

**AN ANALYSIS OF CODE SWITCHING IN COSMETIC PRODUCT
ADVERTISEMENTS ON TELEVISION**



A THESIS

*Submitted to the Faculty of Cultural Sciences, Hasanuddin University
as Partial Requirements to Obtain Bachelor Degree in
English Literature Study Program*

BY

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With reference to the letter of the dean of Faculty of Cultural Sciences Hasanuddin University No.517/UN4.4.9.1/KEP/2022 regarding supervision, we hereby confirm to approve the undergraduate thesis draft by Sitti Rahmatia Anta (F041181322) to be examined at the English Literature Study Program of Faculty of Cultural Sciences.

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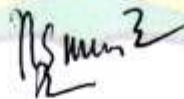
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LEGITIMATION

THESIS

AN ANALYSIS OF CODE SWITCHING IN COSMETIC PRODUCT

ADVERTISEMENTS ON TELEVISION

BY

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It has been examined before the Board of Thesis Examination on **Friday, October 28th, 2022** and is declared to have fulfilled the requirements.


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AGREEMENT

Today, Friday, October 28th 2022, the Board of the Thesis Examination has kindly approved a thesis by **SITTI RAHMATIA ANTA** (Student Number: F041181322) entitled:

**AN ANALYSIS OF CODE SWITCHING IN COSMETIC PRODUCT
ADVERTISEMENTS ON TELEVISION**

Submitted in fulfillment one of the requirements of undergraduate thesis examination to obtain Sarjana Sastra (S.S) Degree at the English Department, Faculty of Cultural Sciences, Hasanuddin University.

Makassar, October 28th, 2022

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ENGLISH LITERATURE STUDY PROGRAM

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DECLARATION

The thesis by Sitti Rahmatia Anta (F041181322) entitled *An Analysis of Code Switching in Cosmetic Product Advertisements on Television* has been revised as advised during the examination on October 28th, 2022 and is approved by the Board of Undergraduate Thesis Examiners:

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Hereby, the writer declares that this thesis is written by herself. This thesis does not contain any materials which have been published by other people, and it does not cite other people's ideas except the quotation and references.

Makassar, November 8th 2022



Sitti Rahmatia Anta

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First of all, the writer would like to express her greatest gratitude to the Almighty God Allah Subhanahu Wata'ala for His mercy, blessing, and guidance that make it possible for the writer to finish writing her thesis. The thesis is entitled *An Analysis of Code Switching in Cosmetic Product Advertisements on Television*.

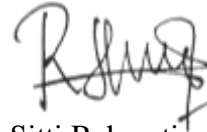
In the process of writing this thesis, the writer encountered some obstacles and experienced some hard times. Thankfully, there are some people that always help the writer overcome all the obstacles and keep giving their support, so the writer could finish writing her thesis. Hereby, the writer would like to express his thanks to:

1. Prof. Dr. Abdul Hakim Yassi, M.A and Dr. Sukmawaty, M.Hum as her supervisors that have given their times to supervise and guide the writer by providing much advice, suggestion, recommendation, and correction throughout the writing of this thesis.
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This thesis is surely still far from perfection. So, the writer would be glad to receive any feedback or suggestion. The writer also hopes that this thesis will be helpful for all the readers.

Makassar, 8th November 2022

The writer

A handwritten signature in black ink, appearing to read 'Sitti Rahmatia Anta', written in a cursive style.

Sitti Rahmatia Anta

ABSTRACT

SITTI RAHMATIA ANTA. 2022. *An Analysis of Code Switching in Cosmetic Product Advertisements on Television* (supervised by Abdul Hakim and Sukmawaty).

This research aims at finding out the types of code switching in cosmetic product advertisements and identifying the variations of switched segments used in cosmetic product advertisements.

This research uses qualitative research design. The researcher applies the theory proposed by Abdul Hakim Yassi in analyzing the types of code switching in cosmetic product advertisements and uses traditional grammar theory in analyzing the variations of switched segments used in the advertisements. The data that are analyzed in this research are 20 cosmetic product advertisements that appeared on several television channels from 18th April to 15th June 2022.

