CODE MIXING IN HOKBEN RESTAURANT'S MENU

CAMPUR KODE DI MENU RESTORAN HOKBEN

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Abstract

The objectives of this thesis is, firstly, to find out the kinds of code-mixing in the restaurant with daily conversation between crew and customer, and fellow crew. Secondly, to find out the factors make code mixing occurs. Thirdly, To find out the reason why do the customers use code mixing. This research was conducted from September 14th until September 15th 2020 in Hokben Sun Plaza. In this research, the researcher using research qualitative. Researcher explain the kinds of code mixing divided into 6 classifications by choosing theory from suwito (1985). The researcher collected the data by using unstructured interview and simple documentation like taking a voice recording. The result of this research showed the kinds of code mixing found in the words of data conversation between crew and customer and fellow crew, and find some factors make code mixing occurs in Hokben Restaurant.

Keywords: *Sosiolingustics, Code Mixing, Hokben Restaurant.*

Abstrak

Tujuan dari tugas akhir ini adalah, pertama, untuk mengetahui macam-macam campur kode di restoran dengan percakapan sehari-hari antara kru dan pelanggan, serta sesama kru. kedua, untuk mengetahui faktor-faktor yang menyebabkan terjadinya campur kode. Ketiga, untuk mengetahui alasan mengapa pelanggan menggunakan campur kode. Penelitian ini dilakukan mulai tanggal 14 September hingga 15 September 2020 di Hokben Sun Plaza. Dalam penelitian ini peneliti menggunakan penelitian kualitatif. Peneliti menjelaskan macam-macam code mixing yang dibagi menjadi 6 klasifikasi dengan memilih teori dari suwito (1985). Pengumpulan data dilakukan dengan wawancara tidak terstruktur dan dokumentasi sederhana seperti rekaman suara. Hasil penelitian ini menunjukkan jenis campur kode yang ditemukan pada kata-kata percakapan data antara kru dan pelanggan serta sesama kru, serta menemukan beberapa faktor yang menyebabkan terjadinya campur kode di Restoran Hokben.

Kata kunci: Sosiolinguistik, Campur Kode, Restoran Hokben.

Introduction

Language is closely related to how people communicate with one another. In learning a language, we are also bound to people or society. In Linguistics, it is known as sociolinguistics. Sociolinguistics is the study learning about human and society. According to Trudgill (1974), sociolinguistic is part of linguistics which is concerned with language as a social and cultural phenomenon. It investigates the field of language and society that have close connections with the social sciences, especially social psychology, anthropology, human geography and sociology. The sociolinguists or people studying a language must be familiar with a code.

A code is a symbol of nationalism that is used by people to speak or communicate in a particular language – a dialect, a register, an accent or a style on different occasions and for different purposes. A code is divided into code-mixing and code-switching (Stockwell, 2002). Code mixing in sociolinguistics can be defined as simply mixing of two or more codes. It is more common in speech. There can be mixing of two or more varieties of the same language or of different languages altogether.

Code-mixing occurs when people mix two languages between mother tongue and English. Nababan (1993) said that code-mixing is found mainly in informal interactions. In code-mixing sentences, pieces of one language are used while a speaker basically using another language. It plays a very significant role in language variation, and also provides an insight into the socio-cultural phenomena taking place in that area or region, through the linguistic choices of the people. Code mixing can occur in the restaurant fields, including international restaurants, one of which is a Japanese fast food restaurant that has been famous in Indonesia since 1985, namely hoka hoka bento, which changed its brand name to hokben in 2013.

HokBen (was known as Hoka Hoka Bento) is a Japanese fast food chain of restaurants based in Jakarta, Indonesia. Their chain of restaurants today spread across Java and Bali. Established on 18 April 1985 in Kebon Kacang, Jakarta, under PT. Eka Bogainti by Hendra Arifin, HokBen became the largest Japanese fast food chain in Indonesia. Although they serve Japanese fast food, the ownership, management and cook are entirely Indonesian. HokBen serves various Japanese fast food. Hokben's menu comprises both set meals and à la carte dishes.

