Code Mixing on Menu Brochure In Cafes and The Implications for Tourist Attractions, in Bandung, INA

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ABSTRACT

The aims of this study was to describe the types of code mixing used by café managers, to find out the respond of the consumers, the motivation of managers to use code mixing on menu brochure and the implications to attract many tourists to come to the cafes. The method used in this research, is the qualitative method. The researchers found data by colleting the menu, identifying types of code mixing, analyzing the implications of code mixing for tourist attractions. The results of this study are two kinds of code mixing in phrases and clauses. The respond of the constumers have positive responses. They like the menu brochure that used a mix of Indonesian and English. In addition, the motivation of café managers used the code mixing in menus to attract consumers' interest, adjust to the currents conditions in society and to use it in learning media. The use of code mixing English into Indonesian on the menu brochure has some implications to ease the visitors for understanding the menu offered, the effectiveness of using English in menu content, and to help managers to attract visitors to enjoy culinary tourism.

Key words: Code Mixing, Tourist Attractions, Brochure Menu, Implications

INTRODUCTION

Language is one of the most important parts of human life. Through language, humans can communicate among themselves to express their ideas both formally and informally. Language is foremost a means of communication, and communication almost takes place within some sort of social context. This is why effective communication requires an understanding and recognition of the connections between a language and the people who use it (Amberg & Vause, 2010). Sociolinguistics is concerned with language in its social context with the relations between language and society (McGregor, 2015). Therefore, the using of language depends on the social context.

In communicating, sometimes people do not use only one language. An interesting phenomenon that often occured is that many people speak and mix their general use of language with their mother tongues, especially in communicating with people who understand the different languages. According to (Meyerhoff, 2006) people who speak more than one language, or who have command over more than one variety of any language, are generally very sensitive to the differences in the vitality of the languages they use and they are equally aware that in some contexts one variety will serve their needs better than another. A code may be a language or a variety or style of a language; the term code-mixing emphasizes hybridization, and the term code-switching emphasizes movement from one language to another. Mixing and switching probably occur to some extent in the speech of all bilinguals, so that there is a sense in which a person capable of using two languages (Abu-Krooz, 2019).

(Muysken, 2000) also described that code-mixing is typically divided into three main types – insertion (word or phrase), alternation (clause) and congruent lexicalization (dialect) – and the most common occurrence of code-mixing variants in society is insertional code-mixing. It means about insertion is insertion of material (lexical items or entire constituents) from one language into a structure of the other language. Alternation means the alternation between structures from languages. The last is congruent lexicalization of material from different lexical inventories into a shared grammatical structure: (1) Insertion: Insertion is the process of code-mixing which is conceived as something akin to borrowing: the insertion of an alien lexical or phrasal category into a given structure. (2) Alternation: It occurs between clauses meaning that alternation is used when speaker mixes his or her language with a phrase. (3) Congruent lexicalization is the influence of dialect within language use. The phenomenon of code mixing can be seen both through electronic media and printed media. In fact, if we look closely, we often find that code mixing occurs in the environment of our daily lives, both written and oral. The use of code mixing also often occurs on menu brochure in some cafes in Bandung, Indonesia. The goal, of course, is to attract tourists to come. Some tourists who come both domestic and foreign

tourists not only want to enjoy the beauty of tourist destinations but also the types of food which are available. Nowadays, culinary tourism becomes a very profitable business. In fact, the managements in tourism industry have been improving some efforts to attract the visitors. Various motivations must be owned by the business manager. Therefore, the management tried to mix the language, english into bahasa in their menu. In addition, there is a distinct impact on culinary tourists when reading food menu that used code mixing. Based on the background of this phenomenon, researchers are interested in conducting studies on the code mixing used in menu brochures.

PURPOSE OF THE STUDY

The study aimed for analyzing the types of code mixing that occurred and derscribing the consumers'respond about the using of code mixing in the menu brochures. It also aimed to investigate about the motivation of business manager to use code mixing on café menu Ads and the implications of tourist attraction to come to café.

