

ABSTRACT

Nina Maryana (207500265): *Code Mixing in Title of Novel Book Cover at Mizan*

Publisher

The research discusses *code mixing in title of novel book cover at Mizan Publisher*. The main reason of this research is the emergence of *code mixing in the title of novel book cover at Mizan Publisher* as a phenomenon that is interesting to analyze. The most interesting of this phenomenon is combination of two words, English and Indonesian. There are two main problems, which are formulated: (1) What are the reasons of using code mixing found in title of novel book cover at Mizan Publisher according to their editors and the readers? (2) What is function of using code mixing found in title of novel book cover at Mizan Publisher according to their editors and the readers?

The writer uses Saeed's, Haliday's, Hasan's and Suwito's theories to solve the question of the research. The data used in this research are taken from title of novel book cover at Mizan Publisher. The data are categorized based on the kinds of code mixing, inner code mixing and outer code mixing. The two categories undergo a process to result the function.

This research uses descriptive qualitative design. Qualitative research can be used content to research the society life, history, behavior, organization function, social movement, and family relation. In this research, qualitative research is used to obtain the data, the writer read title of novel book cover at Mizan Publisher to note book covers. Then, the data twenty two novel titles were classified based on the kinds and next step is analyzed based on the theory which can support in analyzing the data.

Based on the analysis, the writer find some conclusions of the research. First the writer found two cathogories of code mixing in title of novel book cover at Mizan Publisher; inner code mixing and outer code mixing. Second, the writer finds that code mixing in title of novel book cover at Mizan Publisher consisting of two languages, English and Indonesian; find the reason of using code mixing found in title of novel book cover at Mizan Publisher according to their editors and the readers and can find the function of using code mixing found in title of novel book cover at Mizan Publisher according to their editors and the readers.

In this research, writer hopes this research can give explanation to the people, especially to linguistics learners who want to know how to use code mixing in the book covers of Mizan, for the next researcher can find something new from the same research with different object.

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Penelitian ini membahas tentang campur kode pada judul sampul novel di Penerbit Mizan. Alasan utama dari penelitian ini adalah munculnya campur kode pada judul sampul novel di Penerbit Mizan menjadi fenomena yang menarik untuk dianalisis. Yang paling menarik dari fenomena ini adalah kombinasi dari dua kata, Inggris dan Indonesia. Ada dua permasalahan yang akan dirumuskan yaitu: (1) Apa alasan penggunaan campur kode pada sampul novel di Penerbit Mizan menurut editor mereka dan pembaca? (2) Apa fungsi dari penggunaan campur kode pada sampul novel di Penerbit Mizan menurut editor mereka dan pembaca?

Penulis menggunakan Saeed, Haliday, Hasan dan teori Suwito untuk memecahkan pertanyaan penelitian. Data yang digunakan dalam penelitian ini diambil dari judul sampul novel di Penerbit Mizan. Data dikategorikan berdasarkan jenis campur kode, campur kode dalam dan campur kode luar. Dua kategori menjalani proses untuk menghasilkan fungsi tersebut.

Penelitian ini menggunakan deskriptif kualitatif. Penelitian kualitatif dapat digunakan untuk penelitian kehidupan masyarakat, sejarah, perilaku, fungsi organisasi, gerakan sosial, dan hubungan keluarga. Dalam penelitian ini, penelitian kualitatif digunakan untuk memperoleh data, penulis membaca judul sampul novel di Penerbit Mizan. Kemudian, dua puluh dua data judul novel yang sudah diklasifikasikan berdasarkan jenisnya, dan langkah berikutnya adalah menganalisis berdasarkan teori yang dapat mendukung dalam menganalisis data.

Berdasarkan analisis, penulis menemukan beberapa kesimpulan dari penelitian. Pertama, penulis menemukan kategori campur kode pada judul sampul novel di Penerbit Mizan; campur kode dalam dan campur kode luar. Kedua, penulis menemukan campur kode pada judul sampul novel di Penerbit Mizan yang terdiri dari dua bahasa, Inggris dan Indonesia; menemukan alasan menggunakan campur kode pada judul sampul novel di Penerbit Mizan menurut editor mereka dan pembaca, dan dapat menemukan fungsi menggunakan campur kode pada judul sampul novel di Penerbit Mizan menurut editor dan pembaca.

Dalam penelitian ini, penulis berharap penelitian ini dapat memberikan penjelasan kepada masyarakat, terutama untuk pelajar linguistik yang ingin tahu bagaimana menggunakan kode pencampuran dalam buku sampul Mizan, bagi peneliti berikutnya dapat menemukan sesuatu yang baru dari penelitian yang sama dengan objek yang berbeda