The purpose of the researcher to make this study is to explain that the language in this restaurant uses a lot of code mixing start from all menu names and communication between crew restaurant and customers, and the languages related to mixing codes are English, Japanese, Indonesia. therefore there are still many Indonesian people who are confused when they visit Japanese fast foods restaurants because they see there is a lot of mixing of languages of the Hokben's menu. The topic of this study is interesting to discuss, so we know the importance of code mixing. In this thesis, the researcher show multilingual Japanese-English-Indonesian language.

As an illustration, the researcher presents example when customers are being in counter order the menu and some comments with the crews which describe the reality of the language use between them in which afterward the reality of the language use can be categorized as code mixing. The example is as follows:

Irasshaimase, silahkan bapak/ibu, kita ada menu spesial **Egg Chicken Roll** (Crew).

Selamat siang kak, saya mau **order** menu basah Hokben, **Beef Teriyaki** aja. (Customer).

From examples above with the bold writing show the example of code mixing, because the word is located between three different language (Indonesian – English - Japanese) but still in one utterance. The researcher is interested in doing a research entitled "CODE MIXING IN MENU AT HOKBEN RESTAURANT".

2. REVIEW OF LITERATURE

2.1 Theoretical Framework

2.1.1. Sosiolinguistics

Sociolinguistics is a branch of linguistics that examines the relationship between language and the community of its speakers. This science is a contextual study of variations in language use in natural communication. Sociolinguistics is the descriptive study of the effect of any and all aspects of society, including cultural norms, expectations, and context, on the way language is used, and society's effect on language. It differs from sociology of language, which focuses on the effect of language on society. The term sociolinguistics itself has been used by Haver C. Curie in an article published in 1952, entitled "Sociolinguistic Projection: the relationship of speech with social status" related to issues relating to the variety of languages with their social status in society.

2.1.2. Code Mixing

Code mixing is the mixing of one language in another language by the speaker in a communication. Gumperz (1977:82) also states that code mixing is the piece of one language by a speaker while is basically using another language. A piece of language refers to a word or phrase in one language that is mixed to another language. In a sociolinguistic perspective, what is meant by code here is the term one of the variants in the linguistic hierarchy. There are other variants such as variants of social class, variety, style and so on. Each of these variants is a certain level in the linguistic hierarchy and all of them are included in the scope of the code (Suwito, 1983: 67). code mixing is a phenomenon exist in multilingual community where the speakers when do a communication process by using language (specially oral communication) they mix their language (word to word or phrase to phrase) from one language to another language at the same conversation's topic. In this study, the researcher will focus on explaining Outer code mixing because there is a mixture of Indonesian, English, and Japanese languages.

2.1.3. HokBen

HokBen (was known as Hoka Hoka Bento) is a Japanese fast food chain of restaurants based in Jakarta, Indonesia. It changed the name Hokben since 2013. Their chain of restaurants today spread across Java and Bali. The name *Hoka Hoka Bento* is derived from Japanese language which means "steaming bento" (Japanese meal in a package). History of Hoka Hoka Bento The first appearance was 18 April 1985 in Central Jakarta Kebon Kac area. Under the auspices of PT Eka Bogainti. The company was founded by Hendra Arifin. HokBen serves Japanese-style food that is varied, hygienic, quickly served. HokBen became the largest Japanese fast food chain in Indonesia.

2.2 Relevant Studies

Relevant studies are research studies that have been conducted and are similar to research conducted by researchers. Relevant studies is intended to avoid plagiarism toward the designs and findings of the previous researchers. The relevant studies in this study are as follows: The first study was carried out by Saldi 2017, with the tittle "An Analysis of Code-Mixing Used by Teachers of Zarindah House of Learning". This research aims to 1) describe all about code mixing 2) describe the kinds of code mixing 3) describe the reason of code mixing used by the teachers of Zarindah House of Learning in the teaching process. Research method is qualitative.

