

The Code-Mixing Between Waiters and Customers at Pizza Hut Gunung Sahari

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Abstrak – Campur kode merupakan bagian dari ilmu linguistik. Banyak orang menggunakan campur kode dalam percakapan sehari-hari misalnya saja sering dijumpai ketika berada di mall, supermarket atau restoran. Campur kode adalah penggunaan satuan bahasa ke dalam bahasa lain. Campur kode terjadi ketika penutur memasukkan bahasa asing ke dalam bahasa yang lebih dominan digunakan. Selain itu, dorongan untuk beralih kode antara Bahasa Indonesia dan Bahasa Inggris di restoran-restoran di Indonesia didorong oleh berbagai faktor linguistik, sosial, dan budaya. Fenomena ini khususnya terlihat di daerah perkotaan dan tempat-tempat wisata, di mana Bahasa Inggris semakin terintegrasi dalam percakapan sehari-hari. Penelitian ini menyelidiki penggunaan campur kode yang diterapkan oleh pelayan dan pelanggan di Pizza Hut Gunung Sahari dengan menggunakan metode deskriptif kualitatif. Dari hasil analisis diketahui bahwa terdapat dua jenis campur kode yang digunakan dalam percakapan antara pramusaji dan pelanggan di Pizza Hut Gunung Sahari, yaitu Penyisipan Kata dan Penyisipan Frasa. Penulis juga menemukan ada enam alasan digunakannya campur kode: Bilingualisme, Pembicara dan Mitra Berbicara, Komunitas Sosial, Situasi, Kosakata dan Prestise. Berdasarkan teori Khairunas penggunaan campur kode dapat menambah pengetahuan bahasa lain dan jika digunakan secara berlebihan akan berdampak buruk karena penutur akan selalu mengandalkan campur kode dan dapat mengubah aksen penutur.

Kata Kunci: Linguistik, Campur Kode, Pizza Hut Gunung Sahari

Abstract - Code-mixing is part of linguistics. Many people use code-mixing in everyday conversation, for example, often found when in a mall, supermarket, or restaurant. Code-mixing is the use of one language unit in another language. Code-mixing occurs when the speaker enters a foreign language into a more dominantly used language. Besides, the urge to code-switch between Indonesian and English in restaurants in Indonesia is driven by various linguistic, social, and cultural factors. This phenomenon is particularly noticeable in urban areas and tourist hotspots, where English is increasingly integrated into everyday conversations. This research uses descriptive qualitative method to investigate the use of code-mixing applied by waiters and customers at Pizza Hut Gunung Sahari. As a result of the analysis, it can be found that there are two types of code-mixing used in conversations between waiters and customers at Pizza Hut Gunung Sahari. The writer also found six reasons of code-mixing: Bilingualism, Speaker and Partner Speaking, Social Community, Situation, Vocabulary and Prestige. Based on Khairuna's theory, using Code-mixing can increase knowledge in other languages, and if overeating is used, it will have a harmful effect because the speaker will always rely on code-mixing and can change the speaker's accent.

Keywords: Linguistic, Code-mixing, Pizza Hut Gunung Sahari.

INTRODUCTION

English is an international language that can be used in many countries. The frequent use of English in this era makes English more popular, creating many slang terms that seem contemporary and more enjoyable. For some people, due to the limited English vocabulary that is own, it often causes a mixture of words between English and Indonesian, which is called code-mixing. This can be seen from many uses of code-mixing in everyday conversation, for example, often found when in a mall, supermarket, or restaurant. We often find conversations using English or a mixture of English and Indonesian. In fact, we often find Indonesian conversations inserted with some English words, and this is called code-mixing.



Code-mixing is part of language and linguistics studies. As stated in (Hudson, 2010) Human beings communicate in many ways, but the most effective way is linguistic communication, i.e., the use of language. The basic signs used in linguistic communication are words. 2 Words (and morphemes) are predominantly symbolic signs, though a small subset (onomatopoeia) is partly symbolic. The linguistic signs and the rules for their combinations that a community uses constitute a linguistic code (a language). Therefore, linguistics is the science of language, often used by many people in general because it addresses many aspects, such as words, combinations of two or more words, symbols, sounds, grammar, and meanings. If someone learns a language, they indirectly learn linguistics.

