



## The phenomenon of code-mixing in media information in public space

Ni Nyoman Ayu Tri Hidayanti<sup>1</sup>, I Made Darma Sucipt<sup>2</sup>, I Made Rai Jaya Widanta<sup>3</sup>

<sup>1</sup>Faculty of Humanity, Universitas Bali Dwipa, Indonesia

<sup>2</sup>Tourism Department, Politeknik Negeri Bali, Indonesia

<sup>3</sup>Mechanical Engineering Department, Politeknik Negeri Bali, Indonesia

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### ABSTRACT

Cross-language communication, which cannot be avoided in the use of language in this digital era, is the main focus in language. One form of language use that often occurs today is code mixing. Code mixing is the mixing of two (or more) languages or varieties of languages in a language act. In Indonesia, there is a lot of use of the Indonesian language, especially in information media such as advertisements, banners, billboards, information signs which are often found in public spaces. This research discusses the use of code-mixed language in information media in public spaces such as advertisements, banners, billboards and information signs. The method used in this research is descriptive analysis which is used by collecting appropriate data and then analyzing it to find out the existing problems. The data collection technique used is documentation, notes, then analysis from several sources. The results obtained show that the Indonesian language used in several information media in the public space is very varied. There were several uses of inward and outward code mixing, of which inward code mixing was found 2 data using Indonesian and Balinese, while outward code mixing was found 8 data using Indonesian and English. The use of code mixing in advertising language here is as an attraction so that readers can more easily understand an advertisement in their memory.

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### Corresponding Author:

Ni Nyoman Ayu Tri Hidayanti,  
Faculty of Humanity,  
Universitas Bali Dwipa,

Jl. Pulau Flores No. 5, Dauh Puri Klod, Kecamatan Denpasar Barat, Kota Denpasar, Bali, 80114, Indonesia

Email: ayutrihidayanti@gmail.com

## INTRODUCTION

Basically there are four language skills that must be possessed as a result of learning, namely listening, speaking, reading, and writing (Dalman, 2014). These skills make it possible to express themselves effectively and support each other in forming a comprehensive language competence (Ibrahimova, 2023). These skills are born because of language. Language is a tool used by a person to interact through oral or written media. Language can also describe an event carried out by an individual or group (Aslinda dan Syafyahya, 2007). According to (Owen, 2006) *language* namely *language can be defined as a socially shared*

*combinations of those symbols and rule governed combinations of those symbols*, namely socially shared symbol images and rules that govern these symbols. Language has a very vital role in everyday human life because it is the most appropriate means of communication (Lanani, 2013). As a medium for communication, language is used to convey what a person feels, thinks, and experiences (Wahyuning, 2003) (Siregar, 2013). Spoken language is usually easier to understand because its use can be fixed directly, but in contrast to written language the reader must understand what the author intended. In written language, especially in the information media, it prioritizes the use of language that is easily understood by many people, but sometimes there is language mixed with other languages with an element of deliberation for various reasons. This certainly does not make written language in the information media not use standardization. For example, some information media such as billboards, banners, and information signs use Indonesian that is not in accordance with standardization. This is deliberate in order to attract the attention of readers, especially in information media such as advertisements/billboards displayed on the streets. The mixing of Indonesian used on the billboard is mixed with other languages, this is called code mixing.

Code mixing is the mixing of two (or more) languages or language varieties in a *speech act* or *discourse* without anything in the language situation demanding the mixing of languages (Nababan in Jendra, 2007). Sarwiji (2007) reveals that code mixing is the use of language elements from one language to another in order to enrich language style and variety, which includes the use of words, clauses, idioms, and greetings. Meanwhile, according to Chaer, Abdul & Agustina (2004) in code mixing there is one main language that dominates and carries out communicative functions, while other language elements only appear as inserts or small parts that do not function as the main code in speech. In accordance with this understanding, it can be said that code-mixing is a language variation used by someone by mixing one language with another. This is often found in the use of Indonesian in public spaces. The use of Indonesian code mixing features Indonesian with English, Indonesian with Balinese, or other languages.

The development of digital technology and the influence of global culture have substantially contributed to the growing phenomenon of code-mixing in public spaces, particularly in written media such as billboards, banners, and advertisements. Exposure to global digital content especially in English—has led to a linguistic shift, where foreign terms are increasingly perceived as modern and prestigious, encouraging their adoption in public communication. In marketing contexts, code-mixing particularly between Indonesian and English is often employed as a branding strategy to appeal to urban and younger audiences familiar with global cultural trends. In multicultural areas like Denpasar–Badung, Bali, this practice not only serves communicative purposes but also reflects diverse cultural identities. The use of code-mixing in public information media in the Denpasar–Badung region reflects a shift in linguistic norms, showing that Indonesian society is increasingly open to linguistic flexibility and hybridity as part of everyday communication. This indicates a social adaptation to globalization, while still negotiating the preservation of national language standards.

