

Wujud campur kode dalam majalah bisnis Belanda FEM / De Week : sebuah kajian sosiolinguistik = The form of code mixing in Dutch business magazine FEM / De Week : a study of sociolinguistics

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Abstrak

[Globalisasi dan perkembangan teknologi pada masa sekarang sangat mempengaruhi penggunaan bahasa.

Salah

satu gejala pengaruh globalisasi pada bahasa adalah munculnya penggunaan campur kode pada percakapan dan

artikel-artikel majalah, contohnya majalah bisnis bernama FEM / De Week yang terbit setiap minggu di Belanda.

Majalah ini banyak menggunakan campur kode dalam artikel-artikelnya. Oleh karena itu, tulisan ini menganalisis wujud campur kode apa yang paling sering digunakan dalam artikel-artikel majalah itu dan faktor

penyebab penggunaan campur kode tersebut. Berdasarkan hasil penelitian ditemukan bahwa wujud campur kode

yang paling banyak digunakan adalah penyisipan unsur-unsur berwujud frasa sebanyak 10 buah, penyisipan unsur-unsur berwujud ungkapan atau idiom sebanyak 2 buah dan penyisipan unsur-unsur berwujud kata sebanyak 3 buah. Sementara faktor yang mempengaruhi penggunaan campur kode adalah tidak adanya padanan

kata yang tepat pada bahasa ibu, gengsi, untuk memberikan penekanan, social value, low frequency of word, untuk mengutip ungkapan yang sudah ada, untuk mengesankan mitra tutur, dan terakhir perkembangan atau pengenalan budaya baru.

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the Netherlands. This magazine uses many code-mixings in its articles. Therefore, this article analyzed what form of code-mixing is most often used in the magazine articles and the factor of the use of code-mixing.

Based

on the results of the study found that a form of code-mixing most widely used are the insertion of tangible elements of phrases as much as 10, insertion of tangible elements of idiom as much as 2, and insertion of tangible elements of word as much as 3. The factors that influence the use of code-mixing are no exact equivalent word in the native language, prestige, to give emphasis on the term, social value, low frequency of

word, to quote a phrase that already exist, to impress the other person, and the last is the development of or the

introduction of a new culture., Globalization and technology development at the present time greatly affect

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