

Factors Causing the MSMEs to Use Code Switching Advertisement to Promote Their Products: A Social Discourse Based Analysis

Edwar Kemal¹ and Suhaida Omar²

¹Department of English, Faculty of Social Science and Humanities,
Universitas PGRI Sumatera Barat, 2511, Indonesia

²Department of English Language, Faculty of Language Studies and Human Development,
Universiti Malaysia Kelantan, 16300 Bachok, Kelantan, Malaysia

*e-mail: edwarkemal@gmail.com

Published: 20 August 2024

To cite this article (APA): Kemal, E., & Omar, S. (2024). Factors Causing the MSMEs to Use Code Switching Advertisement to Promote Their Products: A Social Discourse Based Analysis. *Perspektif Jurnal Sains Sosial Dan Kemanusiaan*, 16(2), 13–23. <https://doi.org/10.37134/perspektif.vol16.2.2.2024>

To link to this article: <https://doi.org/10.37134/perspektif.vol16.2.2.2024>

Abstract

Since the MSME is considered as one of the main factors to improve the tourism sector, they promote their products on advertisement by using code-switching to attract the domestics and international customers. English and Indonesian language linguistics features have been becoming current issue for the MSMEs to promote their product information. This research was to analyse the causing factors of the MSMEs using code-switching advertisements to promote their product. It is expected to highlight the MSMEs point of view related to the code-switching advertisement. It used descriptive qualitative research by using case study design. Data were collected by using interview question on a semi structured interview. There were 9 respondents were selected by using purposive sampling. Data were analysed by using a social discourse proposed by Fairclough. The research shows that there are several big factors causing the MSMEs using code-switching advertisements to promote their products such as: to reach the various type of customers, location of business, familiar diction by the customers, and to manipulate the customers to use the product. This research has been limited to the micro enterprises of West Sumatera, Indonesia.

Keywords Advertisement, Code-switching, MSME, Social Discourse

INTRODUCTION

MSMEs (Micro, Small, and Medium Enterprises) are vital for driving economic growth. They are often the heart of local economies, providing jobs and making or creating innovation in communities. These businesses not only generate income but also boost local markets and support regional development. Unlike large corporations, MSMEs are nimble and quick to adapt to changing market trends and customer needs. They often fulfil the markets with specialized products, which help them stand out and diversify the economy. Supporting MSMEs can lead to stronger economic growth, lower unemployment, and a more dynamic business environment. Their role is a key for building a balanced and thriving economy (Arifin et al., 2021; Devita Hety et al., 2024).

Nowadays, MSMEs need to keep up with technology and language development in order to stay competitive and successful (Yetti et al., 2022). Embracing new tech can make a huge difference by boosting efficiency, streamlining operations, and connecting better with customers (Triwahyono et al., 2023). Without adopting these advancements, MSMEs will be left behind, losing their edge, and struggling to stay afloat. Keeping up with technology is not just about staying current. It is essential for long-term success and thriving in today's business landscape.

Generally, MSME is increasingly leveraging advertising to promote and sell their products and services. Recognizing the potential of advertising as a powerful tool for product-building and customer acquisition, MSME is investing in various advertising channels such as digital marketing, social media, print media, radio, and television. By strategically allocating resources to advertising campaigns, MSME aims to reach a wider audience, increase brand visibility, and attract potential customers (Hendrawan et al., 2023). This shift towards advertising reflects the evolving business landscape, where MSME is embracing modern marketing techniques to stay competitive and expand their market reach.

Then, MSME recognizes the importance of using both English and Indonesian languages to effectively communicate their product and service offerings to their customers as the way of their communication (Pramudya Ananda, 2022). By employing a bilingual approach in their advertising efforts, these businesses cater to a wider audience, including both local Indonesian customers and international markets. This strategic use of language allows MSME to tap into the global market while also appealing to the local population, creating a more inclusive and diverse customer base. Furthermore, bilingual advertising enables MSME to convey their brand message accurately, ensuring that customers fully understand the value and benefits of their products and services. Whether through online campaigns, print media, or other advertising channels, the use of English and Indonesian languages is a strategic choice that MSME make to effectively promote their offerings and drive business growth (Wahyuningsih & Ziyana Untsa, 2023).

One of the bilingual advertisings, which is mostly used by the MSMEs, is code-switching. Code-switching is the conscious change or switch from one language to another in a single conversation or within the same speech. This is common in the communication of individuals who have dual or multilingual knowledge and skills, and also in the communication between two or more groups who speak different languages. It can occur at various levels, from the use of words, phrases, or sentences in different languages to more extensive switching between different languages. In other words, it is a phenomenon in linguistics that refers to the use of more than one language or linguistic code in the same conversation or writing. This often occurs when speakers or writers consciously or unconsciously switch between two or more languages or language variations in one discourse (Sahrawi & Anita, 2019). For this research, the code-switching advertisements used by the MSMEs to promote their products are in the form of Indonesian language and English.