Sociolinguistics is part of linguistics, as (Yulia, 2015) Sociolinguistics is one branch of linguistics, the science that examines the differences in language and the use of language based on conditions, position, gender, and the community using it. So, it can be said that the study of language is based on the phenomenon of society. It means a field of knowledge between disciplines that studies the language used within the community. Mentioned by (Alderson & Charles & Wall, 1992) sociolinguistics highlights the overall problems associated with the social organization of language behavior, not only the use of language, but also the language attitudes and the users of the language. Based on (Hymes, 1974) stated that sociolinguistics could be taken to refer to the use of linguistic data and analysis in other disciplines concerned with social life, and conversely, to the use of social data and analysis in linguistics. As stated by (Wardhaugh, 2015) that we are also learning to communicate in ways appropriate to the group in which we are doing that learning; this is sometimes called language socialization. These ways differ from group to group; consequently, as we move from one group to another or from one language to another, we must learn the new ways to fit into that new group or use that new language properly. Communicative competence is, therefore, a key component of social competence.

Code-mixing is also often used in advertising to make the advertisement more interesting. For example, in cellphone sales, when offering products to prospective buyers, code-mixing is often heard like "Silahkan kakak Smartphone nya cashback dua puluh persen kak. "Cashback is used more often than "pengembalian dana" because "cashback" is considered more attractive to the buyer. According to (Ruiz, 2015) when two or more people communicate, we can call the system they use a code. So, code is a system that we always use when communicating. In Indonesia, a mixture of English and Indonesian is a common thing in daily life. Mentioned by (Fitri & Kurniawan., 2017) Code-mixing is a code that is used, has a function, and has autonomy. While (Tarjana, 2009) stated code-mixing is like code-switching, except that the frequency is high and often involves words only. (Sumarsih et al., 2014) mention that code-switching is a language product that is produced naturally by people who use multiple languages, either a doubling in the level of words, phrases, and sentences, and the sentence does not violate the rules of this product in the preparation of the structure of words, phrases, and sentences, which in both languages. It can be said that anyone wants to express themselves in both languages. Additionally, participants preferred this choice of code when they wanted to express highly personal content.

Code-mixing is the use of two different languages, like code-switching, but Code-mixing only uses a few words from other languages. For example, —mba satu Tuna melt yang Large yal (miss, one large Tuna Melt please), they use the word Large more than Besar. This situation often happens in communities that apply bilingualism in their daily life. According to (Fitri & Kurniawan., 2017), Bilingualism is something usual for every person; people use more than one language when they are having a conversation with their addressee becomes habitual to use. Indonesian conversations are inserted with some English words, and the insertion of these words is called code-mixing. In other hand, cited from (Yanti & Sinaga, 2015) Based on (Sumarsih et al., 2014) classifies code-mixing into two types:

1. Intra-sentential mixing.

Intra-sentential mixing may range from alternating single words or phrases to clauses within a single sentence or utterance. Some examples of Code-mixing in English and the Indonesian language will be described as follows:

- a. Customer: Mbak order ya! (They more often use the word —Order! than—Pesan)
- b. Waiters : Appetizer atau pastinya mau ka? (They more often use the word—Appetizer! than —Hidangan Pembuka!?)
- c. Customer: Pizzanya yang large ya mbak. (They more often use the word—Larger than —Besar)

The examples above show code-mixing sentences with single words (sentences a,b) and single phrases (sentence c). The word order and appetizer_, and the phrase _meat lovers_" are taken from English.

2. Extra-sentential Mixing

It commonly occurs between sentences, it requires less complex syntactic interaction between the two languages involved in code-mixing. As the following example: “.....”Pizza chicken aja mba, I don’t like beef, saya pesan super supreme chicken aja. (It combines two languages, that is, English and the Indonesian language). Based on (Wibowo et al., 2017) Code-mixing is divided into two types.:

- a. Inner Code-mixing happens because elements are inserted from the original language with all its variations.
- b. Outer Code-mixing occurs because of elements insertion stemming from a foreign language. It means that the first language of the speaker, in this case, the national language, is inserted with his or her own language (original language) or inserted with a foreign language from the speaker’s background.

Therefore, code-mixing is the use of one language unit in another language. It occurs when the speaker enters a foreign language into a language that is more dominantly used. Code-mixing is often used in daily life, everywhere and every time. Code-mixing is very often heard. In this millennial era, the use of code-mixing has become common. For example, code-mixing is often heard when visiting malls, supermarkets, and restaurants, such as American restaurants like Pizza Hut.