However, the widespread use of mixed language raises concerns regarding the function of Bahasa Indonesia as a national unifier. Excessive code-mixing may reduce public comprehension of standard Indonesian, create communication barriers across social groups, and weaken national linguistic identity. Therefore, while code-mixing reflects linguistic dynamism in a globalized era, it also demands awareness and regulation to preserve the unifying role of the Indonesian language.

Bhatia, T. K., & Ritchie (2013), there are four main factors that influence code mixing. The first factor relates to the role and social relationship between the speakers. The choice of language used is usually tailored to create a communication fit, which reflects the social relationship between them. The second factor relates to the situation, including the topic of conversation and the distribution of language use in the interaction.

Some studies that have been done before include Maulana et al., (2021), with the title "*Code Mix on Commercial Advertising Billboards*". This study aims to determine the form of code mix in the form of word, phrase, and clause inserts contained in commercial advertising billboards and their implications for Indonesian language learning. The results showed that there were 22 findings of code mix in the form of words (42.3%), 21 findings of code mix in the form of phrases (40.4%), 9 findings of code mix in the form of clauses (17.3%).

Oentari (2024), Research on code-mixing in public information media highlights the mixing of Indonesian with Balinese and English in advertisements, billboards and banners as a strategy to attract attention and facilitate understanding. Meanwhile, a comparative study on the webtoon "*Just Friends*" examines Sundanese-Indonesian code-mixing in dialog and visuals, with linguistic and semiotic theoretical approaches. The code-mixing in the webtoon serves to shape social identity and create humor. The main difference lies in the type of media studied and the theoretical approach used.

Research Sucipta (2025) with the title *Use of Code Mixture in Language Academic Support Unit Meetings: Multilingual Phenomena in the Academic Environment*, this research both discusses code mixing in the use of Indonesian which involves regional and foreign languages. This research highlights information media in public spaces such as billboards and banners, where code mix is used to attract attention and facilitate understanding. Meanwhile, the previous study focused on formal meeting situations in an academic environment, where code-mixing arose due to the need for efficient communication and the background of the speakers, such as language lecturers. Although the contexts are different, both show that code-mixing occurs due to social, functional, and communication strategy factors.

Subkhi Mahmasani (2020) with the title "*Language Interference and Code Mix on Billboards Along Jalan Margonda Raya, Depok, West Java.*" The results of this study show that 17 out of 26 or 65.38% of billboards along Jalan Margonda in Depok City have language interference. There are 25 out of 26 or 96.15% of the billboards along Jalan Marogonda Raya, Depok City, West Java insert foreign languages in them. It can be said that almost all billboards along the road are code-mixed.

Sucipta et al., (2024) with the title "*Analysis of Written Text Language Errors in Information Media in Public Spaces in Ungasan Village Environment, Badung Regency*". The previous research has similarities, namely analyzing language errors in written text in public spaces. Focusing on the use of language in information media in public spaces that straighten the use of language in accordance with its formal rules, while this study displays language variations in the form of cultural and modern adaptations. In addition, the difference lies in the focus of the study, this research is more on the sociolinguistic aspects in the form of code mixing as a communication strategy, while the previous research emphasized structural analysis of language, especially spelling errors.

Susanti (2019) with the title "*Language Variation and Code Mix in Naming Tourist Objects in Sleman Regency Yogyakarta*". This research discusses how much the use of language variation and the form of code mix in naming tourist objects in Sleman Regency, Yogyakarta. Based on the findings, there are 4 types of language variations in the naming of tourist objects in Sleman Regency, Yogyakarta: (1) Indonesian by 52.6%; (2) Indonesian-Javanese by 15.8%; (3) Indonesian-English by 18.4%; (4) English by 13.2%. The form of *code-mixing* contained in the naming of tourist attractions in Sleman Regency, Yogyakarta is *innercode-mixing* in the form of Javanese words and *outercode-mixing* in the form of English words.

Based on previous research, the difference in this study is the discussion of code mixing that occurs in public spaces by targeting banners, billboards, billboards/information. This study focuses on the use of code mix in public spaces around Denpasar - Badung, Bali which sees how much the use of code mix language in public space information media.

## RESEARCH METHODOLOGY

The research method is defined as a scientific way to obtain data with specific purposes and uses (Sugiyono, 2014). The method used in this research is descriptive qualitative which is used by collecting appropriate data and then analyzed to find out the existing problems. This research uses a sociolinguistic approach, this qualitative descriptive research examines the relationship between language and society by identifying linguistic symptoms from a non-structural perspective or outside the linguistic elements themselves (Suhardi, 2009). Qualitative descriptive analysis method is a way of analyzing/processing data by systematically compiling in the form of sentences/words about an object so that general conclusions are obtained (Agung, 2012).

The data collection techniques used are documentation, notes, and analyzed from several sources. Documentation is looking for data about variables in the form of notes, books, newspapers, magazines, inscriptions, minutes, agendas (photos), and others (Arikunto, 2006). Documentation is used to document by directly photographing the form of information media including billboards, banners, billboards, and others displayed in public spaces. While notes are used to record some language use that has code mix in its application both inward code mix and outward code mix, and then analyzed to find out the language diversity that exists in public space information media. The research data was obtained from direct observation of several forms of information media in public spaces such as billboards, banners, information signs, and billboards.