QUESTIONS OF THE STUDY

This study aimed to answer the following questions:
1. What kind of code mixing used on the menu brochures?
2. How does the consumer respond to the use of code mixing on the menu brochures in cafes?
3. What motivation is owned by the business manager in using code mixing on café menu Ads?
4. What are the implications of using code mixing in café menu Ads to culinary attractions in Bandung?

SIGNIFICANCE OF THE STUDY

This study explores the using of code mixing both English and Bahasa on the menu brochures to attract visitors come to the café. It is hoped that the results are to provide the knowledge for readers about various types of code mixing, giving information to determine the effect of using code mixing on culinary tourism. The researcher also hopes that this research is expected to be beneficial for development tourism attraction.

LIMITATIONS OF THE STUDY

The results of this study are limited by these factors:
1. The study was limited to some menu brochures in several cafes, and thus, the results cannot be generalized to other cafes in Bandung.
2. The study was conducted in several months, at least, 3 months in 2020.

LITERATURE REVIEW

In our society or community, we have a language variation. The language we use in everyday living is remarkably varied (Wardhaugh, An Introduction to Sociolinguistics fifth edition, 2006). (Chaer & Leonie, 2004) conducted that the

existence of various variations indicates that the use of spoken language is diverse. In terms of variations or variants of this language, there are two views. First, the variety of language variety is seen as a result of the social diversity of the speakers of that language and the diversity of language functions. Second, the variation or language variety already exists to fulfill its function as a means of interaction in various community activities.

Hortman and Stork in (Chaer & Leonie, 2004) distinguished variations based on the criteria (a) the speaker's geographical and social background, (b) the medium used, (c) the subject of discussion. Halliday distinguishes language variations based on (a) usage which is called dialect, and (b) user which is called register. Then, (Chaer & Leonie, 2004) distinguished language variations into four, namely variations in terms of speakers, variations in terms of users, variations in terms of formality, and variations in terms of means. Language variation in terms of speakers consisting of (1) idiolect that language variations are individual with regard to the color of the voice, word choice, style, sentence structure, etc., (2) dialects , namely variation of the language of a group of speakers whose numbers relative, that is in a certain place, region, or area, (3) temporal dialect, namely variations in the language used by social groups at certain times, and (4) sociolecs or social dialects, namely variations in language with respect to status, class, and the social class of the speakers.

The code is a variant in the linguistic herarchy. General concept to describe 3 social factors in determining the code, namely participants, place/background, and topic (Wardhaugh, An Introduction Sociolinguitics Fourth Edition, 2010). One of the language variations is code mixing. Code-mixing refers to any admixture of linguistic elements of two or more language systems in the same utterance at various levels: phonological, lexical, grammatical and orthographical (Yee Ho, 2007). There were some previous researches about code mixing. Ayeomoni, (M.O, 2006) investigated into the types of languages acquired at different periods in the lives of members of the education elite in a speech community; to wit, the Ikale in the Irele and Okitipupa Local Government Areas of Ondo State. Through the questionnaire administered on about fifty respondents of the target population, the researcher could establish that the average child of the community starts to become bilingual from the primary school stage of his education. This, in effect, makes code-switching and code-mixing manifest in the child's linguistic performance right from his early age. The implication is that, since both phenomena correlate positively with the educational attainment of individuals, English language teachers should devise the means of preventing the demerits of code-switching and code-mixing from adversely affecting the language acquisition process of the child. Then, Mobule (D. R, 2015) explored the use of code switching and code mixing in South African languages, with the focus on African languages. In the observations, there appears to be a general tendency to code switch or code mix irrespective of their education, age and culture. Types of code switching, such as the intersentential, intrasentential and extrasentential,

be discussed and also be substantiated with examples. The distinction between code switching and language alternation and the reasons as well as the causes of code switching be discussed.