Nowadays, code-mixing is very often found, not only in daily conversation but also in magazines, songs, or social media. Code-mixing is the science of language, but not everyone understands it. Many people use code-mixing but do not realize it, which shows that many still do not know what it is. Based on (Chaos et al., 2016), Code-mixing has favorable implications and negative implications; Positive implications that evidence a language user’s high level of proficiency in both languages used, and code-mixing is beneficial in an increasingly multilingual society, in which translation and interpretation are highly beneficial, and therefore it should not be disregarded as poor language usage (Nguyen et al., 2016). Negative Implication: If code-mixing is used too much, language learners may come to rely on code-mixing and reduce the sense of necessity to speak [the target language] ((Kustati, 2014). Additionally, code-mixing can hurt a speaker's accent in a language (Goldrick et al., 2014).

According to the explanation above, code-mixing has positive and negative impacts. Code-mixing can be very useful as a learning tool that can later help develop a second language. However, it will have a harmful effect if used excessively, leading to a habit of continuous use and laziness in expanding the second language. It will also affect the speaker's accent. Pizza Hut is the leading American fast-food network in Indonesia. It is presented in Indonesian. Most customers are Indonesian, but many tourists from various countries visit Pizza Hut. The Pizza Hut menu is also in English, but the explanations are in Indonesian. The increasing presence of code-mixing in public spaces reflects globalization, linguistic prestige, and practical communication strategies. Despite the prevalence of this phenomenon in urban settings, particularly in service encounters, there are few studies that analyze real-life, situated code-mixing between service providers and customers in Indonesia. Given the growing influence of English as a global language and its integration into service industries, this study aims to explore the real linguistic behavior of waiters and customers, specifically in Pizza Hut Gunung Sahari, as a representative urban fast-food franchise.

The urgency lies in understanding how language choice reflects social identity, politeness strategies, customer service orientation, and perceived professionalism. Moreover, analyzing code-mixing in such contexts offers insight into how English is localized and integrated into daily Indonesian speech practices. The frequent use of code-mixing at Pizza Hut prompts the researcher to analyze its use between waiters and customers. The primary purpose of this study is to identify and analyze the types, structures, and functions of code-mixing that occur in service-related conversations between waiters and customers in an Indonesian urban restaurant setting. By focusing on Pizza Hut Gunung Sahari, the study seeks to examine the intersection between language, context, and social interaction. It also aims to provide an understanding of how code-mixing enhances or alters the dynamics of communication in customer service.

The novelty of this research lies in its focus on naturally occurring bilingual interactions in a commercial food-service setting, which is often overlooked in code-mixing studies that tend to concentrate on formal domains such as education, media, or politics. Additionally, this study highlights the symbiotic use of English and Indonesian, showing how linguistic choices are tied to branding, identity, and customer experience. While previous studies may have focused on classroom or media-based code-mixing, this research captures spontaneous, functional language use in real-time exchanges.

Several studies have investigated code-mixing in different settings. For instance, Kim (2006) emphasizes the sociolinguistic reasons behind code-mixing, such as topic shift, emphasis, or expressing solidarity. In the Indonesian context, Zaidin and Supratni (2022) conducted a study on code-mixing among baristas and customers

in coffee shops, revealing that English is often used to indicate modernity and prestige. However, the study lacked depth in analyzing the conversational functions and customer perspectives.

Another relevant study by (Rachman et al., 2023) in classroom interactions at an international school, noting that English was used for academic purposes and Indonesian for clarification and empathy. While both studies acknowledge the bilingual dynamics in professional interactions, they differ in setting and function. Compared to these studies, the current research shares a focus on professional communication (similarity) but is distinct in exploring spontaneous bilingual speech in food-service settings (difference) and provides a micro-level linguistic analysis of utterances, including types of code-mixing (intra-sentential, inter-sentential, insertion, alternation, etc.), which were not the central focus of the previous studies.

