" (Iso Cup Ad) -"Emm.. perut terisi, siap puasa _full_." (Ienergen Ad)
		2. Phrase Insertion	35 data	-"Selamat datang di Inaco _Fun Factory_." (Iklan Inaco) "Sekarang ada hemaviton C1000 _less sugar_ dengan kalori yang lebih rendah dan pemanis alami stevia." (Hemaviton C1000 Ad) -"Waw, baru! Teh pucuk harum _soccer edition_" (Teh Pucuk Harum Ad)
		3. Insertion Clause	6 data	-"Buat di rumah belinya _better big pack_!" (Better Ad) -"Getgit _get it now_ digigit gemas." (Getgit Ad) -"Susu UHT yang baik karena ada _double lock protection_" (Indomilk UHT Ad)
		4. Baster Insertion	15 data	-"Kini ada kemasan _pouchnya_." (Chocolatos Wafer Roll Ad)

-"Nunggu *sunsetnya* lama nih, garuda rosta lagi aja." (Garuda Rosta Ad)
-"*Gamenya* gini-gini aja nih. Mau yang beda? Nih Garuda Crunchy O'corn, ini baru beda!" (Garuda Crunchy O'Corn Ad)

5. Discussion
1. Code Switching

Code-switching is when a speaker uses two or more language variants in conversation or social interaction. Usually, this phenomenon occurs when speakers feel more comfortable or more effective in using language that is appropriate to the context or situation of the conversation that is taking place. Ohoiwutun (2007:71) (in Yusnan et al., 2020, p. 3) says that code-switching is the shift in usage from one language or dialect to another. Code-switching is divided into two, namely internal code-switching.

There are five forms of code-switching, namely internal code-switching from Official Indonesian to Ragam Santai, Indonesian to Javanese, Betawi to Indonesian, Indonesian to Sundanese, and external code-switching from Indonesian to English.

a. Internal code-switching from Official Indonesian to Casual Variety

Code-switching occurs between languages but can also happen between varieties or styles contained in one language Hymes (1875: 103) in (Chaer, Abdul & Agustina, 2010, p. 107). So, Official Indonesian to Casual Variety is an internal code-switching event because a language switch occurs between the languages themselves. Relaxed language code-switching creates an intimate impression and presents a friendlier atmosphere. The following sample data explains the internal code-switching from Official Indonesian to Casual Variety.

(1) "Chizmill kejunya *gue suke*!" (*Chizmill* commercials in the compilation video entitled *Kompilasi Iklan Makanan dan Minuman* minute 06:57)

Based on statement (1) in the advertisement for the snack food "Chizmill" there is a code switch from the Official Indonesian to the Casual Variety Language "*gue suke!*" which means in standard Indonesian, "saya suka." This is based on the previous speech using the Official Indonesian language, "Chizmill kejunya" which then switches to the Casual Variety Language, namely, "gue suke" In this context, speakers use "gue suke" as a substitute for "saya suka" in Official Indonesian.

(2) "Waspada! Virus bisa dimana-mana. Jangan *kendor!* Jaga kondisi dengan AMH jahe merah susu."((*AMH Jahe Merah* advertisement in a compilation video entitled *Kompilasi Iklan Makanan dan Minuman*, minute 20:35)

Based on statement (2) in the advertisement for the drink "AMH Jahe Merah" there is a code switch from Official Indonesian to Ragam Santai, namely "kendor!" in the middle of a sentence which in KBBI, the standard language is "kendur!". This is based on the previous speech, namely using the official Indonesian "Waspada! Virus bisa dimana-mana" which then switched to the Casual Variety Language, namely "kendor." In this context, speakers unconsciously use the utterance "kendor" as a substitute for "kendur."

