Exploring the Linguistics Features of Code-Switching Advertisement as Public Information: A Textual Analysis of Critical Discourse Analysis (CDA)

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ABSTRACT

Nowadays, the tourism sector gets a serious attention in many countries by the government to attract the foreigners or tourists to come to visit the tourism destinations to reach the economic growth. The involvement of MSMEs play significant role because they will have a direct interaction with them through their advertisement. This research was to investigate the linguistics features of code-switching advertisement made by the MSMEs to promote their products and services. It used a descriptive qualitative research. Data were collected by document checklist and it was analyzed by using document analysis. Theory of critical discourse analysis by Fairclough in the part of textual analysis was used to present and interpret the data. Data of the research were fashion and apparel code-switching advertisement. The research shows that the MSMEs make mistakes on the linguistics features of their code switching advertisement such as spelling, diction, lexical ambiguity and word order. It also finds that the mistakes happen because the MSMEs misallocate the letter, change the letter, and combine the word from Indonesian Language and English. By presenting these findings shows that the MSMEs could give wrong information for the customers because the written information is not clear and accurate. This research is expected to contribute for the MSMEs to make the code-switching clearer and more accurate because it will give wrong interpretation. This research was limited into code switching advertisement made by micro enterprises in West Sumatera Province in the fashion and apparel type of business.

Keywords:

Advertisement; code-switching; CDA textual analysis

1. Introduction

Nowadays, the tourism sector has been significantly developed by governments worldwide. Recognizing the immense potential of tourism to drive economic growth, governments have invested heavily in infrastructure, marketing, and sustainable practices to enhance their appeal to both domestic and international tourists. Initiatives include the construction of modern airports, improved transportation networks, and the preservation and promotion of cultural and natural heritage sites. Furthermore, governments have implemented policies to ensure the safety and satisfaction of visitors, fostering a positive image that encourages repeat tourism and word-of-mouth promotion. These concerted efforts have transformed the tourism sector into a robust and dynamic component of many national economies [1].

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Improving the tourism sector has a profound impact on the economic sector, as an influx of tourists and foreign visitors brings numerous financial benefits to the country. Camilleri [2] said that when tourists visit, they spend money on various services such as accommodations, dining, entertainment, and shopping, injecting much-needed revenue into local businesses. This increase in spending stimulates economic activity, leading to the growth of related industries, including hospitality, retail, and transportation. Additionally, the development of tourism infrastructure creates jobs and promotes entrepreneurial opportunities, further bolstering economic development. By prioritizing the enhancement of the tourism sector, governments can create a ripple effect that drives economic growth, enhances living standards, and fosters sustainable development throughout the country.

One of the vital contributors to the growth of the economic sector within tourism is the presence and active participation of Micro, Small, and Medium Enterprises (MSMEs) [3]. These businesses play a crucial role by promoting and selling their unique products and services to tourists. MSMEs offer a diverse range of local goods, from handcrafted souvenirs and traditional clothing to authentic culinary experiences and guided tours. Their entrepreneurial efforts not only provide tourists with a richer and more authentic experience but also help retain tourism revenue within the local economy. By supporting MSMEs, governments and larger businesses can stimulate economic development, create jobs, and ensure that the benefits of tourism are widely distributed across communities. This symbiotic relationship between tourism and MSMEs fosters sustainable growth and strengthens the overall economic fabric of a country.

One effective method for promoting and selling products and services is through the use of advertisements [4]. Advertising allows businesses to reach a wide audience, showcasing their offerings to potential customers both locally and globally. By leveraging various media platforms, such as television, radio, print, and digital channels, businesses can craft compelling messages that highlight the unique features and benefits of their products and services. Advertisements can create awareness, generate interest, and influence consumer behavior, driving sales and increasing market share. Moreover, strategic advertising campaigns can build brand recognition and loyalty, establishing a strong presence in the competitive marketplace. Overall, the use of advertisements is a powerful tool for businesses to communicate with their target audience and achieve their marketing objectives.

Nowadays, advertisements often utilize bilingualism to attract both domestic and international audiences. By incorporating multiple languages, businesses can effectively communicate their messages to a broader demographic, ensuring that language barriers do not impede the reach of their campaigns. This approach not only helps in appealing to the local population but also makes advertisements accessible and engaging for foreign visitors and potential customers. Bilingual advertisements can be seen in various media forms, including television commercials, online advertisements, billboards, and social media posts. By acknowledging and respecting linguistic diversity, businesses can enhance their brand's inclusivity and cultural sensitivity, ultimately broadening their market appeal and increasing their chances of success in the global marketplace [5].