The second study was conducted by Rossi 2018, with the tittle "The Sosiolinguistic Study On The Use Of Code Mixing In Instagram By The Students Of English Education Department At IAIN Salatiga". This

research was conducted to determine 1) This research was conducted to determine some caption and comments which describe the reality of the language use between them in which afterward the reality of the language use can be categorized as code mixing, 2) To arrange the data display according to kinds of their classification. This research uses qualitative approach method. The results of this study are the researcher found the reason if using code mixing by words sentences in Instagram. that the Instagram users want the followers to understand the caption, be more up to date, want to be familiar, learn English.

2.3 Conceptual Framework

Conceptual Framework is the determination chosen by the researcher of the problem being examined, and gives clues as to the purpose of the research study. through the Conceptual Framework, researchers can describe the relationships that occur between various constructs that want to be investigated in the investigation. In this study the conceptual framework based on analysis code mixing in bilingual speakers and more multilingual speakers who speak in Hokben and as the proofs can be find in the sentences of conversation between crew and customer, or felow crew that analyzed by researcher.

Researcher can analyze each sentence easily if she knows what kinds of code mixing is in each sentences, and the researcher chooses a theory from Suwito (1985) who divides into six classifications there are words, phrases, hybrids, repetitions, idioms and clauses. In the name of all menus Hokben there are so many mixing languages, the researcher must focus to analyze the meaning, there are still many customers who do not understand and certainly make a lot of questions to each crew when on duty.

3. Method

In this research, the researcher used a qualitative approach. This approach related to the data which are words, sentences, or pictures. Therefore, it does not include about calculating and numeric analysis. According to (Creswell, 1994), qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analyzes words, reports detailed views of informants, and conducts the study in a natural setting.

This research was conducted by researcher at Hokben Restaurant Sun Plaza which is located on 4th floor, Street KH. Zainul Arifin No.7, MadrasHulu, Kec. Medan Polonia, Kota Medan, Sumatera Utara 20152. In this study, the data that have been taken from the sources will be analyzed by qualitative research methodology in which as follows: The data were taken from the source by analyze the kinds of Code mixing using theory by Suwito.

All of sentences that have been selected were interpreted based on their classifications there are words, phrase, hybrid, repetition, idioms and clauses. Identify what factors make code mixing occurs in communication between crews and customers or fellow crews in Hokben restaurant.

4. ANALYSIS AND FINDINGS

4.1.   Analysis

Therefore, the researcher is interested in simply analyzing the part of the conversation between crew and customer and fellow crew when the researcher visits Hokben in just one day. because if within days there will be a lot of data to be analyzed and requires a very deep process. In this research, researcher makes the datas written on the table form, and it taken from the voice recorder on September 14th, 2020 specifically between crew and customers and on september 15th, 2020 fellow crew. As follows:

Table 4.1. Data Conversation Between Customer and Crew

No	CUSTOMER AND CREW
1	*Irrashimase, Silahkan Bapak/Ibu/Kakak !*
2	*Selamat siang pak/ibu dengan saya Arin, mau **dine in** atau **take away**?*
3	*Apa menu kering yang **best seller** dan **recommend** disini kak?*
4	*Apa itu mbak menu **ready heat to meal** Hokben?*
5	*Bedanya **Beef Teriyaki** dan **Beef Yakiniku** itu apa ya kak?*
6	***Arigatou gozaimasu**, terima kasih.*
7	*Saya mau **order** paket bento spesial 4 dong..*
8	*Kakak mau bayar dengan **cash** atau **non cash**?*
9	*Itu harga yang di menu paket **before tax** ya kak?*
10	***Ocha** nya bisa **refill** sekali ya kak.*
11	*Saya **walking-walking** lantai 4, eh ternyata Hokben baru buka di sun.*
12	*Menu kering yang punya **taste seafood** apa aja ya?*
13	*Kalo **payment** melalui BCA lagi ada promo gak?*
14	*Kalau **teriyaki** itu manis , sedangkan **yakiniku** itu gurih..*
15	***Menu** pilihan yang rasa ayam apa aja ya?*