(3) "Kebab Turki dan rendang Padang yang enaknya *ngehits*" (*Indomie Hype* advertisement in the compilation video entitled *Kompilasi Iklan Edisi November 2022*, minute 01:33)

Based on speech (3) in the food advertisement 'Indomie Hype,' there is code-switching from Official Indonesian to Ragam Santai, namely the address "*ngehits*" which means "populer". This is based on the previous word using Official Indonesian "Kebab Turki dan rendang Padang yang enaknya" which then switches to the Casual Variety Language, namely "ngehits." In this context, speakers use "ngehits" as a substitute for "populer" in the Indonesian style—a language aimed at millennials.

b. Internal code-switching from Indonesian to Javanese

Language switching from Indonesian to Indonesian is called internal code-switching. Internal code-switching occurs between languages, such as from Indonesian to Javanese or vice versa (Ningrum, 2019). Internal code-switching from Indonesian to Javanese is explained in the following sample data.

(1) "Ayo anak-anak bangun _cepet_ sahur!" (_Aqua_ ad in the compilation video entitled _Kompilasi Iklan Makanan dan Minuman_ minute 11:55)

Based on speech (1) in the advertisement for the drink "Aqua" there is code-switching from Indonesian to Javanese, namely the speech "_cepet_" which means "cepat." This is based on the previous Indonesian word, "Ayo anak-anak bangun" which then switches to Javanese, "cepet" In this context, speakers use "cepet" speech unconsciously because they are used to using "cepet" addresses in everyday life.

(2) "Nutrisari… banyak rasa untuk buka puasa! Blewah _seger pol_!" (_Nutrisari_ ad in the compilation video entitled Kompilasi Iklan Makanan dan Minuman minute 14:25)

Based on speech (2) in the advertisement for the drink '"Nutrisari" there is code-switching from Indonesian to Javanese, namely the word "_seger pol_" which means 'segar sekali.' This is based on the previous speech using Indonesian "Nutrisari… banyak rasa untuk buka puasa!" which then switched to Javanese, namely "seger pol!". In this context, the speaker uses the utterance "seger pol!" to show the speaker's identity as a Javanese who wants to convince consumers that Nutrisari is a fresh drink.

(3) "So so so sosis so nice, sosis so nice _ko di banding bandingke, saing- saingke gak bakal kalah_. Satu gigitan enggak cukup, jadi ngunyah terus, <u>kan maen rasane</u>. Sosis so nice, bukan main rasanya!" (_Sosis so nice_ ad in the compilation video entitled _Kompilasi Iklan Edisi November_ minute 22:54)

Based on speech (3) in the food advertisement "Sosis So Nice" there is code-switching from Indonesian to Javanese, namely in the utterances "_ko di banding bandingke, saing- saingke gak bakal kalah_" and "_kan maen sane_." Whih means "dibandingkan, disaingkan tidak akan kalah" and "bukan main rasanya". This is based on the previous speech using Indonesian by mentioning the name of the sausage product so lovely, "So so so sosis so nice, sosis so nice" and "Satu gigitan enggak cukup, jadi ngunyah terus," which then switches to Javanese, namely "ko dibanding bandingke, saing-saingke gak bakal kalah" and "kan maen rasane" In this context, Javanese code-switching is used as an addition to the local color of the advertisement for the Sosis So Nice advertisement by inserting a Javanese song that is currently viral in society, namely the music 'Ojo Dibandingke' so that the ad attracts more attention and goes viral.

c. Internal code-switching from Betawi to Indonesian

Internal code-switching from Betawi to Indonesian is explained in the following sample data.

(1) "Es cincau _sedep bet dah_! Jeruk peras semua suka!" (_Nutrisari_ ad in the compilation video entitled _Kompilasi Iklan Makanan dan Minuman_ minute 14:29)

Based on data (1) in the advertisement for the drink "Nutrisari" there is code-switching from Betawi to Indonesian, namely in the utterance "_sedep bet dah_!" which means "sedap sekali". This is based on the previous word using the Betawi language, "es cincau sedep bet dah!" which then switched to Indonesian, namely "Jeruk peras semua suka!". In this context, speakers use the Betawi language to show their identity as Betawi people who want to convince consumers that Nutrisari is a delicious drink. The utterance "sedep bet dah!" replaces the utterance "sedap sekali" in Indonesian.

d. Internal code-switching from Indonesian to Sundanese

Internal code-switching from Indonesian to Sundanese is explained in the following sample data.