In Indonesia, advertisements frequently employ both the Indonesian language and English for promoting and selling products and services. This bilingual approach caters to the diverse linguistic landscape of the country, ensuring that messages resonate with both local consumers and international visitors. By using Indonesian, businesses can connect deeply with the native population, appealing to cultural nuances and local preferences. Simultaneously, incorporating English helps attract and engage the growing number of expatriates, tourists, and global customers who may not be fluent in the local language. This strategic use of bilingualism in advertising

enhances the effectiveness of marketing campaigns, broadening their reach and impact [6]. As a result, businesses can effectively communicate their value propositions to a wider audience, driving sales and fostering brand loyalty in both domestic and international markets.

One of the bilingual strategies employed by MSMEs to promote and sell their products and services is called code-switching [7]. This technique involves alternating between two languages within a single conversation, advertisement, or marketing message. By seamlessly switching between languages, businesses can effectively communicate with a broader audience, catering to both native speakers and those who speak a second language. Code-switching not only helps in overcoming language barriers but also adds a dynamic and engaging element to the communication. It can make the content more relatable and accessible, thereby enhancing the overall appeal of the product or service being advertised. For instance, an MSME in Indonesia might switch between Indonesian and English in their social media posts or promotional videos to attract both local customers and international tourists. This method ensures that the message resonates with a diverse audience, ultimately boosting the reach and effectiveness of the marketing efforts.

Linguistic features play a crucial role in advertisements because they ensure that information is communicated clearly and accurately to customers. The choice of words, tone, and style significantly impact how a message is perceived and understood. Effective use of language can convey key details about a product or service, highlight its benefits, and persuade potential buyers. Precise and well-crafted language helps avoid misunderstandings, builds trust, and enhances the credibility of the advertisement. Additionally, the use of culturally appropriate language and expressions can resonate more deeply with the target audience, making the advertisement more relatable and effective. By prioritizing linguistic accuracy and clarity, businesses can create compelling advertisements that inform and engage customers, ultimately driving better marketing outcomes. Then, clear and well-structured language eliminates ambiguity, allowing potential buyers to fully understand what is being offered. This includes providing detailed descriptions, highlighting key benefits, and transparently disclosing terms and conditions. When linguistic features are thoughtfully designed, they can effectively convey the value proposition of a product or service, build trust, and facilitate informed decision-making. Moreover, clear communication helps prevent misunderstandings that could lead to customer dissatisfaction or complaints. Therefore, businesses must prioritize clarity in their advertising language to create a positive customer experience and foster loyalty [8].

Skorupa and Dubovičienė [9] analysed linguistic characteristics of commercial and social advertising slogans. By using a quantitative approach, the research shows that 110 English slogans (55 commercial and 55 social advertising campaigns) showed the frequent use of both sound techniques and figurative language in commercial advertising slogans, which make the slogans more memorable, attractive and highlighting the advertised brand in a positive way. Ni [10] conducted a research about linguistics features of English advertisement on Chinese market by using quantitative approach. The research shows that grasping the distinctive features of rhetoric, vocabulary, and syntax in English advertising language is beneficial to maximizing the publicity of its products, services or ideas, increasing its popularity and quickly occupying a broader market. Mohammed [11] also conducted a research on English advertisement by identify the different linguistic and discursive specificities of advertising English. He used English for Specific Purposes (ESP) and English for Business and Economics (EBE) approach for the research. The research shows that regarding EBE (English for Business and Economics), the variety of ESP where advertising English is usually located because of its economic content and purpose; the particular linguistic, pragmatic and functional features of advertising English make it somehow different from EBE in that advertising English is closer to General English than English for Business and Economics (EBE).

Based on the researches above, it can be highlighted the research gaps and novelty for this research. First, most of the researches used quantitative researches for the research design. Meanwhile, for this research, the researchers used descriptive qualitative research. Then, data were collected by using the document checklist. Data of the research were fashion and apparel code-switching advertisement. For the data analysis, data were analysed by using document analysis. It was also added by the theory of Critical Discourse Analysis by Fairclough.