In the same research about code mixing, (Jiang, Garcia, & Willis, 2014), conducted a study to explore code-mixing practices, specifically the use of L2 (English) in an L1 (Chinese) class in a U.S. bilingual program. The findings indicate that the code-mixing practices made and prompted by the teacher served five pedagogical functions: (a) to enhance students' bilingualism and bilingual learning, (b) to review and consolidate content taught in the ESL and all-English classes, (c) to facilitate cross-linguistic transfer, (d) to increase understanding of home and U.S. cultures, and (e) to foster an understanding of cross-cultural differences. In particular, these functions encompass lexical, cross-cultural, and cross-linguistic dimensions. Findings suggest that strategic use of code-mixing of bilinguals' L1 and L2 in instruction may enhance students' bilingual development and maximize their learning efficacy.

Based on the linguistic elements involved, (Suwito, 1983) distinguished code mixing into several types, among others. a*.) The insertion of elements that are in the form of words.* Word is the smallest element in sentence formation which has a very important role in grammar, what is meant by a word is a language unit that stands alone, consisting of a single morpheme or combination of morphemes. *b). The insertion of elements in the form of phrases.* Phrases are a combination of two or more words which are not predictive, the combination can be tight and can be tenuous (Harimurti, 2001). Example: "Well, because I already had a neat *kadhung* with him, I didn't sign it". ("Now because I was already well with him, I signed it"). "Now because I was really good with him, I signed it". *c). Insertion of elements in the form of a baster.* Baster is the result of a combination of two different language elements to form one meaning ((Harimurti, 2001)). Example: Many night clubs must be closed. Forestization should be held again soon. *d). The insertion of elements that are in the form of repeated words.* Word repetition is a word that occurs as a result of reduplication. Example: It's about time we avoided backing and clicking. I'm fine, as long as I don't ask anymore. *e). The insertion of elements in the form of expressions or idioms.* Idiom is a construction of elements that choose each other, each member has a meaning that exists only because it is with others or in another sense idiom is a construction whose meaning is not the same as the combined meaning of its members. For example: At this time, we should avoid the way of working the beat from the end (slowly as long as we can walk). Well what can I do, better laat and noit (better late than never). *f). The insertion of elements that are in the form of a clause,*Harimurti (2001: 110) defines a clause as a grammatical unit in the form of a group of words which at least consists of subject and predicate and has the potential to become a sentence. Example: A wise leader will always act *ing ngarsa sung tuladha, ing madya mangun karsa, tut wuri handayani* (in front of setting an example, in the middle of encouraging enthusiasm, behind supervising).

The similarities between code switching and code mixing are these two events that are common in multilingual societies using two or more languages. However, there are quite real differences, namely code switching occurs with each language used still having its respective autonomy, done consciously, and deliberately, for certain reasons, while code mixing is a main code or basic code which is used, has function and autonomy, while other codes involved in the use of the language are only pieces, without function and autonomy as a code. Other language elements are only inserted in the main code or base code. A phrase is a construction consisting of two or more constituents that can fill certain syntactic functions in a sentence but does not exceed the clause function limit or it can be said that the phrase is nonpredicative (Tarmini, 2012). According to the expert, the phrase can be concluded that the phrase is a syntactic unit that is one level below the clause and one level above the word. In simple terms, the definition of a phrase is a grammatical unit consisting of two or more words that do not exceed the limit of the clause function, or a grammatical unit that is not predicated (nonpredicative).

Types of phrases based on category or class can be classified into six groups, namely: (1) nominal or noun phrases; (2) verbal or work phrases; (3) an adjective or adjective phrase; (4) a numerical phrase or a numeric phrase; (5) an adverbial or adverbial phrase; and (6) prepositional phrases and prepositions (Tarmini, 2012). According to Ramlan in (Tarigan, 2009) a clause is a linguistic form consisting of a subject and a predicate. A clause is a syntactic unit that is above the unit phrase and below the sentence unit, in the form of a series of words with a predicative construction. This means that in the construction there is a component in the form of a word or phrase, which functions as a predicate; and others function as subjects, as objects, and so on.