(1) "Getgit yuk menggigit yuk *neng* gigit." (*Getgi*t Ads in a compilation video entitled *Kompilasi Iklan Makanan dan Minuman* minute 16:43)

Based on data (1) in the advertisement for the snack food "Getgit" there is code-switching from Indonesian to Sundanese, namely in the utterance "neng" which means calling for younger sisters in Sundanese. This is based on the previous word using Indonesian, "Getgit yuk menggigit yuk" which then switches to Sundanese, namely "neng" In this context, speakers use the word "neng" in Sundanese to refer to female friends in the ad to try to get it wafers.

e. External code-switching from Indonesian to English

Suwito's opinion (in Chaer, Abdul & Agustina, 2010, p. 114), which distinguishes internal and external code-switching, states that external code-switching is code-switching that occurs between the original language and a foreign language, for example, the switch from Indonesian to English. External code-switching from Indonesian to English is explained in the following sample data.

(1) "Chitato lite, jadikan semua momen lebih ringan. *Chitato lite, lite up your life.*" (*Chitato Lite* ad in the compilation video entitled *Kompilasi Iklan Makanan dan Minuman* minute 05:57)

Based on speech (1) in the advertisement for "Chitato Lite" snacks, there is code-switching from Indonesian to English, namely in the speech "*Chitato lite, lite up your life.*" Which means ""Chitato ringan, menyalakan hidup anda." This is based on the previous speech using Indonesian "Chitato lite, jadikan semua momen lebih ringan" which then switched to English, namely "Chitato lite, lite up your life." In this context, speakers tell consumers that Chitato lite can ignite life. Still, it is conveyed using English to conform to the name of Chitato lite, also taken from English.

(2) "Membantu memelihara kesehatan dengan menyegarkan badan. *Acaraki golden sparkling my golden moment.*" (*Acaraki Golden Sparkling* ad in the compilation video entitled *Kompilasi Iklan Edisi Januari 2022*, minute 31:16)

Based on speech (2) in the advertisement for the drink "Acaraki golden Sparkling" there is code-switching from Indonesian to English, namely in the utterance ". Acaraki golden sparkling my golden moment," which means "Acaraki berkilauan emas momen emasku" which is the name of a beverage product that is expected to create golden moments for anyone who drinks it. This is based on the previous word in Indonesian, "Membantu memelihara kesehatan dengan menyegarkan badan." which then switched to English, namely "Acaraki golden sparkling my golden moment." In this context, the speaker conveys the message by changing to use English to adapt the product name of the event's golden sparkling, which also uses English.

(3) "Minuman isotonik dan multivitamin pilihan lebih sehat tanpa pengawet dan tanpa pemanis buatan. *Which to prove me and you to be active.*"(*Active Water* ad in the compilation video entitled *Kompilasi Iklan Makanan dan Minuman* minute 19:03)

Based on speech (3) in the advertisement for the drink "Active water" there is code-switching from Indonesian to English, namely in the lecture "*Which to prove me and you to be active.*" which means "yang mana untuk membuktikan aku dan kamu aktif." This is based on the previous words using Indonesian, "Minuman isotonik dan multivitamin pilihan lebih sehat tanpa pengawet dan tanpa pemanis buatan." which then switched to English, namely, "Which to prove me and you to be active." In this context, the speaker changes the language to use English because it adapts to the Active water product name, which also uses English to emphasize that active water drinks can prove self-activity.

2. **Code Mixing**

Code mixing occurs when someone inserts elements of another language in one utterance. It usually occurs unconsciously, taking the form of words, phrases, or clauses. As stated by (Suwito, 1985, pp. 78–80) that, code-mixing is divided into six types, namely a) insertion of elements in the form of words; b) insertion of elements in the form of phrases; c) insertion of elements in the form of baster; d) insertion of elements in the form of word repetition; e) insertion of elements in the form of expressions or idioms; and f) insertion of elements in the form of clauses.

   a. **Mix the code insertion of tangible elements of the word**

According to Peteda (in Murliaty et al., 2013, p. 284), words are linguistic forms that stand alone, can be separated, can be measured, and have meaning and function in speech. The term is the smallest part of the language that has the role of discourse.