The result of this research shows that there are five types of code switching found in cosmetic product advertisements which are intralexical, intraphrasal, intraclausal, interclausal, and tag. Besides, there are also 16 variations of switched segments used in the advertisements. They are subject noun phrase, object noun phrase, predicate noun phrase, noun phrase, subject single noun, object single noun, predicate single noun, single noun, predicative adjective, attributive adjective, attributive adjective phrase, verb, interjection, independent clause, dependent clause, and minor clause.

Keywords: Code switching, Switched segments, Cosmetics advertisements

ABSTRAK

SITTI RAHMATIA ANTA. 2022. *Analisis Alih Kode dalam Iklan-Iklan Produk Kosmetik di Televisi* (dibimbing oleh Abdul Hakim and Sukmawaty).

Penelitian ini bertujuan untuk menemukan tipe-tipe alih kode dalam iklan-iklan produk kosmetik dan mengidentifikasi variasi unsur bahasa yang beralih yang digunakan dalam iklan-iklan produk kosmetik.

Penelitian ini menggunakan desain penelitian kualitatif. Peneliti menggunakan teori yang digagas oleh Abdul Hakim Yassi untuk menganalisis tipe-tipe alih kode dalam iklan-iklan produk kosmetik dan menggunakan teori tata bahasa tradisional untuk menganalisis variasi unsur bahasa yang beralih dalam iklan-iklan tersebut. Data yang dianalisis dalam penelitian ini yakni 20 iklan produk kosmetik yang muncul pada beberapa saluran televisi dari tanggal 18 April hingga 15 Juni 2022.

Hasil penelitian ini menunjukkan bahwa terdapat lima tipe alih kode yang ditemukan dalam iklan-iklan produk kosmetik yakni intra-leksikal, intra-frasa, intra-klausa, inter-klausa, dan tag. Selain itu, terdapat pula 16 variasi unsur bahasa yang beralih yang digunakan dalam iklan-iklan tersebut yakni subject noun phrase, object noun phrase, predicate noun phrase, noun phrase, subject single noun, object single noun, predicate single noun, single noun, predicative adjective, attributive adjective, attributive adjective phrase, verb, interjection, independent clause, dependent clause dan minor clause.

Kata Kunci: Alih kode, Unsur yang beralih, Iklan kosmetik

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CHAPTER I

INTRODUCTION

A. Background of the Study

In multilingual countries, like Indonesia, people usually have an ability to speak more than one language in their daily lives. The ability is known as bilingualism or multilingualism. They who have that ability have a tendency to switch one language to another language that they know, either in the form of a complete sentence or just parts of a sentence. This phenomenon is called code switching. According to Poplack (1980: 583), “Code switching is the alternation of two languages within a single discourse, sentence or constituent”.

In Indonesia particularly, people are not really familiar with the term code switching, yet they basically practice it almost or even every day. They usually switch their local language to Indonesian which is the national language of Indonesia. Apart from the two languages, Indonesian people also recognize English as the international language and as one of the mandatory subjects in schools and even in university but the language itself is not widely used by the people in general. Nevertheless, when people speak or write or share something in social media, they sometimes, either consciously or unconsciously, insert English words, phrases or even sentences in their language.

Nowadays media where people can share and find information, interact with one another and promote something have been flourishing rapidly. Along with it, English words are often inserted in the narration that they create or use, especially when their purpose is to promote or advertise something. Then, the

phenomenon of code switching, which is in this case from Indonesian to English, can be found not only in conversation among people but can also be found in many other media, like in webinar poster, advertisement on television, brochure, newspaper, magazine, social media, and many more.

The issue of code switching itself has been drawing many researchers' interest. Some of them who are well-known are Poplack (1980), Wardaugh (1986), Hoffmann (1991), Holmes (1992), and so on. This issue has also been broadly studied in many aspects and media, for example code switching found in Youtube videos, in Instagram captions, in Facebook status, in advertisements on television or code switching used by teachers in classroom, etc.

Specifically, code switching that occurs in advertisements on television has been studied by Fahrurrozy (2015), Saputra (2018) and Farrima, Dahnilsyah and Safriyanti (2020). In relation to that, the researcher found that the studies on code switching in television advertisements, including the studies done by the researchers mentioned above mostly focused on identifying the types of code switching in the advertisements. Whereas the identification of other linguistics features of code switching found in advertisements is still rarely conducted, for example the identification of switched segments or segments of a language that is switched to another language in advertisements. The identification is quite important because the result will reveal the variations of switched segments found in advertisements and will indirectly contribute to Sociolinguistics study, especially in the issue of code switching.