METHODOLOGY

Participants of the Study

The participants of the study were chosen randomly from the customers, the managers or the staffs in some cafes in Bandung.

Instrument of the Study

The researcher used Likert-type questionnaire depending on studies conducted to discover the respond of the costumers. It consisted of eight statements that the participants were asked to decide at which level they agreed with each statement.

DATA COLLECTION

This study was conducted at some cafes in Bandung such as *Meraki café, Trends Café*, and *Upnormal Café* at the end of the academic year in 2020. The researcher obtained the permission of the participants to conduct this study. The researchers found some menu brochures in cafes. Beside that, the researchers explained the aims of the study based on the

research questions and anylzed the interview data and explained the items of the questionnaire.

DISCUSSION & RESULTS

Based on the data found, the researcher found 22 data which were classified into 2 mixed codes, namely mixed code phrases and mixed code clauses. The form in the code phrase mixing includes 3 data nouns, 1 data adjective, 3 data of noun phrases, 3 data of prepositional phrases. Then, mix code clauses consisting of 5 nominal data, 1 verbal data, 2 adjective data and 4 nominal phrases. The findings will be described in the analysis below.

A. Types of Code Mixing
Code Mixing in Phrases
Noun Code Mixing

Data **(1)** : *Roti* **Butter** (Butter Bread)

In data (1), there is a phrase **Butter Bread**. In the phrase, there is a process of code mixing to Indonesian code, namely the word *roti* in Bahasa and an English word, namely the word butter which means butter. It can be concluded that in the data there is a mixture of code phrases in which there is a replacement of Indonesian with English nouns.

Adjcetive Code Mixing

Data **(4)** : *Es kopi susu original* (Original iced milk coffee)

In data (4), we found a mixed code phrase original **Es Kopi Susu** in bahasa. The code mixing that occurs is the mixing of the Indonesian code on the phrase *es kopi susu* and the original adjective which means original in English. Thus, the café uses mixed adjective codes in a phrase.

Nominal Phrase Code Mixing

Data (5) : **Pisang Bakar** **Brown Sugar** (Baked Brown Sugar Banana)

In data 4, there is a phrase that experiences nominal phrase of code mixing. The composition of these phrases is the phrase *Pisang Bakar* which uses Indonesian, followed by a nominal English phrase, brown sugar.

Prepositional Phrases Code Mixing

Data (8): **Cireng pandawa** with special sweet and spicy sauce.

In data (8), **Cireng pandawa** phrase with special sweet and spicy sauce is a phrase that uses a nominal code phrase mixture. In this data, first Cireng pandawa's Indonesian language phrases then mixed the code into English, namely the prepositional phrase with special then followed again by the Indonesian phrase, sweet spicy sauce.

Types of Code Mixing in Clauses
Nominal Code Mixing

Data **(11)** : *Cemilan* & **Dessert** *temen nongkrong asik*

In data (11), Snacks & Dessert with friends when hanging out is cool, the author found a change in the form of code mix in clause. Code mixing in this data is mixing both Indonesian clause of language code in which there is an English noun, namely the word dessert which means dessert. Therefore, the authors conclude that the mixed code is nominal.

Verbal Code Mixing

Data (16): *Digiling oleh kru sesuai* **requestmu** *saat dipesan*

The author found the use of code mixing in the menu on data (16). Based on this data, the authors found mixed code clauses, namely *Digiling oleh kru sesuai* **requestmu** *saat dipesan* in Bahasa (Grind by the crew according to your **request** when ordered. The form of mixing the clause code uses Indonesian in which there is a change of English in a word, namely request.