Mixing code insertion of tangible word elements is explained in the sample data as follows:

   (1) "Tictic *snack* bawang asli" (*Tictic* ad in the compilation video entitled *Kompilasi Iklan Makanan dan Minuman* minute 01:03)

Based on data (1) in the advertisement for "Tictic" snacks, there is a mix-up of code inserting the word "*snack*" in the middle of the sentence, which means "cemilan". This is based on sentences that use Indonesian, but there is an insertion of the word in English, namely "snack." In this context, speakers use the word "snack" as a substitute for "cemilan" in Indonesian.

   (2) "Baru, iso *cup*!" (*Iso Cup* advert in the compilation video *Kompilasi Iklan Makanan dan Minuman* minute 09:38)

Based on speech (2) in the advertisement for the drink "Iso Cup" there is code-mixing with the insertion of the word "cup" at the end of the sentence, which means cup. This is based on sentence utterances that use Indonesian, but there are insertions of words using English. In this context, the insertion of the word "cup" refers to isotonic drink packaging as a substitute for the word "cup." The use of the insert "cup" in this advertisement is to attract the attention of consumers who are more familiar with the term "cup" and to convey the message that isotonic drinks come in a more practical packaging.

   (3) "Emm.. perut terisi, siap puasa *full*." (*Energen* Ads in the compilation video entitled *Kompilasi Iklan Makanan dan Minuman* minute 23:12)

Based on speech (3), in the advertisement for the drink "Energen" there is code-mixing, inserting the word "*full*" at the end of the sentence, which means "penuh". This is based on sentence utterances that use Indonesian, but there is the insertion of the word "full" in English. In this context, speakers spontaneously use the word "full" as a substitute for "penuh" in Indonesian.

   b. **Mix the insertion code of the phrase element**

Phrases consist of two or more words and do not exceed the function limits of the subject and predicate clause elements (Aditiawan, 2020, p. 222). Phrases have one function, which can act as a subject, predicate, object, adverb, or complement in a sentence.

Mixing code insertion of phrase elements will be described as follows:

   (1) "Selamat datang di Inaco *Fun Factory*." (*Inaco* ad in the compilation video entitled *Kompilasi Iklan Makanan dan Minuman* minute 03:41)

Based on speech (1) in the food advertisement for "Inaco" there is code-mixing with the insertion of the phrase "*Fun Factory*" at the end of the sentence, which means "pabrik menyenangkan." This is based on sentences that use Indonesian, but the phrase "Fun Factory" is inserted using English at the end of the

sentence. In this context, speakers use "fun factory" as a substitute for the phrase fun factory, because the name of the factory in the advertisement uses English, namely "fun factory."

(2) "Sekarang ada hemaviton C1000 _less sugar_ dengan kalori yang lebih rendah dan pemanis alami stevia." (*Hemaviton C1000* ad in video compilation titled *Kompilasi Iklan Edisi Januari 2022* minute 33:49)

Based on speech (2) in the advertisement for the snack food "Hemaviton C1000" there is code-mixing in the phrase "_less sugar_" in the middle of the sentence, which means "rendah gula." This is based on sentences that use Indonesian, but the phrase "less sugar" is inserted in English. In this context, the speaker conveys information that there is a "less sugar" variant of Hemaviton C1000 by inserting a phrase in English according to the writing on the product, namely 'Less Sugar Hemaviton C1000'.