Therefore, MSME strategically employ code-switching in their advertising campaigns to reach and engage with a diverse audience (Mainake, 2021). This linguistic technique, which involves alternating between two or more languages on a text, enables MSME to effectively target local, national, and international customers. By seamlessly integrating different languages, MSME creates a sense of inclusivity and accessibility, ensuring that their advertisements resonate with a wide range of audiences. This approach is particularly beneficial for businesses operating in multicultural and multilingual communities, as it allows them to connect with customers on a deeper level, fostering stronger relationships and brand loyalty. Whether social media posts, printed advertisements, or website content, MSME leverages code-switching as a powerful tool to attract and engage customers from various cultural and linguistic backgrounds (Almoaily, 2022). In relation to this study, the main aim was to investigate the factors causing the MSMEs to use code-switching advertisement to promote their products.

LITERATURE REVIEW

Bilingualism

Bilingualism, especially through code-switching, has become a natural part of modern advertising. As the world becomes more interconnected, advertisers must speak to diverse audiences who use multiple languages daily. Code-switching, where a person switches between languages within the same conversation or even sentence helps advertisers connect with multicultural consumers on a deeper level. By blending languages, brands can better reflect the rich cultural diversity of their audience, making their messages more relatable and memorable. This approach isn't just about following trends but it is about using language in a way that feels authentic and resonates with a wider, more varied group of

people. In this way, bilingualism in advertising has become a powerful tool for engaging with today's global audiences (Raes Sinaga & Hutahaean, 2020).

Bilingualism develops as people grow in their understanding of the world and its languages. Because people encounter different cultures, societies, and educational experiences, many people often pick up new languages along the way. This ability to speak more than one language is driven by factors like globalization, migration, and the easy access for information from all over the communities. Sholihah, (2020) confirmed that because people learn new things and interact with a variety of people, their language skills expand, helping them to navigate different social and professional situations. Bilingualism isn't only talking about more words; it's a reflection of how the knowledge and communication evolves.

Code-switching

Code-switching is a clever way for advertisers to connect with people and sell their products or services. By switching the languages within an advertisement, brands can reach out to diverse audiences in a way that feels more personal. This approach helps advertisers tap into the cultural and linguistic preferences of different groups, making their messages more relatable and engaging. Whether it's switching between languages in a catchy slogan, a conversation, or even just a tagline, code-switching grabs the attention of those who speak multiple languages. It also builds a sense of trust, as consumers feel that the brand really gets them and speaks their language, both literally and figuratively. By using code-switching in their advertisements, advertisers can bridge cultural gaps and make their products and services more appealing to a wider range of people.

There are some purposes of the advertisers using code-switching in their advertisement. Saleh & Sahib, (2021) show some reasons for the case such as to attract the buyer's attention, to build a product image, to be more informative and creative. The switching languages can catch the eye of people who use more than one language, helping their message stand out in a busy marketplace. This approach not only attracts attention but also helps to create a product image that resonates with the cultural and linguistic identity of the target audience. Code-switching allows advertisers to share more information in a way that feels natural and relatable, mirroring how many people talk in real life. It adds a creative touch to the advertisement, making it more memorable and engaging. When advertisers use code-switching effectively, they can create messages that connect deeply with diverse audiences, sparking interest and increasing the chances of a sale.

Permatasari, (2022) shows the reasons for using code switching on the product marketing or public place. It is for example the code-switching could show flexibility and openness, declare solidarity, maintain certain neutrality when both codes are used, express identity, and lack of vocabulary. It is true that code-switching is a flexible and powerful tool in communication, serving various social and linguistic purposes. It shows that an advertisers is comfortable switching between languages by demonstrating openness and adaptability. This ability to navigate different languages signals shows a willingness to engage with diverse cultures, making information more inclusive. Code-switching can also build a sense of solidarity, helping advertisers connect with others who share the same linguistic background, creating a feeling of belonging and mutual understanding. Using both languages can maintain neutrality, which is especially important in sensitive or multicultural situations. It's also a way for people to express their identity, reflecting their cultural heritage, personal experiences, and social connections. Sometimes, code-switching happens simply because the advertisers can't find the right word in one language and switches to another to express it more clearly.

Besides having lack of vocabularies, the occurrences of code switching advertisements are also because weak of Indonesian language and to smooth the process of buying and selling interactions (Muta'allim et al., 2021). It means that the use of code-switching in advertisements is often due to the limitations of the Indonesian language in conveying certain ideas, especially in a commercial setting. Advertisers switch between languages to fill in the gaps where Indonesian might not have the right words or expressions that resonate with their audience. This makes the message clearer, more appealing, and easier for potential buyers to relate to. Code-switching also helps make buying and selling interactions smoother by using language that feels familiar and persuasive to the audience. By incorporating elements of other languages, especially English, advertisers can connect with global trends and ideas that might not have an equivalent in Indonesian, making their ads more effective. This

approach not only helps overcome language barriers but also creates a more dynamic and engaging way to communicate, which can better connect with consumers and boost sales.