This research was to investigate the linguistics features of code-switching advertisement made by the MSMEs to promote their products and services By presenting these findings shows that the MSMEs could give wrong information for the customers because the written information is not clear and accurate. This research is expected to contribute for the MSMEs to make the code-switching clearer and more accurate because it will give wrong interpretation. This research was limited into code switching advertisement made by micro enterprises in West Sumatera Province in the fashion and apparel type of business.

2. Methodology

This research employed a descriptive qualitative methodology to gather and analyze data. By using this approach, the study aimed to provide a comprehensive and detailed understanding of the subject matter. Descriptive qualitative research involves collecting non-numerical data, such as interviews, observations, and textual analysis, to explore patterns, themes, and meanings [12]. This method allows for an in-depth examination of complex phenomena, capturing the nuances and subtleties that quantitative methods might overlook. Through rich, detailed descriptions, the research sought to present a holistic view of the topic, offering valuable insights and a deeper comprehension of the issues at hand [13]. By employing a descriptive qualitative approach, the study was able to thoroughly investigate the research questions and contribute meaningful findings to the field.

Data collection was carried out using a designed document checklist, which had undergone a thorough validation process by a team of expert validators. This rigorous validation ensured that the checklist was comprehensive and accurate, enabling the reliable gathering of relevant information. The checklist was tailored to capture all necessary data points, reflecting the standards and criteria set forth by the study. As a result, the data obtained through this method was both robust and dependable, forming a solid foundation for subsequent analysis [14].

Subsequently, the collected data were analysed by using a document analysis. Document analysis involves a systematic examination of the documents to identify patterns, themes, and insights pertinent to the research objectives [15]. By applying document analysis, researchers were able to extract meaningful information from the data, ensuring a deep and nuanced understanding of the content. This process facilitated the identification of key findings and trends, which were crucial for drawing informed conclusions.

In addition, data were also analysed by using textual analysis from Fairclough. Textual analysis means that analysing a text involves a detailed examination of its linguistic features, which includes vocabulary, comprising words, phrases, clauses, and sentences [16]. This process entails identifying and understanding the various elements that make up the text, such as individual words and how they are combined into phrases and clauses to form coherent sentences. It also involves exploring the classes of words, or parts of speech that govern the structure and meaning of a sentence or an entire text. By dissecting these components, researchers can gain insights into how language is used to convey meaning, construct arguments, and influence the reader. This linguistic analysis is

crucial for uncovering the deeper layers of meaning within a text, providing a richer understanding of its content [17].

Data of the research were the code-switching advertisement on the type of fashion and apparel. These advertisements featured a language switching, reflecting the linguistic diversity often employed in marketing to appeal to a broader audience. By focusing on fashion and apparel advertisements, the study aimed to explore how code-switching is strategically used to enhance the appeal of products, and convey certain messages or brand identities. The analysis of these advertisements provided valuable insights into the role of language in marketing.

3. Results

After conducting the research, there are some research findings of the linguistics features of code-switching advertisement in the spelling, diction, lexical ambiguities and word.

3.1 Spelling

The table 1 show some of spelling of the linguistics features using code switching for the findings**.** The above data show about the spelling problem or mistake made by the Micro enterprises to make the code-switching advertisement in order to promote and sell their service and product. It is seen that all of the types of business have the spelling mistake on the code-switching advertisement. All of the mistakes happen in the process of writing the English spelling. It is proved by that there is no word written on the English dictionary. Actually, the words written on the above code-switching advertisement have two separated-words, but the micro enterprises write it into one word on their advertisement.

Table 1
Spelling of the linguistics features in the code-switching advertisements

Advertisement Codes	Data	Correct Spelling
FA3	Bodylotion	Body Lotion
FA43	Giftbox	Gift Box

3.2 Diction

There is a different between *makeup* and *make up*. *Makeup* is a noun and it is a collection of cosmetics or cosmetics products. Meanwhile, *make up* is a verb and it belongs to the transitive where it needs an object and it is a way or ways to put some cosmetics application or products in a face. Based on the data above, it can also be seen that the diction problem only appear in the fashion and apparel type of business. From the data, it can be seen also the micro enterprises cannot differentiate well on how to use the two dictions, *makeup* and *make up,* for the advertisement information.