An advertisement itself is an information or an announcement about something, like a product, event, or job that is addressed to people in persuasive way. An advertisement can be divided into two forms regarding its media use, such as print media advertising, like newspaper, magazine, brochure, etc and electronics media advertising, like television, radio, Youtube, etc. Among those media, according to the Executive Director of Nielsen Indonesia, Hellen Katherina, “Television still become the main advertisement media because it can reach more audience at the same time”. In relation to that, it can be noticed that nowadays, advertisements of cosmetic products are quite popular appearing on many television channels.

According to the Indonesian National Agency of Drug and Food Control, Cosmetic products are any products that are used to clean or beautify someone’s outside body like face, skin, hair, nails, etc. The term cosmetic is often associated with something that is used on face but with that definition, it verifies that the term is actually not confined to face-related product. The forms of cosmetic products are various, such as face wash, toner, serum, shampoo, body lotion, conditioner and so on. Although there are also products for man but the term cosmetic itself is still more associated with women.

Based on the explanation above, the researcher is motivated to analyze the variations of switched segments as well as the types of code switching found in cosmetic product advertisements. The researcher chooses code switching in cosmetics product advertisements on television as the object of the study. The reason for specifically choosing cosmetic product

advertisements is because code switching most frequently occurs in those kinds of advertisements.

B. Identification of the Problem

Based on the background of the study, the problems identified are:

1. Many people are not familiar with the term code switching and do not realize that the phenomenon is also discussed in one of the branches of linguistics which is in Sociolinguistics.
2. Studies that identify switched segments in code switching issue are still rare.
3. Code switching most frequently occurs in cosmetic product advertisements.

C. Scope of the Study

Since code switching covers a broad area of study, then it is needed to make a limitation in this research. This research focuses on analyzing the types of code switching in cosmetic product advertisements based on the theory proposed by Yassi (2016) and analyzing the variations of switched segments used in the advertisements using traditional grammar theory. Traditional grammar deals with syntactic category and function. So, the switched segments are determined based on the two language concepts. This research also takes only 20 cosmetic product advertisements on television as the object of the study.

D. Research Question

1. What are the types of code switching found in cosmetic product advertisements on television?
2. What are the variations of switched segments used in cosmetic product advertisements on television?

E. Objectives of the Study

1. To find out the types of code switching in cosmetic product advertisements on television.
2. To identify the variations of switched segments used in cosmetic product advertisements on television.

F. Significance of the Study

Theoretically, this research can give a contribution to Linguistics studies and is expected to enrich readers knowledge about code switching, especially code switching that occurs in advertisements on television.

Practically, this research can be a reference for next researchers who are interested in the issue of code switching found in advertisements. Apart from that, this research can also be a reference for those who wants to advertise something and they need a resource on where English code is usually placed in the narration of advertisements.

CHAPTER II

LITERATURE REVIEW

A. Previous Studies

The issue of code switching has been studied by many researchers. Some of which are Poplack (1980), Wardaugh (1986), Hoffman (1991), Holmes (1992), Yassi (2016), and so forth. Specifically, code switching occurred in advertisement has been studied by Fahrurrozy (2015), Saputra (2018), and Farrima, Dahnilsyah and Safriyanti (2020).

Fahrurrozy (2015) carried out a research entitled *Analysis of Code-Switching in Commercial Advertisement*. He analyzed 10 commercial advertisement of face wash and bath soap products and used qualitative research method. He found that 9 out of 10 data are intra-sententially and 1 datum is inter-sententially. He also found that there are 5 data as gender-specific forms for men, 3 data as gender-specific for women and 1 datum as age grading for all ages.

Saputra (2018) conducted a research entitled *An Analysis of Code-Switching Used in Honda Advertisement in Indonesia*. He analyzed 31 Honda's advertisements and used qualitative research method. He found that code switching occurred 9 times (75%) in intra-sentential switching and 3 times (25%) in inter-sentential switching. The most frequently code switching type occurred in Honda advertisement is intra-sentential switching.