Adjunctive Code Mixing

Data **(17)** : *Cokelat tebal Nutella dioleskan ke atas roti bakar* **crispy***, enaknya luar biasa!*

In data (17), the author finds a form of clause code mixing on the menu. Code Mixing is that there is a change in Indonesian in the clause. The clause is *Cokelat tebal Nutella dioleskan ke atas roti bakar* **crispy***, enaknya luar biasa!* in Bahasa, (Nutella thick chocolate is smeared on top of **crispy** toast , it's delicious !). Then, in the clause there is a change in English for the word crispy. With this analysis, the authors conclude that there are types of clause of code mixing that café managers use in their menu content.

Noun Phrases Code Mixing

Data **(19)** : *Pisang nikmat yang dibakar, ditaburi bubuk* **green tea** *dan susu kental manis.*

In data (19) there are types of nominal phrase of code mixing. In the data, on *Pisang nikmat yang dibakar, ditaburi bubuk* **green tea** *dan susu kental manis* (The baked delicious bananas, sprinkled with **green tea** powder and sweetened condensed milk, there is a shift in the Indonesian language phrase, which is delicious baked banana, sprinkled with powder, followed by the English phrase nominal **green tea** followed by Indonesian phrases and sweetened condensed milk. Based on this data, this menu uses code mixing of nominal phrases.

B. Consument's Responses about using code mixing on Menu Brochures in Cafés

After conducting a randomized survey of customers to use the *google form* about consumer's responses to the use of code mixing on food or drink menus in cafes, researchers managed to collect 70 respondents. Based on the recapulation of the data, the following results were found. Based on the data, it is found that 34.3% agree that consumers like menu content that uses a mixture of Indonesian and English codes. Furthermore, as many as 30% of consumers strongly agree, 17.1% disagree, 12.9% disagree and only 5.7% strongly disagree. Based on these findings, it can be concluded that most consumers are happy and like the menu whose content uses a mixture of Indonesian and foreign language codes, namely English.

C. The motivation possessed by business managers is using code mixing in the café's menu

The researcher also conducted direct interviews with the manager in some cafes to determine the motivation for using code mix on the café menu. The cafes that were visited were the Meraki café and the Trends Café. Based on the results of the interview, the following was found.

1. *"Karena beberapa menu lebih menarik bagi pelanggan dan ada beberapa menu yang lebih cocok*

dengan menggunakan bahasa asal. Seperti, "Classic Chocolate, Dark Chocolate, Milky Banana" dan lain-lain." (Meraki Cafe).

In English, Because some menus are more attractive to customers and there are some menus that are more suitable by using the original language. Like, "Classic Chocolate, Dark Chocolate, Milky Banana" and others."

2. *"Ya kan ini maksudnya ini bahasa Indonesia kenapa di bawahnya pakai bahasa Inggris gitu, kalau misalnya, apa ya mungkin biar kekinian aja kali ya. Mungkin gitu kali. Mungkin biar sambil belajar bahasa Inggris juga mungkin. Soalnya ini memang rata rata kebanya-kan gitu sih, judulnya bahasa Indonesia tapi penjelasan bahasa inggris".* (Trends Café)

Based on the results of the interview, there is a reason or motivation for the managers to use code mixing in In-donesian and English language. The first is to attract cus-tomers because it uses the original language, namely En-glish, such as *Classic Chocolate, Dark Chocolate, Milky Banana* . Another reason is that by using code mixing, the menu's content displays a *contemporary* concept, mean-ing that it matches the current conditions of the com-munity. Furthermore, there is educational value, namely learning media for consumers learning a foreign language, through reading content on a food or beverage menu. The researcher concluded that the motivation of the café man-ager in using Indonesian and English language codes, among others, was to attract consumer interest, adjust to the current conditions of society and foreign language learning media.

D. Implications of Using Code Mixing on Menu Brochures for Tourist Attractions in Bandung

Furthermore, researchers are also looking for information related to the implications of using code mixing in the café menu for tourist attraction in Bandung. Through interviews, researchers found the following.