Social Discourse of Critical Discourse Analysis

In Critical Discourse Analysis (CDA), "social discourse" refers to the ways in which language is used to construct and convey social meanings, ideologies, and power relations. This approach examines how social structures, norms, and power dynamics are reflected and reinforced through language use in various social contexts. It aims to uncover the underlying assumptions, values, and ideologies that shape and are shaped by language. It is concerned with the ways in which language is used to construct social identities, social relations, and social practices. This includes analysing how language is used to construct and reinforce social hierarchies, such as gender, race, class, and ethnicity. It is the recognition that language is not neutral or objective, but rather is imbued with social and political meanings (Baker & McGlashan, 2017). Therefore, by analysing social discourse, researchers can gain insights into the ways in which language reflects and shapes social reality.

Clearly, social discourse analysis in critical discourse analysis examines the relationship between language and society, with a focus on how language is used to construct and convey social meanings, ideologies, and power relations (Mukhlis et al., 2020). That language is used to construct and convey social meaning means that when the language is used, it is not just exchanging words; language also shares cultural values, social norms, and common understandings. How someone communicates depends on who the audiences or readers are. The language carries social meaning and reflects or depends on the surroundings. So, language isn't just about communication; it's also a mirror of the social world, packed with the values and norms that society holds. Then, language is closely connected to the ideologies, reflecting and shaping the beliefs and values of societies. The way people communicate, through diction, the phrases, and the topics, often reveals what people think and believe. It can either support or challenge prevailing beliefs by emphasizing some ideas while ignoring others. So, language is not just about exchanging information; it's a powerful way to express and reinforce views, affecting how people think and relate to the world around them. Next, social discourse often sheds light on the power dynamics in our society. The way people talk, the words they choose, and who gets to speak can all show who holds the power and how it's distributed. Social discourse can show how different groups are treated differently based on their status, gender, ethnicity, or other factors. By paying attention to how language is used in various settings, it can be understood the power relationships and see how they impact people and groups. So, language doesn't just reflect power; it also plays a role in maintaining and challenging these power structures (Fairclough, 2017; Gölbaşı, 2017).

There have been some studies on analysing code-switching such as Wang (2012) who analysed the Chinese-English code-switching in Chinese advertising to find out the types of Chinese-English code-switching in advertisement and the reasons for which the advertisers make use of the Chinese-English code-switching during their composition of the advertising discourse. The research shows there are three types of Chinese-English code-switching such as *insertional* code-switching, *alternational* codeswitching and *diglossia* code-switching. Then, proper guidance should be offered, and other actions should be taken immediately in order to address the problems in Chinese-English code-switching in advertisements and to maintain a healthy development of Chinese advertising, which will facilitate the harmonious coexistence between English and Chinese in Chinese advertising. Good Chinese-English code-switching in ads can achieve good results, while overuse and misuse of it may leave bad impressions on consumers. From the research, it can be seen that the advertisers prefer using English to Chinese where the use of English itself has already created bad impression for the customers.

Next researcher is Evans (2016) who analysed the initial guidance for firms seeking to find an appropriate language medium to frame of the Hispanic population of the United States on their marketing message. This research was conducted by survey. The research also shows that Hispanicness plays a factor in the overall evaluation of Spanish and English advertisements, being positive for Spanish language ads and negative for English language advertisements, while formal code-switching language was found not to be significant. The finding indicates that the use of English in advertisement has already given negative effects for the customers.

Rimi (2019) also conducted a research on code-switching advertisement in Bangladesh to examine how language code-switching interacts with the context language between English and Bangla

as the medium to influence certain outcomes related to advertising effectiveness. The research used questionnaire as the research instrument involving 60 people on the survey. The research shows that the use of English in Bangla advertisement has already given a perception of decreased social distance on the part of the advertiser and the use of English in Bangla code-switching advertisement gives positive impression for the customers.

Based on the studies above that show different results on the use of English in code-switching, it leads the researchers to conduct of the research in code-switching advertisement. There are some research gaps for the current research such as this research will be focused on the code-switching advertisement using Indonesian language and English language. Then, this research was conducted by using semi-structure interview using the interview questions. Lastly, this research was based on the MSME points of views that made the advertisement on their product and services and it was analysed by using those three gaps will lead this research for the new research findings.

There are some significances of the research such as this research can highlight the MSME point of view about factors causing the MSME to make code-switching advertisement for the customers and government. Then, this research could motivate the other MSME to consider the use of code-switching advertisement for their product promotion. By conducting this research, the customers know the reasons of MSME using the English and Indonesian language for their product promotion and they can be aware about to buy or use the product or not.