(3) "Waw! Teh pucuk harum _soccer edition_" (Teh Pucuk Harum advertisement in the compilation video entitled *Kompilasi Iklan Edisi 2022 November*, minute 16:12)

Based on data (3) in the advertisement for the drink "Teh Pucuk Harum" there is code-mixing in the phrase "_soccer edition_" at the end of the sentence, which means "edisi sepak bola." This is based on sentences that use Indonesian, but the phrase "soccer edition" is inserted in English. In this context, speakers insert English phrases to provide information that the Teh Pucuk Harum has a football edition.

c. **Mix the code of inserting clause elements**

A clause is a grammatical unit combining predicative words (Huda, 2021, p. 17). A clause consists of a subject and a predicate to understand and build sentences. The following data sample will explain the insertion of a tangible element in a clause.

(1) "Buat di rumah belinya _better big pack_!" (*Better* Ads in the compilation video entitled *Kompilasi Iklan Makanan dan Minuman* minute 06:07)

Based on speech (1) in the advertisement for "Better" snacks, there is code-mixing with the insertion clause "_better big pack_" at the end of the sentence, which means "better ukuran besar." This is based on sentence utterances that use Indonesian, but there is the insertion of a "better big pack" clause using English. In this context, 'better' is the name of a snack product taken from English.

(2) "Getgit _get it now_ digigit gemas." (*Getgit* Ads in a compilation video entitled *Kompilasi Iklan Makanan dan Minuman* minute 16:52)

Based on speech (2) in the commercial for "Getgit" snacks, there is a mixed code insertion clause "_get it now_" which means "dapatkan sekarang" This is based on sentence utterances that use Indonesian, but there is the insertion of a "get it now" clause using English. In this context, speakers insert English clauses to adjust the mention of the Getgit product name. Speakers use the "get it now" clause to replace "dapatkan sekarang" in Indonesian.

(3) "Susu UHT yang baik karena ada _double lock protection_" (*Indomilk UHT* in the compilation video entitled *Kompilasi Iklan Edisi Januari 2022*, minute 41:34)

Based on speech (3) in the advertisement for "Indomilk UHT", there is code-mixing in the clause "_double lock protection_" which means "perlindungan kunci ganda". This is based on sentence utterances that use Indonesian, but there is the insertion of a "double lock protection" clause using English. In this context, speakers use the "double lock protection" clause as a substitute for the "perlindungan kunci ganda" clause in Indonesian.

d. Mix the baster element and insert the code

Sukoyo (2010, p. 7) states that baster combines two different language elements and forms one meaning. Baster formation events can occur between the primary forms of Indonesian and affixes from other languages, and vice versa, which are for
med into one purpose.
The insertion of baster-shaped elements will be explained in the following data sample.

(1) "Kini ada kemasan *pouchnya*." (*Chocolatos Wafer Roll* ad in the compilation video entitled *Kompilasi Iklan Makanan dan Minuman* minute 03:03)

Based on data (1) in the advertisement for the snack food "Chocolatos Wafer Roll" there is a code-mixing in the baster "*pouchnya*" at the end of the sentence, which means the bag. This is based on the utterance that there is a word that uses the English "pouch" plus the particle "-nya" in Indonesian, which forms one meaning. In this context, the speech "pouchnya" is information from the advertised product that now the chocolate wafer roll has a pouch packaging but uses English because people are more familiar with and use the word "pouch" than the word "kantong."

(2) "*Gamenya* gini-gini aja nih. Mau yang beda? Nih Garuda Crunchy O'corn, ini baru beda!" (*Garuda Crunchy O'Corn* ad in the compilation video entitled *Kompilasi Iklan Makanan dan Minuman* minute 03:06)

Based on speech (2) in the advertisement for "Garuda Crunchy O'corn" snacks, there is a mix-up of baster insertion code, namely "*Gamenya*" which means "permainannya". This is based on the utterance that there is a word that uses the English "game" plus the particle "-nya" in Indonesian, which forms one meaning. In this context, the content of the advertisement shows a picture of young people who are bored with their games. Then speakers use the word "game" in English as a substitute for "permainan" because millennials are familiar with using the word "game."