RESEARCH METHODOLOGY

In this research, the researcher uses a qualitative descriptive method. The primary purpose of descriptive research is to describe a phenomenon and its characteristics. Therefore, it often requires observation and survey tools to gather data. The qualitative approach allows for an in-depth examination of code-mixing practices as they occur organically during verbal interactions between waiters and customers. The descriptive nature of the study is used to identify types of code-mixing, their structural forms, and their social or pragmatic functions based on real-life conversations. This method is suitable for linguistic analysis that emphasizes meaning-making and contextual interpretation rather than statistical generalization. In this kind of research, (Gall et al., 2003), the data is collected qualitatively, but it is often analyzed quantitatively using frequencies, percentages, averages, or other statistical analyses to determine a relationship. The first step is (1) the researchers do surveys and observations; (2) then do classify the found code-mixing; (3) after that, do analyze the phenomenon of the code-mixing; (4) lastly, the data is analyzed to determine whether they bring positive or negative impacts, also the reasons behind each code-mixing are analyzed. The researcher collects the necessary data and fundamental theories from the source. Research begins with the meanings of code-mixing, the types of code-mixing, and the reasons for using code-mixing.

The subjects of this research are waiters and customers at Pizza Hut Gunung Sahari, an international restaurant franchise located in Central Jakarta. The choice of location is based on its status as a modern urban setting where English is frequently used alongside Indonesian in in-service interactions. The research object is the utterances that contain code-mixing between the two languages (Indonesian and English) during verbal exchanges between the waiters and customers. The utterances were chosen based on their relevance to the phenomenon of code-mixing, particularly those that exhibit intentional or spontaneous switching between languages for various communicative purposes.

The data collection was conducted using three primary techniques:

1. Non-participant Observation: The researcher observed the communication between waiters and customers without intervening or influencing the interaction. The goal was to capture the natural flow of language use in a service encounter.
2. Audio Recording: With the consent of the restaurant management and in accordance with ethical considerations, audio recordings were taken during several interactions at the restaurant over multiple visits. These recordings were later transcribed and analyzed.
3. Field Notes: In addition to audio recordings, observational field notes were taken to capture contextual details such as the tone, body language, customer demographics (age group, apparent familiarity with English), and situational context (e.g., order-taking, greeting, clarifying).
4. Unstructured Interviews (Supplementary): Two to three waiters were interviewed in short, informal conversations to understand their perception of language use, reasons for code-mixing, and whether it is encouraged by company policy.

The data were analyzed using an interactive model of qualitative data analysis, which consists of the following:

1. Data Reduction: Transcribed utterances were filtered to select only those that include instances of code-mixing. Each relevant utterance was categorized according to its code-mixing type (based on Muysken's taxonomy: insertion, alternation, and congruent lexicalization).
2. Data Display: The categorized data were presented in tables and descriptive summaries that highlight the type, frequency, and contextual function of each code-mixing instance.

3. Conclusion Drawing and Verification: Patterns and themes were interpreted in terms of their linguistic and sociolinguistic significance. The researcher drew conclusions about how and why waiters and customers code-mix, and how this reflects broader linguistic trends in urban service settings.

RESULTS AND DISCUSSION

I. Code-mixing Applied by Waiters and Customers at Pizza Hut Gunung Sahari

Dialogue I

- Waiter : Kakak mau pesan bawa pulang?
Customer : Iya mba mau *take away (b)*.
Waiter : Baik kak untuk promosi *take away (b)* nya ada Triple Box, Big Box dan Double Box, kakak mau?
Customer : Kalo yang Triple Box apa aja mba?
Waiter : Untuk Triple Box nya ada dua pizza *regular (a)*, satu pasta, satu nasi dan empat *appetizer (a)*, kakak mau?
Customer : Pizza nya yang *regular (a)* bukan yang *large (a)*?
Waiter : Iya kak untuk pizza nya dua *regular (a)*, kalo yang *large (a)* ada paket Big Box.
Customer : Ini dua ratus sepuluh udah sama *tax (a)*?
Waiter : Iya ka dua ratus sepuluh sudah termasuk *tax (a)*nya.
Customer : Yauda mba yang Big Box nya aja satu.
Waiter : Baik kak untuk paket Big Boxnya kaka boleh pilih *topping (a)* pizza ukuran *large (a)* nya pilihannya di sebelah sini ya.
Customer : Yang *best seller (b)* nya apa ya?
Waiter : *Best seller (b)* nya kita ada Super Supreme *topping (a)* dan yang paling lengkap.
Customer : Boleh deh Super Supreme nya satu.
Waiter : Baik kak satu paket Big Box nya dengan pizza *large (a)* Super supreme ya. Ada tambahan minumannya kak, *buy one get one (b)*.
Customer : Jus ya?
Waiter : Iya untuk jusnya bisa pilih ada avocado, melon peach, strawberry water melon dan yang lainnya.
Customer : Ga usah deh mba
Waiter : Baik kak untuk *bill (a)*nya totalnya seratus ribu sudah termasuk *tax(a)* ya
Customer : Nanti minta *chili (a)*nya tambah ya mba.
Waiter : Untuk *chili (a)*nya ada tambahan empat sachet ya kak, mau tambah lagi kak kena *charge (a)* satunya seribu rupiah
Customer : Ga usah deh mba.
Waiter : Ga usah ya kak. Untuk kembaliannya empat puluh ribu rupiah, untuk Pizzanya ditunggu lima belas menit, untuk ruang tunggu nya di sebelah sana ya. Terimakasih.