METHODOLOGY

This research used a qualitative research by using case study design. Qualitative research uses descriptive data in the form of written or spoken language from observable people and actors. It is used to explain and analyse individual or group phenomena, events, social dynamics, attitudes, beliefs, and perceptions (Kuckartz, 2019). This research used a descriptive case study. It is a research method analysing complex phenomena or when there is limited existing research on a topic. Here, the researchers analysed the MSMEs made the code-switching advertisement for their product promotion between Indonesian language and English based on the existing condition on the site. Furthermore, the causing factors of code switching advertisement used by the MSMEs were interpreted based on the reasons that they proposed based on their interview results.

For the data collection, this research used interview. It is emphasized by Alpi & Evans (2019) where interview is the most important sources of data in qualitative case study research to corroborate and to enhance the findings of the research. Aini *et al.* (2018) state that interview is the research instruments that can be used for the data collection. Interview question covers the main topics of the study consisting a set of question to explore the research information from the participants about what it relates to the problem (Kallio *et al.*, 2016). In addition, DeJonckheere & Vaughn (2019) informed that all interview questions should be open-ended, neutral, and clear as well as avoid leading language.

Here are the procedures of constructing the interview questions. First, the researchers determined the purpose of conducting an interview was to find out the Micro Enterprises of West Sumatera MSMEs' point of view about code-switching advertisements' point of views about code-switching advertisements. Second is determining the respondent. The respondents of this research were the individual business and household business owners making the code-switching advertisement consisting 9 respondents from service, food and drink, and retail type of business. Here the researchers used purposive sampling to identify the research respondents. There were some reasons for purposive sampling. First, micro enterprise of West Sumatera province is included into marginalized community as stated into the definition of research term where they are included into the individual and household business owners where their business is sufficient for a living. Second, they also have limited access for market and marketing access where most of them still use banner or billboard to promote and sell their product and business. Third is defining the interview questions. For this research, the researchers gave the questions related to the code-switching advertisement made by the MSME on their product and service promotion. At last is designing the interview questions. The researcher designed the interview guidelines by arranging the questions based on the research objectives. Before conducting the

interview, the researchers firstly piloting the semi structured interview question to allow researchers to practice and to assess the effectiveness of their planned data collection and analysis techniques.

For the data analysis, the researchers used content analysis. It is a method used by the researcher to understand or analyse the content of messages in the form of texts, images, symbols, or audio data (Gheyle & Jacobs, 2017). It also means that content analysis means to classify written materials into identified categories of similar pattern (Shava et al., 2021). Then, the researchers also used Critical discourse Analysis (CDA) proposed by Fairclough. For this research, they only focused on social practice which is assessing the context of the text such as situational, institutional, or community level or analysis of the sociocultural context that underlies the emergence of a discourse or contexts of the text (Rahman et al., 2021). Here, the context of the text is the MSME who made the code-switching advertisement using Indonesian language and English in promoting and selling their product and service.

RESULTS

The following are the findings of the study on factors causing the MSME to use code-switching advertisement to promote their products.

Reaching Various Type of Customers

MSMEs often use code-switching in their communication to better connect with a diverse range of customers. By switching between languages in their messaging, these businesses can reach people from different linguistic backgrounds, making their product feel more inclusive and relatable. This approach helps MSMEs meet to both local and international audiences, creating a more personalized and authentic experience for their customers. Whether it's in advertisements, customer service, or product packaging, code-switching helps break down language barriers and build stronger relationships with a broader audience. This strategy not only fosters customer loyalty but also supports the growth and success of the business by enhancing their product promotion efforts.

The above information is supported by some information from the respondents where they said “*not all Padang people staying in Padang, there are many people staying in Padang such as Javanese, many Indonesian people live in Padang*”. It is mostly because of the customer's diversity”. Some of respondents also stated that “*the customers are not local people only, but there are some people outside of Indonesia coming to buy here*”. Another respondent said that “*many foreigners come into West Sumatra*”. It can be seen that one of the factors causing the MSMES using code-switching advertisement to promote their product is because to attract the local people, regional tourist, domestic and international tourists. By combining Indonesian language and English, the MSMEs want that their product is well-known by various types of customers.

Location of Business

Business location can greatly influence its choice of languages for advertising. For MSMEs in culturally diverse areas, where multiple languages are spoken, using code-switching in advertisements can help them reach a wider range of people. This approach makes their messaging more relatable to different linguistic groups in the community. In popular tourist spots, code-switching can also help businesses connect with international visitors, making them feel more welcome. Similarly, if an MSME is in a region with a large population, code-switching can meet these people's needs and boost customer engagement. By adapting their advertising to fit the linguistic diversity of their surroundings, MSMEs can create a more inclusive and accessible product, which can contribute to their overall growth and success.