16	*Saya mau **order soup** apa aja, **whatever** kak.*
17	***Kani roll** itu rasanya gimana yah kak?*
18	*Kak, saya mau dong **egg chicken roll** nya 1 porsi **shrimp roll** nya 1 porsi*
19	*Paket premium **beef teriyaki** itu isinya apa aja yah kak? **price** nya berapa?*
20	*Untuk paket premium nya sudah ada nasi , sup , dan minum nya **ocha**, **chicken katsu** sebagai **menu** kering, dan **beef teriyaki** sebagai **menu** basah..*
21	*Paket premium harga nya Rp 60.000 **after** pajak yah kak..*
22	*Kalo 2 2 nya sama rasa ayam, lebih enak mana yah kak? **Tori ball or tori no teba** yah? **Give** sarannya dong kak..*
23	*Hokben ada sediain **snack snack** apa aja yah? Yang gak terlalu berat di perut*
24	*Kapan hokben **grand opening** nya ? saya terkejut tiba tiba udah ada aja*
25	*Kalo boleh tau bedanya **ebi furai and ebi fried** itu apa yah? Kan sama sama udang kan yah..*
26	*Paket **favorite** itu paketnya isi apa aja? Sudah **include** nasi juga kan?*
27	*Irrashimase, selamat sore ibu, dengan saya Dila, menu hari ini ibu pesan favorit **chicken teriyaki** nya 1, **Chicken katsu** porsian nya 1, lemon **tea** 1*
28	*Mas **Lobby help** dong angkatin **tray** kakak ini ke meja nya.. **thank you**..*
29	*Makanan Hokben emang **delicious** yah, saya dulunya **always** beli Hokben dari jakarta saja..*
30	*Mau coba **menu** baru Hokben nya kak? Kita ada salmon **guriru***
31	*Selamat menikmati kak, **Happy Monday**!*
32	*Untuk paket premium nya sudah dapat sup tahu potong kecil, tapi kalo kakak mau **diupgrade** ke **shrimp dumpling** Cuma nambah 5000 aja kak..*
33	*Untuk **dressing** salmon nya kakak mau **japanese or chizu**?*
34	*Kalau mau **hot spicy beef teriyaki** cuma tambah 5000 aja kak.*

The conversation between the crew and the customer was obtained by the researcher during a visit to Hokben on September 14, 2020, at 1 pm, because the researcher knew the time when the customer visited to eat at the restaurant. The researcher has received permission from the management store team to carry

out simple research such as recording voices when the crew and customers start a conversation in the counter area. to find out the complete conversation, it's in the appendix.

Table 4.2. Data Conversation Fellow Crew

No	FELOW CREW
1	*Jangan lupa untuk **up selling** yah teman-teman.*
2	*Jangan sampai ada **complain** dari pelanggan setia kita.*
3	*Semua **crew** wanita harus melalukan **grooming** sebelum bekerja..*
4	***Crew** di hokben ada juga yang **part time.***
5	*Setiap karyawan Hokben harus **proactive** dalam jam operasional*
6	*Bagian **Packer** bertugas untuk **packing** makanan khusus take away.*
7	*Teman teman **please** tingkatkan terus **sales** kita dalam bulan ini*
8	***Product** makanan harus **distock** 2 jam sekali jika **rush hour***
9	*Kualitas makanan harus terlihat baik dan **be ready** untuk disantap*
10	*Ada saja **complain from customer** mengenai **service** kita yang **bad**, untuk kedepannya kita harus lebih bekerja dengan setulus hati, dan **stay** tersenyum*
11	***By the way** untuk yang hari ini **section** kasir, mohon hati hati dalam **mengposting**..*
12	*Untuk saat ini pelanggan diperbolehkan duduk di ruangan **birthday** Hokben..*
13	*Jangan sampai **driver** ojol menunggu pesanan lagi, **packer** harus **fast** dalam **mengpacking** pesanan makanan tersebut..*
14	***Closingnya** harus **perfect**, agar tidak ada sedikit pun yang masih belum tuntas dalam kebersihan..*
15	*Untuk kasir kalo bisa jangan sampai ada **void** yah*
16	***Ohayogozaimasu** teman teman, sebelum kita **start briefing** harini, ada baiknya kita berdoa menurut ajaran agama masing masing, Berdoa dimulai..*

One of the factors comes from the name of the Hokben menu, which from the start has used Japanese and English foreign languages. and instructions such as the existing regulations at the restaurant,

make English, not Indonesian, because they are used to seeing instructions in foreign languages, customers who often come to Hokben already understand the situation and conditions at Hokben through foreign languages. talk about the situation, Situation, usually code-mixing occurs in relax or informal situation. This situation is closer with daily conversation and for researcher is also describe as habitual communication.