Farrima, Dahnilsyah and Safriyanti (2020) conducted a research entitled *An Analysis of Code Switching In Indonesian Television*

Advertisements. They analyzed 30 advertisements which were recorded for 1 month. They used qualitative content analysis method in their research. They found that all types of code switching occurred in the advertisements they analyzed which are intra-sentential switching (83%), inter-sentential switching (11%), and tag switching (6%). They also found that intra-sentential switching is the most dominant type of code switching used in advertisements on television.

In addition, the study on switched segments in code switching issue has been carried out by Baharuddin (2020) and Sahib et al. (2021).

Baharuddin (2020) conducted a research entitled *Analyzing the Switch Segments and Types of Switch in Indonesia-English Code Switching and Code Mixing Phenomenon of Elite People in Makassar*. He analyzed 171 code switching data from 100 utterances of conversational events produced by 25 elite respondents and used qualitative research method. He found that there 10 variations of switch segments out of 171 code switching data he analyzed. They are subject noun phrase with 19 data, object noun phrase with 20 data, noun phrase with 58 data, adjective phrase with 19 data, verb phrase with 18 data, adverb phrase with 1 datum, prepositional phrase with 1 datum, conjunction with 2 data, independent clause with 25 data, and dependent clause with 8 data. Besides, the result of his study also showed that there 6 types of code switching found in conversation of elite people in Makassar. They are intralexical with 13 data, intraclausal with 97 data, intraphrasal with 19 data, intrasentential with 18 data, tag with 2 data, and intersentential with 12 data.

Sahib et al. (2021) carried out a research entitled *Syntactic Configuration of Code-Switching between Indonesian and English: Another Perspective on Code-Switching Phenomena*. In their study, they identified the syntactic configuration of code switching between Indonesian and English in terms of switched segments, switched points, and types of code switching. Their research data are natural speeches produced by 119 Indonesians in four types of interaction: seminars, meetings, TV dialogues, and chitchats conducted in six metropolitan cities. They found there are 550 switching discourses that is consisted of 666 switching corpora from the natural speeches obtained. 624 out of the 666 corpora contain switch data. They used descriptive qualitative method in their research.

Their study result showed that there are 17 variations of switched segments found in natural speeches produced by 119 Indonesians in four types of interaction, such as seminars, meetings, TV dialogues, and chitchats conducted in six metropolitan cities. They are subject noun phrase with 26 data, predicate noun phrase with 42 data, object noun phrase with 94 data, single noun with 127 data, noun phrase with 210 data, verb phrase with 30 data, idiomatic expression with 3 data, prepositional phrase with 2 data, predicative adjective phrase with 24 data, attributive adjective with 30 data, independent clause with 19, tag with 4 data, adverb with 1 datum, dependent clause with 6 data, pronoun with 3 data, interjection with 1 datum and minor clause with 2 datum.

Furthermore, there are 22 variations of switched points found in natural speeches produced by 119 Indonesians in the four types of interaction, such as seminars, meetings, TV dialogues, and chitchats conducted in six metropolitan cities. They are the switched points between verb phrase and object noun phrase with 91 data, between conjunction and noun phrase with 53 data, between conjunction and adjective with 14 data, between prepositional phrase and noun phrase with 47 data, between noun phrase and noun phrase with 135 data, between noun phrase and prepositional phrase with 6 data, between noun phrase and predicate noun phrase with 7 data, between noun phrase and HL suffix with 37 data, between noun phrase and attributive adjective with 16 data, between adverb and verb phrase with 6 data, between adverb and predicative adjective with 13 data, between adverb and noun phrase with 31 data, between adjective and noun phrase with 22 data, between pronoun and verb phrase with 6 data, between independent clause and independent clause with 11 data, between independent clause and noun phrase with 29 data, between independent clause and tag with 4 data, between independent clause and predicative adjective with 3 data, between Host Language prefix and verb phrase with 6 data, between indefinite article and noun phrase with 6 data, between determinative and predicate noun phrase with 6 data, and between copula and noun phrase with 14 data.

Besides, there are 5 types of code switching found in natural speeches produced by 119 Indonesians in the four types of interaction, such as seminars, meetings, TV dialogues, and chitchats conducted in six metropolitan cities.

They are intraclausal with 367 data, intraphrasal with 66 data, intralexical with 60 data, interclausal with 26 data and tag with 5 data,

The differences of this research and the previous researches mentioned above are the object of the study and this study also wants to identify the variations of switched segments in television advertisements which have not been identified by those researchers that have studied the code switching in advertisements.