Dialogue II

- Customer : Mba *order (a)* dong.
Waiter : Permisi dengan Devi, sudah siap pesan ya ka.
Customer : pizza yang *small (a)* American Favorite.
Waiter : Pizza *small(a)* American Favoritenya satu ya ka, pinggirannya mau pake apa?
Customer : *Cheese (a)*.
Waiter : *Cheese (a)* nya mau yang stuffed crush apa cheesy bites?
Customer : Yang *terfavorite (a)*.
Waiter : Yang *favorite (a) nya* cheesy bites *small (a)* American ka. *Appatizer (a)* nya mau? Ada Chicken Wings, Garlic Bread.
Customer : Satu Chicken Wings satu Garlic Bread.
Waiter : Satu chicken wings dengan satu garlic bread ya ka. Pastanya ka, Ada Beef Lasagna best *seller (b)*.
Customer : Pastanya satu Fettuccine Black Pepper extra *spicy (b)* ya.
Waiter : Fettuccine Black Peppernya satu, *extra spicy (b)* ya ka. Mau *beef (a)* atau *chicken (a)*?
Customer : *Beef (a)*.
Waiter : Yang *beef (a)* satu ya ka. Untuk minumannya mau apa ka?

- Customer : Satu yang *pitcher (a)*.
Waiter : Lemon Tea *pitcher (a)* atau mau *soft drink (b)*?
Customer : Lemon Tea.
Waiter : Lemon Tea *pitcher (a)* nya satu. Ada tambahan lainnya ka?
Customer : Ngga.
Waiter : Diulang pesanannya ya ka. Satu cheesy bites *small (a)* American Favorite, satu Garlic Bread, satu Chicken Wings, satu Fettuccine Black Pepper Beef extra *spicy (b)* dengan satu Lemon Tea *pitcher (a)*. Menunya boleh saya angkat? Untuk pizzanya ditunggu kurang lebih lima belas menit.

Dialogue III

- Waiter : Selamat malam ka, mau pesan bawa pulang?
Customer : Iya ka bawa pulang
Waiter : Iya ka bawa pulang
Customer : Kalo yang ini isinya apa?
Waiter : Kalo yang ini paket Fantastic ka, empat pizza *personal (a)* satu paket.
Customer : Rasanya apa aja?
Waiter : Rasanya ada dua *beef (a)*, satu tuna, dan satu *chicken (a)*.
Customer : Yang ini empat pizza juga kan?
Waiter : Iya kalo yang ini pakatnya sama juga Fantastic juga tapi pizzanya pizza *terfavorite (a)*.
Customer : Ini sudah *include (a)* pajak?
Waiter : Iya ini sudah termasuk *tax (a)*.
Customer : Yauda deh mas mau yang ini aja satu.
Waiter : Satu paket Fantastic ya ka. Ada tambahan lagi ka?
Customer : Sama jusnya.
Waiter : Jusnya ada promo bogo ka *buy one get one (b)*.
Customer : Yang *avocado (a)* nya ada?
Waiter : Ada *avocado (a)*.
Customer : Dua-duanya *avocado (a)* bisa?
Waiter : Boleh. Dua-duanya *avocado (a)* ya. Ada tambahannya lagi ka?
Customer : Jadi berapa mas?
Waiter : Totalnya jadi seratus tiga puluh lima ribu ka. Uangnya pas ya ka.
Customer : Iya.
Waiter : Terimakasih. Ruang tunggu di sebelah sana ya ka.
Customer : Makasih ya mas
Waiter : Iya sama-sama.

There are many codes mixing that are found based on the above dialogues. The bold words are code-mixing, where (a) is for Word Insertion and (b) is for Phrase Insertion.

