

A B S T R A C T

Sri Gani (2013): An Analysis of Indonesian-English Code Mixing in Advertisement (A Study Conducted at Radio Stations in Gorontalo City). English Department, Faculty of Letters and Culture, State University of Gorontalo. First Advisor Dra.Hj. Sartin Miolo, M.Hum and the second advisor Muhammad Syamsurizal, S.S., M.Pd.

The Objective of this research is to find out the types of code mixing in radio advertisement. The source of data is taken from five radios station in Gorontalo. They are Nada FM, Go Radio, Memora FM, Cosmonita FM and Selebes FM. The method of this research is qualitative descriptive method. The data of this research have been collected from the advertisement in those radios. The results of this research found that there is code mixing in radio advertisements. In this case, the results also show that from the most frequent types of code mixing found in the radio advertisement is insertion that occurs 70 times (83.33%) Then, the second rank is congruent lexicalization that occurs 10 times (11.91%) and the last rank is alternation that occurs 4 times (4.76%).

Key words : code mixing, radio advrtisements.