Some of the MSMES also agree that business location also affect the occurrence of code-switching advertisement. One of the respondents commented that “*there are many foreigners coming to our shop because our location is close to the port*”. Next respondent also stated that “*there are many people coming to our place because it is located close to the university*”. Then, the other respondents also informed that “*we use code-switching for the advertisement because our location is located in*

tourism area". For the additional information, in Padang, West Sumatra, there are foreigners doing the travelling from one place to another place or sometimes they visit some islands. Before they travel, they will buy some goods first in Padang. Then, for the university, there are also many international students studying in West Sumatra as the college students. Also having an international airport makes the travelling process or flight from overseas to West Sumatera become easier and faster. It can be concluded that location of business where it is accessible for the various types of customers will affect the MSMEs to make the code-switching advertisement.

Familiar Diction by the Customers

The use of code-switching in advertisements often stems from the fact that customers are more familiar with certain terms or expressions in one language. When people are used to specific phrases or words in their everyday language, even if there's an equivalent in another language, using code-switching can be a smart move. This technique helps businesses connect better with their audience by speaking in terms that feel natural and familiar to them. It ensures that the message is not only clear but also relatable. By aligning their language with what customers are used to, businesses can build a stronger bond with their audience, enhancing engagement and loyalty. Essentially, code-switching allows brands to respect and adapt to the linguistic diversity of their customers, making their communication more effective and personal.

In the context of this research, it has been observed that local customers are more accustomed to the English diction used by advertisers rather than the Indonesian language equivalents. This finding suggests that there is a preference among the target audience for English-language advertising, which could be due to several factors. For instance, it could be attributed to the prevalence of English in various aspects of modern life, including media, education, and technology. Additionally, the use of English in advertising may be perceived as more modern or aspirational by the audience. Understanding these preferences is crucial for advertisers, as it enables them to tailor their messaging to better resonate with the target audience. This research finding underscores the importance of language choice in advertising and highlights the need for advertisers to consider the linguistic preferences of their audience when crafting their advertising.

Some of the respondents give the similar opinion about the above finding where they informed that *"the buyers here when they want to add their credit or internet connection, they will say "voucher" therefore, in the advertisement; I used the word "voucher"*. For this information, it can be inferred that the customers have been familiar with the English term or diction although in Indonesian language it has the equivalence *"isi ulang"*. It is even added by another respondent who said that *"if we used another diction (Indonesian Language), the customers even do not understand"*. The next respondent also added that *"the customers have already well known the diction because it has been used too"*. It is also added by another respondent who said that *the English diction has been memorized on the customers mind"*. From the information above, the use of English diction on the advertisement is because the customers have been familiar with the English than Indonesian Language. Therefore, the MSMEs use the code-switching advertisement by attracting not only Indonesian people, but it is also for international tourists.

To Manipulate the Customers to Use the Product

Code-switching in advertisements is not just about reaching diverse audiences. It is also a way to influence customer behaviour and encourage them to use a product. By switching the languages in their advertisements, MSMEs can create a feeling of familiarity and connection with their target market, which helps build trust. This approach can also tap into cultural or emotional triggers that resonate deeply with consumers, making them more likely to consider or even buy the product. Essentially, by using code-switching strategically, businesses can subtly shape how customers perceive and prefer their products, guiding them toward making a purchase. This technique highlights how language and culture can play a powerful role in effective advertising and driving consumer decisions. There is one respondent who argued about this information where he said that *"if we make the advertisement in normal way, almost every product is the same. But if we have different name, unique, or make a mistake, the customers will remember our product longer"*. It can be inferred that he is intentionally to make a

mistake on his advertisement so that the people are attracted to buy and use his product. Then, the mistake in the diction will create a memory for the customers about his product.

DISCUSSIONS

Based on the finding of the research, it can be highlighted that there 4 factors for the MSMEs to make the code-switching advertisement for product selling or promotion. Firstly, it is to reach the various types of customers. It is true that as the business owners, they must get many customers in order to sell their product. By having various types of customers, such local, regional, national and international, it will make their products selling running well. The product will run well because they will make a selling for every day. This finding is in line with Banatao & Malenab-Temporal, (2018) where they said that the code-switching advertisement is used in order to reach out consumers of varied status, backgrounds and orientations. It means that the advertisers or MSMEs try to get as many as customers to buy or use their product.

Secondly, the use of code-switching advertisement is also affected by the location of the business. MSMEs clearly look for a strategic place to sell their products in order to make the money every day. So, by having a good business location, it will make a good profit for the MSMEs. Peter *et al.* (2015) explained that code-switching can happen because it is influenced by a geographical condition where it considers the types of society and culture.

Thirdly, code-switching advertisement happens because the customers have been familiar with the term in a certain language. Actually, in the context of Indonesian language, there are many equivalences of the English diction used by the MSMEs to promote or sell their product in Indonesian Language. However, they prefer using English for the product promotion. It is also related to Astuti (2020) opinion where code-switching will occur because it is related to a particular topic. It is also added by Kusumaningrum (2016) where she argued that topic is one of the reasons for the occurrence of code-switching in a communication.