1. *"Karena Bahasa Inggris memiliki syllables yang lebih mudah dan lebih sedikit dari Bahasa Indonesia. Con-toh "Lemon Cold Brew" dalam Bahasa Inggris memi-liki syllables yang lebih sedikit dibandingkan Bahasa Indonesia seperti contoh "Kopi dingin dengan lemon" dalam Bahasa Indonesia terdapat 4 syllable yang di-gunakan. Dan juga alasan lain adalah karena ada be-berapa menu lebih familiar jika digunakan bahasa asal menu itu tercipta, didengar oleh para konsumen. Seperti Cafe Latte, Vietnam Drip."* (Meraki Cafe)

2. *"fifty fifty ya kayaknya, jadi kalau penggunaan bahasa Indonesia kan udah biasa. kita jelaskan misalnya nasi ayam saus teriyaki. Itu maksudnya udah biasa. Nasi mangkuk apa gitu udah biasa. Kita penggunaan contoh ada rice bowl. Kenapa gak nasi mangkok aja karna rice bowl tuh udah familiar didengar orang jadi udah tau oh rice bowl oh kayak begitu bentuknya jadi istilahnya gak usah kita jelaskan lagi dia gak usah nanya lagi oh udah tau bentuknya pasti gitu. Efektif ataupun gak efek-tif tergantung gencarnya kita usaha, promosi lainnya. "* (Trends Café)

3. *" jadi mungkin lebih ke biar orang lebih paham aja ya?"* (Trend Café)

4. *"nah emang, nyari yang lebih dikenal orang aja"* (Trend Café)

Based on the results of the interview, the researcher found several implications for the use of code mixing both Indo-nesian and English in the café's food and beverage menu on the culinary tourism. First, the menu is more familiar to customers if it uses the original language, namely a foreign language, for example *Lemon Cold Brew,* rather than using Indonesian with the redaction of *cold coffee with lemon*. This is because the use of the number of English syllables is more effective than Indonesian. Furthermore, using code mixing is also related to the environmental conditions around the café where the café is close to tourist sites such as Cihampelas so using mixed English and Indonesian codes is the way right to attract consumer's interest.

Then, the manager also uses a mixture of Indonesian and English codes to make it easier for foreign tourists to rec-ognize the menus offered by the café. An example on the menu offered is a *rice bowl*. To serve foreign tourists, the phrase *rice bowl* is definitely understood by the types of menus offered so that the cafe has no difficulty explaining it to these visitors. Therefore, using a mix of English and Indonesian codes in the café menu content is also to help to attract foreign tourists to choose food and beverage menus.

Based on this explanation, it can be concluded that the use of code mixing both Indonesian and English on the menu has an impact related to the ease with which visitors under-stand the menu offered, the effectiveness of using foreign languages in menu content, and helping managers to attract culinary tourists, especially foreign tourists who are looking for food and drinks in the city of Bandung.

CONCLUSION

Based on the data found, the researcher found 22 data which were classified into 2 code mixing, namely code mixing in phrases and clauses. The form in the phrase includes 3 data of nouns, 1 data of an adjective, 3 data of noun phrases, 3 data of prepositional phrases. Then, code mixing in claus-es consisting of 5 nominal data, 1 verbal data, 2 adjective data and 4 nominal phrases. Consumer response regarding the use of code mix in food and beverage menus is positive. It can be concluded that most consumers are happy and like the menu whose content uses a mixture of Indonesian and English language codes. In the results of the interview, there is a reason or motivation for the café manager to use code mixing that are the motivation of the café manager in us-ing mixed Indonesian and English code, among others, was to attract consumer interest, adjust to the current conditions of society and foreign language learning media.The use of mixed Indonesian and English codes in the menu has an im-pact related to the ease with which visitors understand the menu offered, the effectiveness of using foreign languages in menu content, and helping managers to attract culinary tourists, especially foreign tourists who are looking for food and drinks in Bandung.

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