The table 2, data show about the dictions used *make up* and *makeup*. The diction of *make up,* coded into FA30, FA40, and FA26, has the mistake because it belongs into a verb and it needs an object. It must be written *makeup*. Then, for the diction *makeup* coded into FA1, FA7, FA14, FA23, FA38, these words must be written *make up* because it has an object. However, for the word *make up* school, coded into FA20, the right diction is *makeup* school. It is because the intended message to show a place for learning on how to make up person or people. Then, for the word *make up artist*, coded into FA20, the right diction is *makeup* artist. It is because that the actual referred meaning written on the code-switching advertisement is a person who is able to do the makeup

processes. At last, for the word private *make up*, coded into FA37, the word *make up* must be written *makeup* because it shows a class or place to study how to make up people.

Table 2
Diction of the linguistics features in the code-switching advertisements

Advertisement Codes	Data	Correct Diction
FA30, FA40, FA26, FA20, FA37	*Make up* *Make up* (school) *Make up* artist (Private) *make up*	Makeup
FA1,F7, FA14 FA23, FA38 FA38 FA23	*Makeup* (pengantin) *Makeup* (penganten) *Make up* (Wisuda) *Makeup* (wedding) *Makeup* (foto ijazah) *Makeup* (all event) *Makeup* perpisahan	Make up

3.3 Lexical Ambiguities

From the table 3, it can be seen that all of the types of business of micro enterprises have the lexical ambiguity on the code-switching advertisement. First, it is about the word *smothing* and *smoting*. From these two words, it does not exist in English and Indonesian language. However, from the code-switching advertisement, it can it can be inferred that the two words refer to the word *smoothing*. The word *smothing* and *smoting* appear in the advertisements promoting or serving about saloon. It can be seen from the coded advertisement such as FA1, FA25, FA5, and FA7. Actually, based on the English dictionary, s*moothing* is a way to make the hair straight by giving some chemical material and it makes the hair soft and easy to comb. If it is compared from the words *smothing* and *smoting*, the micro enterprises made mistakes by missing letter of the original word.

Table 3
Lexical ambiguity of the linguistics features in the code-switching advertisements

Advertisement Codes	Data	Correction for Lexical Ambiguity
FA1, FA25, FA5, FA7	Smothing	Smoothing
FA10	Smoting	
FA15, FA31	Cosmetik	Cosmetic
FA5	Creambat	Creambath
FA10	Creambatch	
FA29	Creambat Avocado	Avocado creambath
FA9	Blezer	Blazer
FA32	Blaizer	
FA26	Sett	Set
FA35	Make up priwed	Make up prewedding
FA38	Makeup prewedd	Make up prewedding
FA36, FA11	Make up preweding	Make up prewedding
FA34	Mae up	Makeup
FA11	Make upperpisahan	Make up perpisahan

The word *cosmetik* appears in the fashion and apparel and service business type as seen in the coded data. It has also lexical ambiguity because the word does not exist in English or in Indonesian

language. In Indonesia, *cosmetik* is written *kosmetik.* In English, it is written *cosmetic* or *cosmetics*. Actually, this word means that a treatment to improve a person appearance or a treatment to improve a person appearance. Regarding to the data on the advertisement, coded into FA15, FA31, and the micro enterprises made mistakes by combining writing style of the English word and Indonesian language word.

Then, the words such as *creambat, creambatch* and *creambat avocado* used by the micro enterprises to promote and sell their product and service, especially in the fashion and apparel type of business. The basic word of the words is *creambath* in English*,* which means a hair treatment by using cream. Avocado creambath means a hair treatment by using avocado cream. If *creambat* and *creambatch* are compared to the *creambath,* it is seen that the micro enterprises made mistake by missing the letter and adding the letter of the original word. Then, for the word *creambat avocado*, the micro enterprises made mistake by missing the letter and using word order of the original word.

Next, on the table 3, the micro enterprises also used the word *blezer* and *blaizer* in the fashion and apparel type of business in the code-switching advertisement. The words do not exist in English. The correct word in English is *blazer* which means a type of jacket. If the word *blazer* is compared to the words used by the micro enterprises, it is seen that the micro enterprises made mistake by changing the letter and adding the letter on the original word.

Table 3 also shows the other word called *sett*. This word is used by the fashion and apparel type of business micro enterprises. This word does not belong to the English and Indonesian language. The use of the words can be seen on the advertisement coded into FA26. The correct word is *set* coming from English meaning that clothes are sold in pairs for the top and bottom part. Regarding to the words used by the micro enterprises, they made mistake by adding the letter from the original word.