B. Theoretical Background

1. Sociolinguistics

There are many sociolinguists who have given their definitions of Sociolinguistics in their own ways. Wardhaugh (1986: 12) stated that “Sociolinguistics is concerned with investigating the relationships between language and society with the goal being a better understanding of the structure of language and of how languages function in communication”. While Holmes (2013: 1) asserted that “Sociolinguistics is concerned with the relationship between language and the context in which it is used”. He added that Sociolinguistics tries to explain the phenomenon which is why people speak depending on social context and to identify how language functions in it and expresses social meaning.

Since most sociolinguists agree that Sociolinguistics is the science that concerns with the relationship between language and society, Yassi (2016: 2-3) claimed that “ This definition implies that Sociolinguistics is a very broad topic since it compasses the study of social dialects, language

attitudes, stylistic variation, conversational interaction, bilingualism, multilingualism, language change and many more, including the so-called as code switching...”.

2. Code

A code is what someone or a community use to communicate with one another or to express their intention. According to Stockwell (2002: 8-9), “A code is a symbol of nationalism that is used by people to speak or to communicate in a particular language, or dialect, or register, or accent, or style on different occasions and for different purposes. Besides Wardaugh (1986: 86) stated that “The term code can be used to refer to any kind of system that two or more people employ for communication”.

3. Code Switching

In a multilingual country, the society is surely familiar with code switching. Code switching is a phenomenon where one switches his code to another code in the same conversation whether it is to change a topic of conversation, to make a particular impression, or it just automatically happens because the society could speak more than one language. Gumperz (1982: 59) defined code switching as “The juxtaposition within the same speech exchange of passages of speech belonging to different grammatical systems or sub-systems.” While Poplack (1980: 583) stated that “Code switching is the alternation of two languages within a single discourse, sentence or constituent”. According to Poplack (1980, as cited

in Hamers and Blanc, 1989: 148), there are three types of code switching, such as inter-sentential switching, intra-sentential switching and tag switching.

1. Inter-sentential switching

This type of switching involves a switch at a clause or sentence boundary, where each clause or sentence is in one language or another.

It occurs when one uses a clause or a sentence in one language and utters another clause or sentence in different language. For example:

eh itu suara apa ya? do you hear that?

2. Intra-sentential switching

Intra-sentential code switching occurs within the clause boundary, including the word boundary. It can be said that this type of switching

happens when one inserts a word or a phrase from different language in a sentence or a clause. For example: Penampilan kamu hari ini

perfect banget.

3. Tag switching

Tag switching involves the insertion of a tag in one language into an utterance which is entirely in the other language. For example: *Oh my*

god! Kenapa kamu bergaya seperti itu?

Another classification of types of code switching is introduced by Yassi (2016: 110). He classified code switching into five, such as intralexical, intraphrasal, intraclausal, interclausal, and tag. 1) Intralexical is the switch within a word boundary. For example, kita

bisa *mendevolop* suatu produk, 2) Intraprasal is the switch within a phrase boundary. For instance, akan ada dua subjek setiap *sessions*. 3) Intraclausal is the switch within clausal boundary, 4) Interclausal is the switch between clause boundary, 5) Tag is a spontaneous or a sudden expression that expresses feeling or emotion.

4. Switched Segments

Switched segments can be defined as segments of a particular language that is switched to another language. They are determined based on the syntactical categories and functions of the segments in the language or specifically in a sentence or in a narration. Therefore, the switched segment is analysed based on traditional grammar because it deals with the two concepts of language.

The example of the switched segment: *Masing masing pihak mempunyai **different views***. This sentence can be translated into *each party has different views*. In the sentence, *each party* is the subject, *has* is the predicator and *different views* is the object. The switch in the clause is the phrase *different views*. It is a noun phrase and consisted of *different* (adjective) as modifier and *view* (noun) as the head of the phrase. It can also be seen in the clause that phrase functions as the object of the sentence. Then, the switch is classified as object noun phrase.

5. Traditional Grammar

Traditional grammar was inherited from the greeks and romans and originally closely allied with the study of rhretoric and was the basis of school grammars (Yassi, 2016: 58). Grammar, in traditional sense, is the study of the structure and formation of words and sentences and usually without much reference to sound and meaning. Basically, traditional grammar deals with grammatical categories and functions.