1. Word Insertion

Based on the three dialogues above, the writer found 23 cases of code-mixing that were included in the word insertion type. Below are a few examples of word insertion and code-mixing from each dialogue;

Dialogue I: 'Untuk Triple box nya ada dua pizza *regular*, satu pasta, satu nasi dan empat *appetizer*, kakak mau?'

The dialogue snippet above is an example of code-mixing, as it inserts the English words '*regular*' and '*appetizer*' into an Indonesian conversation. The waiter more often uses word '*appetizer*' than '*hidangan pembuka*' in their conversation using the Indonesian language.

"Baik kak untuk *bill*nya totalnya seratus ribu."

The sentence is identified as a code-mixing type of word insertion. In the sentence above, the word 'bill', which comes from English, is used in a sentence in another language, namely Indonesian. The word *_bill_* consists of only one word, and therefore, this type of Code-mixing is word insertion Code-mixing.

Dialogue II: “*Satu pizza yang **small** American Favorite.*”

The insertion of words here means inserting words from another language into a dominant language that used in a conversation. And in the sentence above which is dominant in Indonesian then one word is added from another language '**small**' which comes from English, then the sentence can be said to contain Code-mixing type of word insertion. Word *_small_* more often uses than word *_kecil_* in conversation between waiter and customer at Pizza Hut Gunung Sahari.

“*Yang **beef** satuya ka. Untuk minumnya mau apa ka?*”

In the dialogue snippet above, the waiter and customer use Indonesian in their conversation. Then, they enter a word from the English words '**beef**', so the sentence is identified as word insertion code-mixing. Word insertion code-mixing is a type of code-mixing in which words from another language are inserted into a dominant language used in a conversation. The sentence above includes of word insertion code-mixing.

Dialogue III

“*Kalo yang ini paket Fantastic ka, empat pizza **personal** satu paket.*”

In the sentence above, the waiter uses word insertion Code-mixing because in that conversation the waiter enters a word from another language that is '**personal**' into Indonesian conversation. The word '**personal**' is more commonly used in Pizza Hut Gunung Sahari. The waiter often explains about the size of the pizza using the word '**personal**'. Likewise, customers, when ordering pizza, they more often use the word '**personal**' rather than '**perorangan**'. And because the word 'personal' only consists of one word, this Code-mixing is called word insertion Code-mixing.

“*Rasanya ada dua **beef**, satu tuna, dan satu **chicken**.*”

At the piece of dialogue III above shows that there is word insertion Code-mixing when the waiter mentions the words '**beef**' and '**chicken**' in the conversation.

2. Phrase Insertion

Based on the data collected, the writer identified phrase insertion in 7 cases from the three dialogues taken. Below are a few examples of the phrase insertion found in the three dialogs above;

Dialogue I

“*Iya mba mau **take away**.*”

When a customer enters the phrase '**take away**' in his conversation, it is identified as a using code-mixing type of phrase insertion because in that conversation, the Indonesian language is dominant, and then the customer uses the '**take away**' phrase that originates from another language. A phrase is a group of words, and *_take away_* belongs to the phrase form.

“*Yang **best seller** apa ya?*”

In the sentence above '**best seller**' is a form of phrase and the entry of the phrase '**best seller**' into Indonesian conversation between waiter and customer, is called phrase insertion Code-mixing.

Dialogue II

“*Pastanya satu Fettuccine Black Pepper **extra spicy** ya.*”

The dialogue snippet is included in the phrase insertion code-mixing. Because the customer uses the phrase '**extra spicy**' in his conversation, which uses Indonesian, and the phrase '**extra spicy**' comes from English, the waiter uses one language in his conversation and includes phrases from other languages, so it is called phrase insertion.

“*Lemon Tea **pitcher** atau mau **soft drink**?*”

In the sentence above, it contains word insertion and phrase insertion. The word *'pitcher'* is identified as code-mixing type of word insertion and the phrase *'soft drink'* belongs to the phrase insertion Code-mixing.

Dialogue III

'Jusnya ada promo bogo ka buy one get one.'

Based on the previous explanation that a group of words is called phrase, so

'buy one, get one' is included in the form of phrase. Because the phrase *'buy one, get one'* comes from English, while conversations that occur use Indonesian, when the waiter utters the phrase *'buy one, get one'*, it is called phrase insertion code-mixing.