The micro enterprises in the fashion and apparel type of business also promote and serve about *makeup*. Based on the data from the advertisement, coded into FA35, FA36, FA38, FA11 and FA34, there are some lexical ambiguities found on the code-switching advertisement. The words are like *make up priwed, make up preweding, makeup prewedd, make upperpisahan* and *mae up*. Those words do not exist in English as well as in Indonesian Language. However, from the advertisement, it can be inferred that the referred words are *make up prewedding, make up* perpisahan and *makeup. Make up prewedding* means giving the application or cosmetics product to the person who attend the event before the wedding. *Make up* perpisahan is a process or giving the application or cosmetics for the people who want to join for the graduation. Meanwhile, *makeup* is a collection of cosmetics to color and beautify the face. It can be seen the micro enterprises made mistakes by changing the letter, missing the letter, and combining the English and Indonesian language word from the original word.

3.4 Word Order

The table 4 below shows some of word order of the linguistics features using code switching for the findings**.** The above data show about the grammatical problem made by the Micro enterprises to make the code-switching advertisement in order to promote and sell their service and product. The word or phrase above does not use the English word order or Indonesian language word order to state the information. In Indonesian language, to make a phrase, it is based on the Head + modifier. However, in English, to make a phrase, it is based on *modifier + Head*. Here, the micro enterprises used the Indonesian language word order but they use the English word or phrase to state the information.

Table 4
Word order of the linguistics features in the code-switching advertisements

Advertisement Codes	Data	Correction for Word Order
FA22	Box polaroid	Polaroid box
FA30	Baby lise	Lise Baby
FA38	Makeup wedding	Wedding Makeup
FD25	Chicken crispy	Crispy chicken

4. Discussion

4.1 Spelling

Spelling is one of the important components considered by the micro enterprises to make the code-switching advertisement readable, to show a professionalism, product or service trust and empowering the branding. Beyond merely ensuring readability, accurate spelling underscores professionalism, fosters trust in the products or services offered, and strengthens branding efforts. The meticulous attention to spelling details reflects a commitment to quality and attention to detail, instilling confidence in potential customers. Moreover, correct spelling enhances the perceived reliability of the enterprise, as it conveys competence and care in communication. Each correctly spelled word contributes to the overall impression of the advertisement, reinforcing the credibility and authority of the brand. Additionally, consistent and accurate spelling across advertisements reinforces brand identity, helping to solidify the enterprise's presence in the minds of consumers. Thus, spelling is not merely a technicality but a strategic element in the effectiveness of code-switching advertisements for micro enterprises, playing a pivotal role in shaping perceptions and fostering customer engagement.

The research findings have already shown that the micro enterprises as the advertisers had made mistakes on spelling by combining the two-separated words into one word. Some of the researchers had also analysed the research on the advertisement. Mozafari *et al.,* [18] find that in the advertising, errors in spelling, grammar, punctuation and sentence structure become a normal thing. In this article, it found that there are some of language errors such as run-on sentences, sentence fragments, incorrect subject-verb agreement, incorrect pronouns, confused homonyms, double negatives, and incorrect capitalization. Next research, it is from Fikri [19] who shows that there are misspelled words on the outdoor commercial advertising in Surabaya. These misspelled words occur because the advertisers get the interference from Indonesian Language and they also do not know how to differentiate the words based on the spelling. Monica *et al.,* [20] show that there are 138 items (55.2%) of misformation errors on the advertisements.

Those studies clearly agree that there is a serious problem on spelling of English on the advertisement such as capitalization, misspelled words, and misformation errors. Although it becomes a normal or common thing on the advertisement, it also needs to correct in order to make the information clearer, accurate and understandable for the customers or readers. However, on this research, it is found that the spelling mistakes occur in many types of advertisement such as food and drink, service, retail and fashion and apparel. Then, the mistakes made by the micro enterprises in the spelling case mostly happen because of combining the two separated word into one word. In other words, it almost similar with missformation errors where the words are not formed based on the original word or the correct word of a language on the advertisement.

4.2 Diction

A precise choice of words, or correct diction, is essential when crafting advertisements to ensure they achieve clarity, effectiveness, and accuracy for customers. Each word selected plays a crucial role in conveying the intended message clearly and concisely. By employing appropriate diction, advertisers can enhance comprehension and minimize any potential for misunderstanding among their target customers. Additionally, the effectiveness of an advertisement hinges on the ability of its language to captivate and persuade. Using the right diction can help evoke the desired emotions and prompt the desired actions from customers. Moreover, accuracy in diction ensures that the information presented is reliable and trustworthy, instilling confidence in the advertised product or service. Clearly, by prioritizing correct diction, advertisers can maximize the impact of their advertisements, engaging customers effectively and fostering positive perceptions of their product and service.