6. Syntactic Categories and Functions

a. Syntactic Categories

Syntactic category is a set of words which shares common characteristics. According Hurdlesston and Pullum (2005: 14), syntactic category is “a class of expressions which are grammatically alike”. For example a noun phrase is simply a phrase with a noun as the head. For instance, *story book*. The *book* as head and *story* is modifier. Syntactic category can be divided into two, the first is a primary category like vebs, adjective, adverb and the second is sub-category, like proper noun, transitive verb, attributive adjective etc. Moreover, the category can extend as the form of a sentence segments become more complex. Then it can be classified in an analogous ways like noun phrases, adverb phrases, clauses, interrogative clauses.

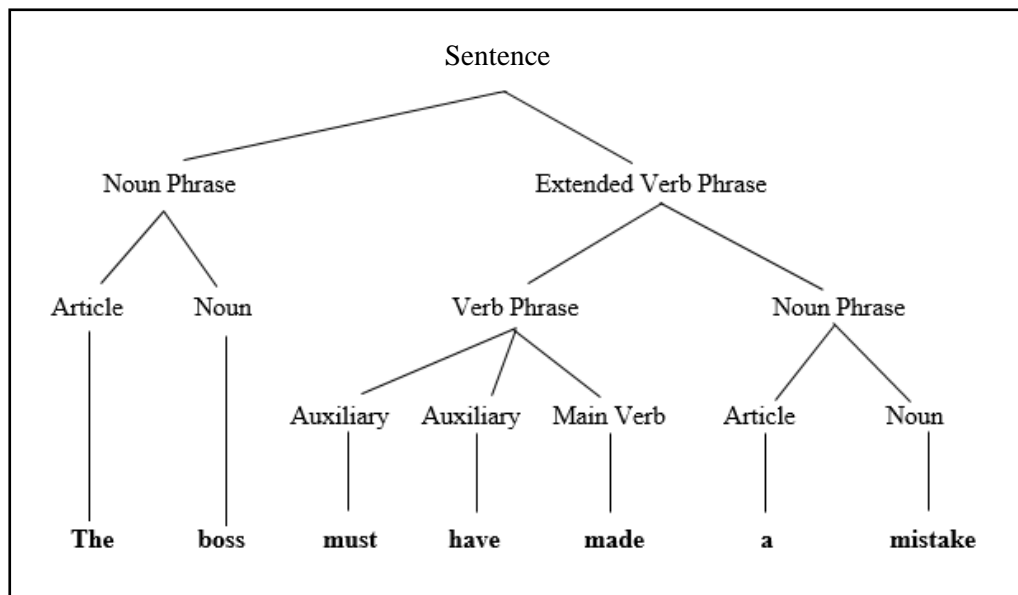


Figure 1. Syntactic Categories of the Sentence

1) Lexical Categories

1. Adjective

It is a word that describes noun, pronoun, feeling or abstract things to be more specific. For example: you look *perfect* today.

The word *perfect* is an adjective because it describes the pronoun *you*. Moreover, adjectives have two major functions which are attributive and predicative. In the attributive use, the adjective functions as modifier to a following noun in noun phrase structure. For example, a *picturesque* village. In the predicative use, it generally occurs after the verb *be* or one of a small sub-class of similar verbs such as *become*, *feel*, *seem*, etc. For example: you look *upset*.

2. Noun

It is a word used to name a person, a thing, a place and so forth.

The thing here could be a living or lifeless being. For example:

Nina, book, mosque, love, affection, etc. In addition, noun can

function as head of noun phrase, as a subject or an object of a

sentence. For example, they always make some *accessories* on

monday.

3. Pronoun

It is a word that function as the substitute of noun or noun phrase.

For example: he, she, I, you, they, everyone, something, etc.

4. Adverb

It is a word that modifies an adjective, verb or other adverb. For

instance: She walked *quickly*. The word quickly is an adverb

because it modifies the verb “walked”. Adverbs mostly function

as modifiers of verbs, adjectives, or other adverbs.