3. Types of Code-mixing

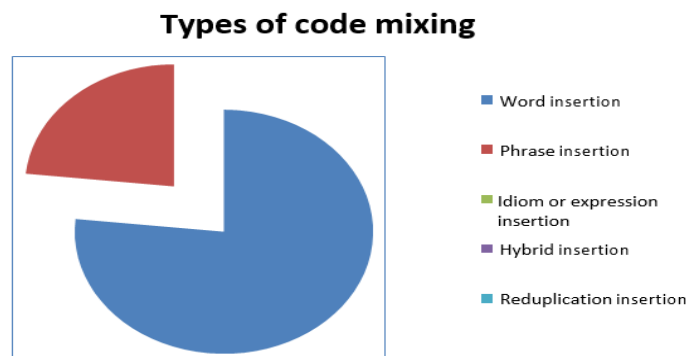


Figure 1. Types of code Mixing

The researcher analyses the type of Code-mixing based on (Mixing et al., 2017). There are five types of Code-mixing (Word Insertion, Phrase Insertion, Idiom or Expression Insertion, Hybrid Insertion and Reduplication Insertion). From the collected data, the writer identified only two types of code-mixing across 3 dialogues: word insertion and phrase insertion.

Word-inserting code-mixing is a type of code-mixing that is often used in daily conversations between waiters and customers at Pizza Hut Gunung Sahari. The diagram above shows that the percentage of word insertion is greater than that of phrase insertion. This shows that word insertion is more frequent than phrase insertion in conversations between waiters and customers at Pizza Hut Gunung Sahari.

Therefore, based on the given data, the writer concludes that waiters and customers more often use word insertion code mixing in their conversation.

II. Reason of Using Code-mixing by Waiter and Customer at Pizza Hut Gunung Sahari

1. Bilingualism

It cannot be avoided that the use of more than one language is a basic factor of code-mixing. Most of the world's population is bilingual or multilingual. It means they can speak using more one language. And of course, at Pizza Hut Gunung Sahari, many customers from various circles used to use code-mixing their daily conversation used to use Code-mixing, so it has become common use between waitress and customers. It can be seen in the dialogue snippet below that waiters and customers often use code-mixing in their conversations.

- Waiter : Untuk Triple Box nya ada dua pizza regular, satu pasta, satu nasi dan empat appetizer, kakak mau?
- Customer : Pizza nya yang regular bukan yang large?
- Waiter : Iya kak untuk pizza nya dua regular, kalo yang large ada paket Big Box.

Customer : Ini dua ratus sepuluh udah sama tax?

Waiter : Iya ka dua ratus sepuluh sudah termasuk tax nya.

The dialogue above shows that Indonesia is indeed a bilingual country. Of course, at Pizza Hut are also has many bilingual communities that often speak more than one language.

2. Speaker and partner speaking

Communication is the process of expressing ideas between two persons or more. The speaker needs a speaking partner to communicate, and code-mixing could appear if both mutes understand it well. Because Pizza Hut Gunung Sahari is an American restaurant, the menu uses English and the waiters are also accustomed to using English, thus spurring every conversation between the waiter and the customer contains code-mixing. For example;

Customer : Iya mba mau *take away*.

Waitres : Baik kak untuk promosi *take away*nya ada Triple Box, Big Box dan Double Box, kakak mau?

In the conversation above, the customer used the English phrase "take away" in the Indonesian sentence, which automatically made the partner speaking, the waiter, also use the English phrase in their Indonesian conversation.

3. Situation

Usually code-mixing occurs in relax or informal situation. This situation is closer with daily conversation, and waiters are also described as their habitual communication. Code-mixing is also often used in advertising situations or when offering something.

Waiter : Jusnya ada promo bogo ka *buy one get one*.

Customer : Yang *avocado* nya ada?

The waiter use the English phrase '*buy one get one*' to entice customers to buy their products.

4. Vocabulary

There is not appropriate word or when there is a lack of vocabulary in one language. The inability to find an appropriate word or expression in one language makes people change the word or phrase from one language to another, and it can be combined. Some examples of English words used in Indonesian conversation between waiters and customers at Pizza Hut Gunung Sahari.

English	Indonesian
Ground beef	Daging sapi giling
Chilli	Cabai atau sambal
Large	Besar

The use of English words above is often found in Indonesian conversations between waiters and customers at Pizza Hut Gunung Sahari.

III. The impact of using Code-mixing between waiters and customers at Pizza

Hut Gunung Sahari.

At this time, code-mixing has become a common. Many people use code-mixing without they realizing it. Based on the explanation in Chapter II (Khairunas, 2016), code-mixing has both positive impact and negative impacts.

