BAB 5

Kesimpulan Dan Saran

5.1. Kesimpulan

Bab ini merupakan bagian terakhir dari penelitian ini, pada bagian ini saya akan memaparkan beberapa kesimpulan yang didapatkan pada hasil pembahasan penelitian. Berdasarkan hasil penelitian yang saya lakukan pada deskripsi produk di Tokopedia, saya menemukan beberapa jenis campur kode menurut teori Musyken (2000). Dari jumlah keseluruhan terdapat 3 jenis campur kode dari jumlah data yang ada sebanyak 25 data penelitian. Ditemukan jenis campur kode penyisipan sebanyak 11 data yang terbagi atas penyisipan berupa kata 8 data dan penyisipan berupa frasa 4 data. Selanjutnya jenis campur kode alteransi ditemukan sebanyak 8 data yang terbagi atas 5 alternasi berupa kata dan 3 alternasi berupa frasa. Jenis campur kode yang terakhir yaitu leksikalisasi kongruen sebanyak 5 data yang terdiri atas 3 data lekiskaliasasi kongruean berupa kata dan kata dan 2 leksikalisasi kongruen berupa kata dan frasa.

Berdasarkan analisis faktor penyebab terjadinya campur kode pada deskripsi produk di Tokopedia didasarkan oleh teori Hoffmann (1991:116), saya menemukan 4 faktor yang melatarbelakangi terjadinya campur kode yaitu membicarakan topik tertentu yang digunakan untuk mendeskripsikan detail produk yg dijual, karena kebutuhan leksikal nyata digunakan saat penjual tidak menemukan padanan kata yang tepat untuk mewakili deskripsi dari produknya, mengekpresikan identitas kelompok digunakan untuk menargetkan pasar tertentu dan menegaskan sesuatu atau detail produk yang dijua

5.2. Saran

Berdasarkan penelitian yang telah saya lakukan, saya menyadari penuh bahwa penelitin ini memliki banyak kekurangan, baik secara penulisan, cara mengumpulkan serta menganalisi data. Adapun saran yang perlu diperhatikan bagi peneliti selanjutnya dalam menganalisis campur kode yang tersebar di *e-commerce,* yaitu diharapkan peniliti selanjtnya dapat mengkaji lebih banyak data dan juga referensi terkait dengan campur kode dan faktor yang mempengaruhinya agar penelitiannya mendapatkan hasil yang lebih baik dan lengkap.

Research Summary

The development of e-commerce has changed people's behavior in buying and selling transactions. Transactions in e-commerce are considered easier and more effective, both in terms of time and effort. Tokopedia is one of the most popular e-commerce sites and is visited by many consumers, this is evidenced by the results of SimilarWeb data in the first quarter of 2021. To increase buyer interest, businesses use various methods to attract consumer attention. One of them is by giving a name to the product.

The product descrptions is one of the things that must be considered when someone wants to sell products online. This is based on the fact that consumers cannot see or feel the product in real terms, so that the naming of the product becomes an important thing to help describe the product. The product descriptions is defined as a piece of product information that can influence the customer's view of the product. The connotation of a product descriptions can be interpreted as a piece of information that can describe a product's image so that it can be bound in the minds of consumers (Ercan Taskin, Sait Sarioglu, 1).

Along with the times, many business actors use one or even more languages in the descriptions of their products. This gave rise to a linguistic phenomenon, code mixing. Based on these facts, the use of code mixing is not only found in oral communication, but is also found in writing. As a consumer from the Tokopedia marketplace, I encountered the phenomenon of code mixing

in product descriptions at Tokopedia. It caught my attention enough that I did this research.

In writing this research, I reviewed several previous studies related to the research I conducted. The first research belongs to Siti Wakhidah and Sudaryanto entitled "Analysis of Code Mixing in Lazada Online Ads April 2019 Edition: Sociolingistic Studies". Siti Wakhidah and Sudaryanto discussed code mixing in online advertisements on Lazada. The second literature review is research conducted by Tri Indri Hardini entitled "Code Mixing in E-commerce on Instagram". In his research, Tri Indri Hardini discusses code mixing in e-commerce on Instagram.

The two studies above have similarities with this study, namely they both discuss code mixing in e-commerce using qualitative methods to analyze. The difference between this research and the 2 studies above lies in the research object, Siti Wakhidah and Sudaryanto chose Lazada as their research object, Tri Indri Hardini chose Instagram as their research object and I chose Tokopedia as this research object.

The theory used in this study is the theory of Pieter Musyken (2000) regarding the types of code mixing. Musyken classifies the types of code mixing into 3 including insertion which is understood as something similar to borrowing: the insertion of lexical categories or foreign phrases into certain structures. Alternation is when there is an actual transition from one language to another, involving grammatical and lexical aspects. Congruent lexicalization is when there are structural and linear similarities between the two languages used and it is possible for the two languages to share syntactic structures. Furthermore, the

analysis will be detailed by categorizing the elements of words and phrases for each type of code mixing.

Apart from that, to find out the factors behind the use of code-mixing in product names at Tokopedia, I used the theory of Hoffman (1991). He mentioned the factors that make a person code mixing, some of them, namely when someone talks about a certain topic, strengthens the statement by quoting other people's conversations, someone will repeat what he said to clarify so that the other person understands the message he wants to convey, when someone does not find the equivalent word. appropriate, and to soften or reinforce his speech so that it is easy to understand.

The purpose of this research is to provide deeper information on the use of code mixing in product descriptions in marketplaces marketed in Indonesia and provide more knowledge about the types of code mixing found in product descriptions on Tokopedia.

This study uses a qualitative descriptive method in analyzing data that aims to determine the emergence of types of code mixing and factors that influence the use of code mixing contained in product descriptions on Tokopedia. The data was obtained randomly based on uploads of footwear and clothing products spread across Tokopedia for the period 22 August 2022 to 12 September 2022.

I will present some of the conclusions obtained from the results of the research discussion. Based on my analysis of footwear and clothing product descriptions on Tokopedia, I found several types of code mixing according to Musyken's theory (2000). There are three types of code mixing from the amount

of data and as many as 24 research data. There are 11 types of code-mixed insertion data which are divided into 8 word data and 3 phrase data. Furthermore, there are 8 types of code mixing alternation data, divided into 5 alternations in the form of words and 3 in the form of phrases. The last type of code mixing is congruent lexicalization of 5 data consisting of 3 congruent lexicalization data in the form of words, words, and 2 congruent lexicalization data in the form of words and phrases.

Based on an analysis of the factors that cause code mixing in product descriptions at Tokopedia based on Hoffmann's theory. I found four factors that cause code mixing, namely first discussing certain topics, in this context the use of code mixing is used to explain the details of the products being sold. Second, due to actual lexical requirements, in this case code mixing in product names is used when sellers cannot find the right equivalent words to represent product names, so they use other languages that are more familiar to consumers. Third, revealing group identity, in this context code mixing is used to target certain markets or consumers. Finally, emphasizing something, mixing in product names is used to emphasize certain things that serve to explain in more detail about the product being sold.