Tenia and Saripudin [21] show on their finding that the dictions, which are used on the advertisement, use foreign term (English). The English diction comes from pronoun, noun, verb, and adjective. Meanwhile, Riskadamayanti [22] states that the advertisers use English diction in the form of adjective and noun. Sa'diyah *et al.,* [23] inform that the language error in the beauty product advertisement shows that the advertisers use non-standard English words to promote the beauty products. It is added by Adha *et al.,* [24] stating that the advertisement must consider the vocabulary or diction used in the advertisement to make the information clear.

The above statements inform that the previous studies believe that English dictions in the advertisement are still interesting for the advertisers to promote their products. Therefore, they use it on their advertisement. The diction itself can be in the form of pronoun, noun, verb and adjective and even non-standard words. However, for this research, the advertisers have mistaken on verb and noun of English diction where the noun diction is written in the form of verb and the verb diction is written in the form of noun. It is contrast from the Sa'diyah *et al.,* [23] research findings stating that the advertisers use non-standard word. For this research, the advertisers still use the standard word to promote their product and service but there is a problem on the word class, i.e. noun, verb and adjective.

4.3 Lexical Ambiguity

Lexical ambiguity within advertisements can result in unclear messaging and ineffective communication of product or service information to customers. When words or phrases in an advertisement have multiple possible meanings, it can lead to confusion or misinterpretation among the audience. This ambiguity undermines the advertisement's ability to convey its intended message clearly and concisely, hindering its effectiveness in engaging and informing potential customers. Furthermore, unclear or ambiguous language may erode trust in the advertised product or service, as customers may perceive the advertisement as lacking credibility or reliability. Therefore, ensuring lexical precision and clarity in advertisements is essential for maximizing their impact and effectively reaching the target customers with a compelling and coherent message.

There are some studies showing the findings about the lexical ambiguity on the advertisement. Simatupang and Galingling [25] show on their research that the advertisers use English by omission and addition of the English words. Dian [26] analysed a research about the ambiguity of English Advertisement. The research shows that the ambiguity occurs in the form of lexical and sentence. Monica *et al.,* [20] also confirmed that there are some English errors found on the advertisement such as omission errors for 20 items (8.0%) and of addition errors.

From the previous studies, it can be inferred those three studies agree about the use of English also remains some ambiguities for the customers where they inform that the ambiguity occur in the form of lexical and sentence by doing omission and addition. For this research, the ambiguities only occur on the lexical forms. However, research finds many forms of lexical the ambiguities happen on the code-switching advertisement such as omitting the letter, changing the letter, adding the letter, combining the Indonesian Language and English words and letters, separating the word, writing the word based on its pronunciation, word order, and mislocating the letter.

4.4 Word Order

Making a specific word order within an advertisement serves as a fundamental aspect that contributes to its overall effectiveness. By carefully arranging words and phrases, advertisers can create an engaging and captivating narrative that captures the attention of the customers. The strategic placement of key information ensures that the advertisement remains interesting and readable, and encouraging them to engage with the content further. Moreover, a well-structured word order enhances the advertisement's readability, making it easy for the customers to follow and comprehend the message being conveyed. This readability is crucial for ensuring that the advertisement effectively communicates its intended message and prompts the response from the customers. Therefore, by having a clear and effective word order, advertisers can maximize the impact of their advertisements, increasing engagement and achieving their marketing objectives more efficiently.

Wyckham *et al.,* [27] find that the word order also becomes a problem in an advertisement. Then, Khotimah [28] agree that the errors can be at the level of phrase because they are in the position of head or modifier in phrases. Then, since the errors are never corrected, many people imitate the error for other English use. It can be seen from the statements that word order has become a problem of the advertisers for a long time in promoting their product and service on the advertisement. Those studies have already evidenced that there are many mistakes on the word order of the advertisement. For this research, the word orders used by the micro enterprises to promote and sell their product and service have mistaken, which is in line with the research from Khotimah [28], where the advertisers are difficult to arrange the head and modifier of a phrase.

5. Conclusions

The existing of code-switching advertisement made by the MSMEs to promote their product and service could improve the economic growth. The linguistics features such as spelling, diction, lexical ambiguity and word order on the code-switching advertisement must get special attention from the MSMEs to avoid misinterpretation of the message of the advertisement for the customers.

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