5. Verb

It is a word that indicates an action, state or occurrence. For

instance: run, swim, see, happen, cry, remember. Verbs

characteristically occur as head of verb phrase that themselves

function as predicate in a clause. As head of the verb phrase, the

verb determines what other elements are permitted in the verb

phrase. Thus English allows *She left the airport* but not *She*

arrived the airport. There is a very important distinction

between a small class of auxiliary verbs and the rest, called lexical verbs. Auxiliaries are usually followed by another verb as in *I could play badminton or It will rain.*

6. Preposition

It is a word that is used before a noun, pronoun or noun phrase to show direction, time, location and so on. For example: in, to, on, at. The book is *on* the table. The word *on* is a preposition. It shows location of the book. In terms of its function, prepositions occur as head of preposition phrases, and function as dependents of a range of elements, especially verbs, nouns and adjective. For example, dependent on an adjective : Angga is keen *on* golf.

7. Conjunction

It is a word used to connects words, phrases, clauses and sentences. For example: and, or, moreover, but, however. My mother was cooking *when* they were playing outside. The word *when* is a conjunction because it connects the clause “my mother was cooking” and the clause “they were playing outside”. The central members of the coordinator category are and, or, and but. In traditional grammar they are called coordinating conjunctions. Their function is to mark the coordination of two or more expressions, where coordination is a relation between elements of equal syntactic status. For example, We need a long table *and* a chair.

8. Interjection

It is commonly used in informal occasion. It's function is to express feeling or emotion in an exclamatory way. For example: ouch!, wow!, wonderful!, etc.

2) Phrase Categories

1. Noun Phrase. It is a phrase that is consisted of some words and is headed by a noun, like book store, a small house, etc.
2. Adjective Phrase. It is a group of words that is headed by an adjective that describes noun or pronoun in a sentence. For example, more beautiful, morally wrong, two hours long and so on.
3. Adverb Phrase. It is a phrase that is made up of two or more words is headed by an adverb. For instance, extremely fast, too much, so carefully, and so forth.
4. Prepositional Phrase. It is a phrase that is consisted of a preposition as head and other constituents as complement. For example, with a key, into the battle, over the top, etc.
5. Verb Phrase. It is a group of words that act as a verb in a sentence, like will have, could have made, can make, etc.

3) Clause Categories

Generally, a clause is divided into two types which are Independent clause and dependent clause. Independent clause is a

clause that has a subject and a verb and can stand alone because it expresses a complete thought. For example, *I always make some cakes on Monday*. On the other hand, Dependent clause is a clause that has a subject and a verb but does not express a complete thought. For example, *If I go to the beach*. The meaning of the clause is still vague and tend to be questionable.

In addition, there are basically three types of main clause, such as declarative, interrogative and imperative (Sadock and Zwicky, 1985).

“Declarative is subject to judgements of truth and falsehood. It is used for making announcements, stating conclusions, making claims relating stories and so on. The interrogative elicits a verbal response from the addressee. It is used principally to gain information. The imperative indicates the speaker’s desire to influence future events. It is service in making requests, giving orders, making suggestions and the like”. (Sadock and Zwicky, 1985: 160).

b. Syntactic Functions

Syntactic function is the grammatical relationship of one constituent to another within a syntactic construction. Hurdleson and Pullum (2005: 14) addressed it as “a relational concept”. When we say “some people” in *some people send their loved ones a letter* is a subject, it means we are describing the relation between it or between it and the whole clause, like people is the head of the word some or likewise, we can say that *some people* is the subject of that clause. Considering this fact, syntactic functions seems very

important for the meaning. The shift of the function of a part or some parts of a sentence will change the meaning of the whole sentence. The meaning between the sentence “that man killed the robber” and “the robber killed that man” are different since the functions which are the subject and the object in those sentence are reversed.