Fourthly, the reason for making the code-switching advertisement is to manipulate the customers to use or buy the product so that the product will remain in the customer's mind. Actually, the advertisers or MSMEs know about the rules of making code-switching or the way to write code-switching advertisement. However, they don't want to be normal or as it is. By having a unique code-switching advertisement, it will make the customers feel attracted and buy the product. This finding is similar to Amalina (2023) in her research shows that how the advertisers manipulate the customers through the product information. Then, Hossein Yousefi & Rostami, (2019) argue that language of advertisements should be manipulated in a way in order to make any specific advertisement interesting enough to draw a passive observer's attention.

Therefore, in relation to bilingualism, it is clearly-informed that code-switching in advertisements is becoming increasingly important for MSMEs. By using multiple languages in their advertisements, these businesses can better connect with diverse audiences, ensuring their messages resonate with people from different cultural and linguistic backgrounds. This approach is especially valuable for small businesses in multicultural communities, as it allows them to reach a broader customer base both locally and internationally. Code-switching not only makes their advertisements more relatable and personal, but it also strengthens their brand image by highlighting cultural awareness and inclusivity. This, in turn, builds stronger customer relationships and loyalty. For MSMEs working with limited budgets, code-switching is a smart and effective way to increase the impact of their advertising efforts and stand out in a competitive market, making it a key part of their communication strategy (Kronrod, 2022).

In this research, the code-switching, particularly blending Indonesian and English, has become a common strategy in product promotion for businesses aiming to reach a diverse audience. This approach allows advertisers to communicate more effectively with both local Indonesian speakers and those more familiar with English, such as tourists, and globally-minded customers (Masruddin *et al.*, 2022). For MSMEs, using both languages can broaden their market reach and makes their products more appealing to different customer groups. English often conveys a sense of modernity and global appeal, while Indonesian offers a sense of familiarity and local connection. By combining the two in

their advertisements, businesses can make their messaging more relatable, build a more inclusive brand image, and better capture their audience's attention. This form of code-switching is about more than just language. It is about bridging cultural gaps and enhancing communication to boost sales and product visibility.

Regarding to the social discourse, it can also be inferred from the research findings that West Sumatera MSMEs have serious intention to use Indonesian language and English in their code-switching advertisement. By having purposes such as reaching the various types of customers and customers have been familiar with the term in a certain language, it shows that the MSMEs believe that to expand their business, the use of English is a must because the customers are not only the Indonesian people but also foreigners or international tourists. It also means that the MSMEs still maintain the Indonesian language because they also don't want to lose their local or regional customers. Clearly, although the MSMEs know that English is very important in the product information, but they still maintain their Indonesian language as product promotion.

Then, by using code-switching advertisement for the customers, MSMEs shows their strategy or power to construct the language for the product information. They realise that by combining both Indonesian language and English in an advertisement, it could attract the customers to buy or use their product. That is why, they maximize their effort to make the code-switching advertisement in order to make the product will always remain in the customer's mind. Once the product stay in the customer's mind, it will be easy for advertisers to attract or even to manipulate the customers to buy or use their products (Febiyaska & Ardi, 2019).

Finally, this research could highlight how the MSMEs highlight their causing factors of using code-switching on the advertisement. By presenting and highlighting these research findings, it could give information or concepts of code-switching for the academicians that there are various causing factors of using code-switching on the advertisement from previous researches. It is essential to do more researches to find out the causing factors. Then, the findings also contribute for the public or customers that the customers must be aware of reading the code-switching advertisement. They should read carefully about the information given. It is because that not all of the information is correct but in some cases, it could manipulate them to buy or use the products.

CONCLUSION

Conducting the research about code-switching advertisement among MSMEs to promote their products has already shown several factors such as reaching the various types of customers, location of business, familiar diction by the customers and manipulating the customers to use the products. Cited studies as well as the findings of this research have already highlighted factors and benefits of the code-switching advertisement phenomenon for the advertisers and customers. This research has also implied that English is preferable by the MSMEs to promote their products although the diction or terms used on the advertisement have the equivalences in Indonesian Language. In addition, some interested researchers could conduct future studies such as the use of code-switching for online advertisement, and customer's point of views towards online or offline code switching advertisements.

REFERENCES

- Aini, Q., Zaharuddin, Z., & Yuliana, Y. (2018). Compilation of Criteria for Types of Data Collection in Management of Research Methods. *Aptisi Transactions on Management (ATM)*, 2(2), 97–103. <https://doi.org/10.33050/atm.v2i2.787>.
- Almoaily, M. (2022). The Influence of Product Gender on Frequency of Code-switching in Online Advertisements: A Study on the Saudi Digital Marketing Platform Maroof. *Arab World English Journal*, 13(4), 183–195. <https://doi.org/10.24093/awej/vol13no4.12>
- Alpi, K. M., & Evans, J. J. (2019). Distinguishing case study as a research method from case reports as a publication type. *Journal of the Medical Library Association*, 107(1), 1–5. <https://doi.org/10.5195/jmla.2019.615>.