(3) "Nunggu *sunsetnya* lama nih, garuda rosta lagi aja." (*Garuda Rosta* advertisement in the compilation video entitled *Kompilasi Iklan Makanan dan Minuman* minute 04:28)

Based on speech (3) in the food advertisement for "Garuda Rosta" there is a mix-up of the baster insertion code, namely "*sunsetnya*" which means the sun is setting. This is based on the utterance that there is a word that uses the English "sunset" plus the particle "-nya" in Indonesian, which forms one meaning. In this context, the advertisement's content shows a sunset's atmosphere, and speakers insert the word "sunset" in English as a substitute for "matahari terbenam" Because the word "sunset" is often used when the sun sets.

Code-switching and code-mixing occur in advertising language because it has the aim that advertising can attract the attention of the public as potential consumers so that they are interested in buying the advertised product. One example of an exciting ad that the researchers found was the *Sosis so nice* ad in the compilation video uploaded on Satria Channel on December 1, 2022, with the video title *Kompilasi Iklan Edisi November 2022* Ad Compilation at 23:00 minutes 00 *"So so sosis so nice, sosis so nice **ko di banding bandingke, saing- saingke gak bakal kalah** satu gigitan enggak cukup, jadi ngunyah terus kan maen rasane. Sosis so nice, bukan main rasanya!"* The advertisement included a song currently viral in the community, namely the song Ojo Dibandingke after being sung by Farel Prayoga. The song is a creation of Abah Lala, whose lyrics use Javanese, which means that without realizing it, the development of regional languages is present through the media. Local languages in advertisements can help preserve local culture to increase people's sense of pride and love for their culture. Thus, Muharram's opinion that code-switching and code-mixing are not a form of language disorder is logical. In the practice of using advertising language, code-switching and code-mixing are communication needs. This relates to the study of pragmatics stated by Keith Allan (1986) in (R. K. Rahardi, 2004, p. 21) that pragmatic studies focus on speakers' intentions. Pragmatics involves understanding how language is used, including advertising language, which makes code-switching

and code-mixing a communication requirement so that the message in the ad is conveyed correctly and attracts potential customers as a form of communication goal.

Regional languages occur because they can help reach a broader range of consumers, especially in certain areas where regional languages are widely used. Using local languages can help build a stronger emotional connection between brands and consumers who feel their identity is related to the culture of that area. According to Kasali (in Indrawati, 2017),advertising messages are offers. The offer is more psychologically impacted when it uses the same local language as the ad target. Foreign languages are also often used in advertising languages to give an international or global impression of particular brands or products so that the target market expands. A foreign language such as English has excellent popularity worldwide, so its use in advertising helps consumers recognize and remember products more efficiently. Code-switching and code-mixing of local and foreign languages have positive and negative effects. The use of regional languages has a positive effect, namely that it can help preserve regional languages to be better recognized. However, the negative effect can limit the reach of the target market for consumers who need help understanding the local language used in the advertisement. Using a foreign language in advertisements can enhance a modern image and add an international impression to a product. However, a foreign language is used excessively. In that case, it can trigger the neglect of regional languages in Indonesia so that it can threaten and even eliminate the cultural identity of the Indonesian people, especially in language.

6. Conclusion

Based on the results of research on food and beverage ad compilation videos on the YouTube Satria Channel account, researchers found many code-switching and code-mixing events from the existing advertising data, including internal code-switching, external code switching, code mixing, inserting words, phrases, clauses, and basters. This is common because the function of the language used in advertisements is to attract the attention of the public as potential consumers so that they are interested in buying the product, as well as a medium for preserving regional languages.

Code-switching and code-mixing incidents also indicate language diversity, both local and foreign languages used by Indonesian people. On the one hand, code-switching and code-mixing can enrich the Indonesian language, although there is the potential to damage the structural stability of the language. The use of code-switching and code-mixing in food and beverage advertisements is a communication requirement where there is meaning in the context of the language of the advertisement, which includes the occurrence of code-switching and code-mixing. In making videos, you should pay attention to the educational aspect so that making video advertisements can be a means of acquiring language for Indonesian people. It is crucial to make translations of parts in regional and foreign languages tucked into the text or speech of the advertising video.hi

Declaration of Conflicting Interest
The author stated that there is no conflict of interest concerning the publication of this paper.

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