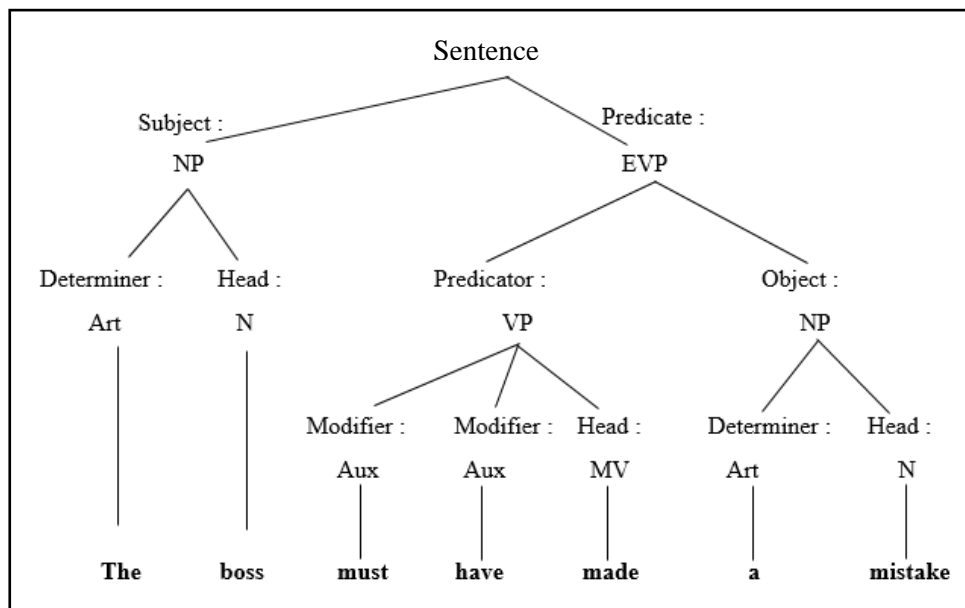


Figure 2. Syntactic Functions of the Sentence

1) Sentence Structure

1. Subject

The subject is simply defined as the performer of the action expressed in the verb or as the topic of the sentence, that is, the part that identifies what the sentence is about. For example: *That person killed the man.* The subject in that sentence is *that person*.

2. Predicate

The predicate is the part of a sentence or a clause that tells or indicates what the subject is doing or what the subject is. It plays a role to complete the meaning of a sentence. For example: *That person killed the man.* In the sentence, the predicate is *killed the man.*

3. Predicator

The predicator is the verb or verb group which embodies the action or indicates the state of the subject. For example: *That person killed the man.* The predicator in the sentence is *killed* which is the action that *that person* is performing.

4. Object

The object is the part of a sentence or clause which suffers the action of the verb. The subject initiates and carries out the action and the object suffers the action. There are two types of an object which are direct object and indirect object. Direct object is the who or what that suffers the action while indirect object is something that indicates to whom the action of the verb is directed. For example: *She gave the post man a glass of water.* The direct object of the sentence is the post man while the indirect object is a glass of water.

5. Complement

The complement is the part of a sentence or a clause that describe, either the subject or the direct object. If it modifies the subject, it is called a subject complement and if it modifies the direct object, it is called object complement. A complement can be a noun or an adjective. For example: This product made my face glowing. The word *glowing* is the complement and it modifies the direct object *my face*.

6. Adjunct

The adjunct is the part of a sentence that elaborates or modifies other parts of the sentence or gives additional information about other parts of a sentence, like subject or verb. For example: He is walking slowly. The adjunct here is slowly. It modifies the verb *walk*.

7. Advertisement

An advertisement is a form of communication that is addressed to targeted people about something, such as a product, event, or a job which is usually in persuasive way. Its forms can be varied based on what media it uses, the contents, the functions, etc. An advertisement can be divided into two forms regarding its media use, such as print media advertising like newspaper, magazine, brochure, etc and electronic media advertising like television, radio, Youtube, etc. Among those media, advertisements on television seems to have been the most

popular one since they can reach out many people or customers at the same time and the advertisements are shown visually on the screen, so the customer can be more attracted.

8. Cosmetic Products

According to the Indonesian National Agency of Drug and Food Control, Cosmetic products are any products that are used to clean or beautify someone's outside body like face, skin, hair, nails, etc. The term cosmetic is often associated with something that is used on face but with that definition, it verifies that the term "cosmetics" is not confined to something that one uses on face but it covers the outside body. The products could be in the form of face wash, soaps, shampoo, conditioner, mask, lipstick, etc. There are several brands of cosmetics in Indonesia, such as, Wardah, Senka, Marina, Citra, Glow and Lovely and many more.

For the last few years, cosmetics products have been very popular among women and many new cosmetics brands have also appeared. To attract the customers, one of the strategies that many companies apply to promote their product is by using code switching or inserting English code in their product advertisements.