## RESULTS AND DISCUSSIONS

The results obtained show that there are several uses of code mixing. According to Suandi (2014), based on the origin of absorption, code *mixing* can be divided into three types, namely *inner code mixing*, *outer code mixing*, and *hybrid code mixing*. Based on the existing theory, the results obtained are only on inner code mixing and outer code mixing. Inward code mixing is 2 data with the use of Indonesian and Balinese, while outward code mixing is obtained 8 data with the use of Indonesian and English. Public perception of code-mixing in public information media varies depending on the type of language involved. Code-mixing with regional languages, such as Balinese, is generally viewed positively as a form of cultural preservation and local identity. In contrast, code-mixing with foreign languages, especially English, is often associated with modernity and prestige but may create communication barriers for those less proficient in the foreign language. Thus, code-mixing with regional languages tends to reinforce local identity, while code-mixing with foreign languages potentially challenges the role of Indonesian as a unifying language. The following will be presented more clearly.

### Inward code-mix



Figure 1. Mix the code into

From the data above, it is found that there is the use of inward code mixing by using Indonesian and Balinese. Oronamin C *Sebilang Wai*, *Jaen Vitamine*, the use of the words "*Sebilang Wai*, *Jaen Vitamine*" means 'every day, delicious vitamins' in Indonesian.



Figure 2. Mix the code into

From the data above, it is found that there is the use of inward code mix by using Indonesian and Javanese. *Yuk Scan, nang kene*, the use of the word "*nang kene*" means 'here' in Indonesian.



Figure 3. Mix the code out

#### Outward code mix

From the data above, it is found that there is the use of outward code mix by using Indonesian and English. *Order* directly at the cashier, the use of the word "*order*" in the *x banner* means 'order' in Indonesian.



Figure 4. Mix the code out

From the data above, it is found that there is the use of outward code mix by using Indonesian and English. *Maximum glowing*, the use of the word "*glowing*" in the billboard means 'bright', which leads to skin hygiene.



Figure 5. Mix the code out

From the data above, it is found that there is the use of outward code mix using Indonesian and English. The use of the word "second" in the billboard means 'used', which refers to the buying and selling of used goods.



Figure 6. Mix the code out

From the data above it is found that there is the use of outward code mix using Indonesian and English. The use of the word "deal" in the billboard means 'agreed', which leads to a price agreement.



Figure 7. Mix the code out

From the data above, it is found that there is the use of outward code mix by using Indonesian and English. The use of the word "experience" in the billboard means 'experience', which leads to an exciting shopping experience at the Keranjang Bali.



Figure 8. Mix the code out

From the data above, it is found that there is the use of outward code mix using Indonesian and English. The use of the words "import" and "everything" in the information board means 'import and everything', which is the seller's way of providing information about the price of shoes.



Figure 9. Mix the code out

From the data above, it is found that there is the use of outward code mixing using Indonesian and English. The use of the word "service" in the information board means 'service', which is the seller's way of providing information about the price of engine oil service on vehicles (Daring, n.d.).



Figure 10. Mix the code out

From the data above, it is found that there is the use of outward code mix by using Indonesian and English. The use of the word "rewarding" in the billboard means 'useful/profitable', which is the seller's way of providing information about pizza. So it can be concluded that there are several uses of code mixes on the road around Denpasar-Badung. The

use of language found includes inward and outward code mixing, namely inward code mixing as much as 2 data, and outward code mixing as much as 8 data.

## CONCLUSION

The use of code mixing which involves mixing two or more languages in one communication context is very visible in public space information media such as banners, billboards, information signs / billboards on the roads around Denpasar-Badung. The use of language used is inward and outward code mixing, including inward code mixing (Indonesian with Balinese local language) as much as 2 data, and outward code mixing (Indonesian with English) as much as 8 data. The use of outward code mix is more dominant with English because it may be more able to give a modern impression that is easily understood by many people when reading it. The use of code mix in this advertisement not only functions as a strategy to attract attention, but also as a reminder for readers, especially in giving impressions and moments that are remembered. In general, it can be said that the phenomenon of code-mixing in advertisements/ billboards found in public spaces reflects the dynamics of language use in public spaces influenced by technological developments. However, the extent to which these findings can be applied to other regions in Indonesia with different sociolinguistic backgrounds may vary, as local languages, cultural identities, and language attitudes differ significantly. Therefore, while the Denpasar-Badung case provides valuable insights, further research is necessary to understand how code-mixing manifests and is perceived across diverse Indonesian contexts.

Based on these findings, it is recommended that language policy in public spaces should balance the preservation of Indonesian as the national language with the allowance for linguistic creativity such as code mixing. Policies could encourage the use of standard Indonesian as the main medium to maintain language unity and comprehension, while also permitting selective code mixing to support communicative effectiveness and cultural expression. This approach would help sustain the vitality of Indonesian without stifling the natural linguistic evolution driven by globalization and local identity.

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