- Amalina, A. (2023). Comparative Study of Post-Marriage Nationality Of Women in Legal Systems of Different Countries Based on Fairclough's Three-Dimensional Frameworks. *International Journal of Multicultural and Multireligious Understanding*, 45–52. <http://ijmmu.comhttp://dx.doi.org/10.18415/ijmmu.v10i7.4782>.
- Arifin, R., Ningsih, A. A. T., & Putri, A. K. (2021). The Important Role of MSMEs in Improving The Economy. *South East Asia Journal of Contemporary Business, Economics and Law*, 24(6), 52–59.
- Astuti, C. W. (2020). Language Awareness: Language Use and Reasons for Code-Switching. *LLT Journal: A Journal on Language and Language Teaching*, 23(1), 116–130. <https://doi.org/10.24071/llt.v23i1.2477>.
- Baker, P., & McGlashan, M. (2017). Critical discourse analysis. *The Routledge Handbook of English Language and Digital Humanities*, November 2017, 220–241. <https://doi.org/10.1017/s0267190500001975>.
- Banatao, M. A. B., & Malenab-Temporal, C. (2018). Code-Switching in Television Advertisements. *TESOL International Journal*, 13(4), 121–136.
- DeJonckheere, M., & Vaughn, L. M. (2019). Semistructured interviewing in primary care research: A balance of relationship and rigour. *Family Medicine and Community Health*, 7(2), 1–8. <https://doi.org/10.1136/fmch-2018-000057>.
- Devita Hety, Umaryadi Muhamad Eko Wahyu, W. (2024). The Role of UMKM in Driving the Local Economy: A literature Analysis. *Journal of Community Dedication*, 4(3), 581–593.
- Evans, R. D. (2016). The Effects of Code-Switched Advertisements on Hispanic Consumers' Attitudes and Purchase Intentions. *Journal of Marketing Management (JMM)*, 4(1), 1–6. <https://doi.org/10.15640/jmm.v3n2a1>.
- Fairclough, N. (2017). Fairclough Critical Discourse Analysis. In *You Tube* (p. 1). https://www.youtube.com/watch?v=3w_5riFCMGA.
- Febiyaska, A. E., & Ardi, P. (2019). Indonesian-English Code-Switching in Gogirl! Magazine: Types and Features. *Journal of English Language Teaching and Linguistics*, 4(3), 289. <https://doi.org/10.21462/jeltl.v4i3.307>.
- Gheyle, N., & Jacobs, T. (2017). Content Analysis: a Short Overview. *Centre for EU Studies*, December, 1–17. <https://doi.org/10.13140/RG.2.2.33689.31841>.
- Gölbaşı, S. (2017). Critical Approach in Social Research: Fairclough's Critical Discourse Analysis. *The Online Journal of Communication and Media*, 3(4), 5–18.
- Hendrawan, H., Mm, S. S., & Utomo, S. B. (2023). *Utilization Social Media for MSME Development*. 3(4). <https://doi.org/10.55606/kreatif.v3i2.2144>.
- Hosseini Yousefi, M., & Rostami, F. (2019). A Critical Discourse Analysis of the Representations of Females in Printed Advertisements (Case study of Payame Yaghoot Medical health Iranian Journal). *The Journal of Applied Linguistics and Applied Literature: Dynamics and Advances*, 7(1), 35–45. <https://doi.org/10.22049/jalda.2019.26392.1103>.
- Kallio, H., Pietilä, A. M., Johnson, M., & Kangasniemi, M. (2016). Systematic methodological review: developing a framework for a qualitative semi-structured interview guide. *Journal of Advanced Nursing*, 72(12), 2954–2965. <https://doi.org/10.1111/jan.13031>.
- Kronrod, A. (2022). Language Research in Marketing. *Foundations and Trends in Marketing*, 16(3), 308–421. <https://doi.org/10.1561/17000000069>.
- Kuckartz, U. (2019). Qualitative content analysis: From Kracauer's beginnings to today's challenges. *Forum Qualitative Sozialforschung*, 20(3). <https://doi.org/10.17169/fqs-20.3.3370>.
- Kusumaningrum, F. (2016). *Code Switching and Code Mixing Phenomena in Construction Area of Paltrow City. 1984*, 1–9. http://eprints.undip.ac.id/50382/1/PROJECT_FADHILA_KUSUMANINGRUM_13020111130068.pdf.
- Mainake, E. (2021). Code Switching on Advertisement: A Case of Food Advertisements in Indonesia. *Journal of Applied Linguistics, Literature and Culture*, 1(1), 41–52.
- Masruddin, Zuljalal, M., & Hamdany, A. (2022). Code-Switching As the Communication Strategy: Indonesian-English Code Switching Between Hotel'S Employees. *Masruddin et Al / Journal of Language and Linguistic Studies*, 18(2), 517–527. www.jlls.org