4.2 Findings

In this section, the researcher describe word per word in the data presentation from collection of used code mixing in Hokben Restaurant arranged according to the type of classification, as bellow:

Table 4.3. Data Presentation

No	KINDS OF CODE MIXING		WORDS	IN INDONESIAN
1	Words	Noun	Beef	Sapi
			Tori (Fowl)	Unggas
			Ocha (Tea)	Teh
			Payment	Pembayaran
			Price	Harga
			Cash	Tunai
			Seller	Penjual
			Menu	Daftar Makanan
			Lobby	Ruang Masuk
			Guriru (Grill)	Panggangan
			Packer	Tukang Bungkus
			Crew	Kru
			Customer	Pelanggan
			Chicken	Ayam
			Ebi (Shrimp)	Udang
			Tray	Nampan
			Beef	Sapi
			Sales	Penjualan
			Service	Pelayanan
			Product	Produk
			Birthday	Ulang Tahun
			Driver	Pengemudi

			Section	Bagian
			Favorite	Kesukaan
			Japanese	Jepang
			Chizu (Cheese)	Keju
			Dressing	Kuah
			Grooming	Dandan
			Soup	Sup
		Verb	Recommend	Sarankan
			Order	Memesan
			Refill	Isi Ulang
			Give	Memberi
			Stay	Tetap
			Taste	Rasanya
		Adverb	Please	Tolong
			Always	Selalu
		Adjective	Delicious	Lezat
			Hot	Panas
			Spicy	Pedas
			Perfect	Sempurna
			Bad	Buruk
			Part-time	Paruh waktu
		Conjuction	And	Dan
			Or	Atau
		Pronoun	Whatever	Terserah
2	Phrase as	Noun Phrase	Happy Monday	Selamat Hari Senin
		Adjective Phrase	Grand Opening	Pembukaan Utama
		Prepositional Phrase	Complain From Customer	Komplin dari pelanggan
		Hybrids Of Affixation	Diupgrade	Ditingkatkan
			Mengposting	Memasang
			Mengpacking	Membungkus

No	Type	Subtype		
			Closingnya	Penutupannya
			Distock	Disedakan
3	Hybrids	Hybrids Of Phrase	Salmon Guriru (Grill)	Salmon Panggang
			Include Nasi	Termasuk Nasi
			Packing Makanan	Bungkus Makanan
			Section Kasir	Bagian Kasir
4	Repetition Words		Snack-Snack	Jajan-jajanan
			Walking-Walking	Jalan-jalan
5	Idiom		By The Way	Ngomong-ngomong
6	Clauses	Independent Clause	Ready Heat To Meal	Siap disantap saat panas
		Dependent Clause	The closing must be perfect, so that nothing is still incomplete in cleanliness.	Closingnya harus perfect, agar tidak ada sedikit pun yang masih belum tuntas dalam kebersihan.

5. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusions

Based on the research, data analysis and findings that researcher has made. As in the problems and objectives of the study, here are the conclusions that can be concluded:

1. Kinds of Code Mixing

There are kinds of code mixing: Words, Phrase, Hybrids, Idiom, Clause, Word Reduplication.

2. Factors Make Code Mixing Occurs At Hokben Restaurant

In Indonesian, there are many languages used by the society beside the Indonesian language. The rich variety of Indonesian language vocabulary reflects the vast number of words that have taken from another language, both foreign. In social interaction, people may mix two or more languages for much different reason. Code-mixing is most important features and well-studied process in bilingual or multilingual society.

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