

Chapter 5

Conclusion and Suggestion

This chapter present the conclusion and suggetion as the final result of this research consider to the data analysis and data interpretation in the previous study.

5.1 Conclusion

The data collected through the advertisements from the five radios. The data showed that out of ten radios, approximately just five radios are applied code-mixing in advertisements. The purposes of the study were to find out the types of code mixing in radio advertisements. The data were gained from five radios in Gorontalo city of the January to June 2013 comprising Nada FM, Go Radio, Memora FM, Cosmonita FM and Selebes FM. The data obtained from radio, researchers divided in several sections. The radio advertisements divided into the types of code mixing. There are three types of code mixing, they are insertion, alternation and congruent lexicalization. The insertion type occurs most frequently in radio advertisement than the alternation and congruent lexicalization. While congruent lexicalization occurs the least frequently.

5.2 Suggestion

Finally, from this research, the researcher would like to propose the suggestion that hopefully could give another reference to the learner of bilingualism to analyze about code mixing. At least, the researcher suggests that:

1. For the radios, that want to apply the code mixing in their advertisement, they should use the correct structure of English language because it will make in order to improve the advertisement.
2. For those who likes to advertisement which use code mixing, this study is expected to give contribution to be more understand the language of advertisement.

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