1. Positive impact;

Code-mixing can increase knowledge about second languages. For example, when customers order, they will have a conversation with the waiter. When the customer uses code-mixing and the waiter responds, it means the waiter and customer know the second language, namely English. The more they do code-mixing, the more they will know English vocabulary.

2. Negative impact;

If Code-mixing is used too much, language learners may come to rely on Code-mixing and —reduce the sense of necessity to speak [the target language]. The waiter often explained the ingredients of the pizza in English, but when asked to explain in Indonesian, they had difficulty. That is because they always rely on Code-mixing when explaining it, and some customers understand, and then they do not seek to know or forget the meaning of the word.

Moreover, in Jakarta city where many expatriate are associated, there several urgencies in using code-switching. According to (Setiawan, 2016) there are several reasons:

1. Prestige and Social Status

- English is often associated with modernity, globalism, and higher social status.
- Using English terms, even when an Indonesian equivalent exists, can make speakers feel more sophisticated or "cool."
- Example: Instead of saying "*Saya mau makan di sini*," someone might say, "*Saya mau dine-in*."

2. Influence of Hospitality and Tourism Industry

- Many restaurants cater to international tourists, especially in places like Bali, Jakarta, and Yogyakarta.
- Staff are often trained to use English phrases to accommodate foreign customers, leading to habitual code-switching.
- Example: "*Selamat datang! Do you have a reservation?*"

3. Efficiency and Habit

- Some English words are shorter, more convenient, or more commonly used in restaurant settings.
- Example: "*Mau order apa?*" instead of "*Mau pesan apa?*"

4. Marketing and Branding Appeal

- Many restaurants use English to create a trendy or international image.
- Menus, promotions, and signs often mix English with Indonesian, such as "*Diskon Buy 1 Get 1 Free!*"

5. Media and Pop Culture Influence

- Exposure to Western culture through social media, movies, and influencers encourages the blending of languages.
- Younger generations, in particular, tend to use more English in daily conversations, including in restaurants.

6. Comfort and Habitual Switching

- Indonesians are naturally multilingual, and switching between languages feels normal.
- When talking to friends or colleagues, mixing languages makes conversations feel more dynamic and expressive.

Above urgencies may vary from each restaurant; however, for sure here in Jakarta, code-mixing does help a lot for both the customer and the staff.

CONCLUSION

Code-mixing also often occurs in conversations between waiters and customers at Pizza Hut Gunung Sahari. Pizza Hut is a restaurant that offers a variety of Italian dishes, and the menu is in English. This triggers the waiter and the customer to engage in code-mixing in the conversation. It is obvious that at Pizza Hut Gunung Sahari, an American restaurant whose menu is also in English, code-mixing between waiters and customers has become common. Word insertion code-mixing is often used in conversations between waiters and customers at Pizza Hut Gunung Sahari, such as 'order', 'small', 'chili', 'bill', and 'beef'. Waiters and customers are more familiar with those words even though they come from English.

Six reasons for code-mixing are used: Bilingualism, Speaker and Partner Speaking, Social Community, Situation, Vocabulary, and Prestige. Using code-mixing can increase knowledge in other languages, but if used too often, it can have a negative effect because the speaker will rely on it too much, which can change their accent. The increasing ability of the English language community and the high interest of the community in English make code-mixing a common thing in everyday life. Nowadays, English is often encountered in everyday life. English is a popular language at this time. Because English is not widely spoken, code-mixing is common, with a few English words mixed into Indonesian conversation. The frequent use of code-mixing in modern life makes it an interesting topic for analysis. The writer will find plenty to observe and will easily find data. In bilingual countries, code-mixing is very common, and through this study, the writer found the unique nature of language mixing. Based on this study, the authors offer several suggestions for future researchers.

For future researchers, code-mixing is an interesting topic to analyze because it often occurs in daily life, making it easier to collect data. Code-mixing is not only found in daily conversation; many media, such as songs, magazines, newspapers, and YouTube content, can also serve as sources for code-mixing research. The next researchers must read more and gather knowledge about code-mixing from various experts so they will be better equipped and more confident in future research. The next researchers should also present more data on their research so that readers will better understand what is compiled by code-mixing. For readers, the writer hopes this paper will provide and expand knowledge of code-mixing, covering its meaning, the types of code-mixing as described by various experts, and the reasons for using code-mixing. Thus, it attracts readers to learn more about linguistics, especially code-mixing.

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