- Mukhlis, M., Masjid, A. Al, Widyaningrum, H. K., Komariah, K., & Sumarlam, S. (2020). Analisis Wacana Kritis Model Teun A. Van Dijk pada Surat Kabar Online dengan Tajuk Kilas Balik Pembelajaran Jarak Jauh Akibat Pandemi Covid-19. *Geram*, 8(2), 73–85. [https://doi.org/10.25299/geram.2020.vol8\(2\).5867](https://doi.org/10.25299/geram.2020.vol8(2).5867).
- Muta'allim, Nawawi, Fahmi Reza Alfani, Abdul Azizul Ghaffar, & Ali Wafi. (2021). Codes Switching and Codes Mixing of Sellers and Buyers in Traditional Markets: Case Study of Market Kampong Asembagus Situbondo. *RETORIKA: Jurnal Ilmu Bahasa*, 7(2), 121–129. <https://doi.org/10.22225/jr.7.2.2627.121-129>.
- Permatasari, K. I. (2022). *An Analysis of Code-Switching at A Public Place*. 2. <https://repo.undiksha.ac.id/id/eprint/12253%0Ahttps://repo.undiksha.ac.id/12253/9/2012027009-LAMPIRAN.pdf>.
- Peter Auer, Gesa von Essen, F. W. (Ed.). (2015). *Code-switching Between Structural and Sociolinguistic Perspectives* (Vol. 2011, Issue 650).
- Pramudya Ananda, Y. (2022). BUILDING AND COMMUNICATING BRAND BY MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs). *Journal of Economic Empowerment Strategy (JEES)*, 5(Vol 5 No 2), 68–81. <https://doi.org/10.23969/jees.v5i2.5403>
- Raes Sinaga, C., & Hutahaean, D. T. (2020). An analysis of code switching used by Reza Arap on Deddy Corbuzier's YouTube channel. *Journal of English Teaching as a Foreign Language*, 6(3), 31–47. <http://www.brainyquote.com/quotes/keywords/language.html>
- Rahman, R., Hidayat, D. N., & Alek, A. (2021). A critical discourse analysis of Bintang Emon's humor discourse entitled 'Ga Sengaja.' *Englisia: Journal of Language, Education, and Humanities*, 8(2), 94. <https://doi.org/10.22373/ej.v8i2.8461>
- Rimi, R. N. (2019). Code-switching in ads in Bangladesh and its effects in culture. *Asian ESP Journal*, 15(1), 168–213.
- Sahrawi, S., & Anita, F. (2019). Analisis Penggunaan Code Switching. *Jurnal Pendidikan Bahasa*, 8(1), 171. <https://doi.org/10.31571/bahasa.v8i1.1143>
- Saleh, N. J., & Sahib, H. (2021). Code Switching as an Advertisement Approach Used by Makassar On-line Platform on Instagram Application Nurfitriana Zainal. *International Journal of Innovative Science and Research Technology*, 6(12). www.ijisrt.com936.
- Shava, G. N., Hleza, S., Tlou, F., Shonhiwa, S., & Mathonsi, E. (2021). Qualitative Content Analysis, Utility, Usability and Processes in Educational Research. *International Journal of Research and Innovation in Social Science*, October, 2454–6186. www.rsisinternational.org
- Sholihah, R. amalia. (2020). Kontak bahasa: kedwibahasaan, alih kode, campur kode, interferensi, dan integrasi. *KONTAK BAHASA: KEDWIBAHASAAN, ALIH KODE, CAMPUR KODE, INTERFERENSI, DAN INTEGRASI*, February 2018.
- Triwahyono, B., Rahayu, T., & Kraugusteeliana, K. (2023). Analysing the Role of Technological Innovation in Improving the Operational Efficiency of MSMEs. *Jurnal Minfo Polgan*, 12(1), 1417–1426. <https://doi.org/10.33395/jmp.v12i1.12791>
- Wahyuningsih, S., & Ziyana Untsa, F. (2023). English as Business Lingua Franca: Examining the Use of English in Indonesian Online Business. *ELT-Lectura*, 10(2), 96–104. <https://doi.org/10.31849/elt-lectura.v10i2.13699>
- Wang, H. (2012). The study of codeswitching in advertisements. *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, 7389 LNCS, 579–585. https://doi.org/10.1007/978-3-642-31588-6_74.
- Yetti, E., Sudarmiatin, S., & Mukhlis, I. (2022). Adaptation of Technology and Use of International Languages in Increasing Msmes Towards Internationalization At Aida Furniture. *PENANOMICS: International Journal of Economics*, 1(3), 319–326. <https://doi.org/10.56107/penanomics.v1i3.52>