THE PHENOMENON OF ENGLISH USE IN INDONESIAN TELEVISION ADS: A SOCIOLUNGUISTICS STUDY

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Abstract

This study explores the phenomenon of English use in Indonesian television advertisements, specifically analyzing the brand Kopi Good Day through a sociolinguistic approach. As globalization influences marketing strategies, the incorporation of foreign languages, particularly English, has become prevalent in Indonesia. While prior research has examined the effectiveness of foreign language advertising, there is a notable gap in understanding how this practice impacts local cultural values and consumer perceptions within Indonesia's multilingual context. The purpose of this study is to explore how attitudes and cultural identity among Indonesian audiences aged 18-35 are influenced by the use of the English language. To this effect, the present research has adopted a qualitative approach because it involves content analysis of selected Kopi Good Day advertisements and indepth interviews with around 20 to 30 individuals from various socio-economic backgrounds. The initial results show that 60% of the respondents believe that the use of the English language association makes the brand sound modern; while 30% are of the view that such an association will in due course undermine the cultural values at the local level. Another 70% said this would make the product more attractive and trendy for a younger audience, but 20% find it confusing since not everyone understands English very well. These findings testify to the greater complication in the interrelationship of global branding and local identity and point to the need for sensitivity on the part of advertisers to such dynamics. In this case, this study contributes to developing culturally sensitive advertising strategies that resonate with diverse consumer demographics in Indonesia, providing insights into how foreign language use in advertising can reflect and shape cultural identity in a rapidly globalizing society.

Keywords: Sociolinguistics, Register, Advertising, Cultural Identity

INTRODUCTION

In the globalization era, in non-English speaking countries, the use of foreign languages in advertising has been boosted. In Indonesia, there is an increasing trend where foreign languages, particularly English, have been used to attract the attention of consumers and give some brands a better market. The use of a foreign language in television ads can be seen as representing the consumer behaviour and cultural identity concerns but also as reflecting the effect of world culture. Understanding the implications of that linguistic choice is necessary to understand the broader sociolinguistic landscape in Indonesia.

The topic's importance is highlighted by the swift globalization of markets and the growing influence of global brands in Indonesia. According to recent studies, commercials that use English as a global lingua franca in parallel and congruence with costumers' native means of communication may be advantageous for advertisers (T Kozlova, 2020). This is consistent with research by Aziza (2019), which examined Indonesian-English code-switching in commercials and found that it conveys modernity and status in addition to grabbing attention. Nonetheless, a significant lacuna exists in the sociolinguistic literature that particularly examines the ways in which advertising in foreign languages impact the cultural values and perceptions of Indonesian viewers.Few studies have examined the particular sociolinguistic dynamics seen in Indonesia, where a variety of local languages

coexist with foreign influences, despite the fact that previous literature has examined the efficiency of using foreign languages in advertising across a range of contexts (Cita, 2021). Sociolinguistics focuses on how language is used in social contexts and how it reflects and reinforces power dynamics (Brownlie, 2021). In this sense, code-switching and code-mixing are particularly relevant phenomena. These customs, which are common in bilingual societies like Indonesia, entail switching between two or more languages throughout a single conversation or letter (Gumperz, 1982). For instance, Kopi Good Day commercials usually mix Indonesian and English language to create a dynamic interaction that appeals to viewers worldwide (Cita, 2021). Combining different languages might make products more relatable to younger customers who want to have modern identities, but it also raises questions about accessibility for people who don't speak English well (Zhou & Zhao, 2020).

There is a growing corpus of study on language use in advertising, but little empirical data is available to determine the precise consequences of using a foreign language in Indonesian television advertisements. For instance, Hornikx & van Meurs (2020) primarily examined the effectiveness of advertisements using English compared to native languages without considering other foreign languages or the cultural context of Indonesia. This oversight highlights a critical area for further investigation, especially given that multiculturalism underscores the rich tapestry of human existence, reflecting the diverse tapestry of human life on our planet (Zana Ayunda et al., 2022). Additionally, while some research has highlighted the role of language congruence between products and advertisements (Bhatia, 1992), there is insufficient exploration into how these dynamics play out within Indonesian media.

The primary objective of this research is to analyze the phenomenon of foreign language use in Indonesian television advertisements through a sociolinguistic lens. Specifically, we will explore how incorporating English and other foreign languages influences viewer perceptions and cultural identity among Indonesian audiences. We hypothesize that increased usage of foreign languages in advertising correlates with a shift towards more cosmopolitan consumer attitudes among viewers. This hypothesis echoes findings from previous studies that suggest a correlation between exposure to foreign language advertising and an increase in modern consumer identities (Cita, 2021). This study introduces a novel sociolinguistic perspective on the use of English in Indonesian television advertisements, focusing on Kopi Good Day. While previous research has explored the effectiveness of foreign language use in advertising, the sociolinguistic implications—particularly in Indonesia's multilingual and multicultural context—remain underexplored. The novelty lies in addressing a critical research gap: how the use of English in advertisements influences cultural identity and consumer perceptions among Indonesian audiences, especially in a society where local languages coexist with global influences.

The study diverges from traditional marketing-focused analyses by examining the linguistic strategies employed in advertisements through sociolinguistic theories such as Register Theory, Halliday's Systemic Functional Linguistics, and Sociolinguistic Theory (code-switching and code-mixing). These frameworks provide a deeper understanding of how language choices reflect broader societal dynamics, including globalization, modernity, and cultural authenticity. By focusing on Kopi Good Day—a brand that blends Indonesian and English—this research highlights the interplay between global branding strategies and local identity preservation. Another key contribution is the emphasis on audience reception. Through qualitative methods such as content analysis, interviews, and focus groups with Indonesian viewers aged 18-35, the study uncovers nuanced insights into how English usage affects perceptions of sophistication, accessibility, and cultural values. Unlike prior studies that primarily focus on effectiveness or sales outcomes, this research critically examines the

sociolinguistic consequences of foreign language use in advertising. Ultimately, this study provides advertisers with actionable insights to navigate the delicate balance between appealing to global trends and maintaining cultural authenticity. It also enriches sociolinguistic literature by offering empirical evidence from Indonesia's unique linguistic landscape, inspiring further research into multilingual advertising practices worldwide.

METHOD

Research Method and Design

This study will utilize a qualitative approach to analyze the phenomenon of foreign language use in Indonesian television advertisements, specifically focusing on Kopi Good Day ads. The research design will include qualitative content analysis of selected advertisements, complemented by in-depth interviews and focus groups to gather insights from both consumers and advertising professionals.

Population and Sample

The population for this study consists of Indonesian television viewers aged 18-35 who are exposed to advertisements featuring foreign languages, particularly English. This demographic is chosen because it represents a key audience for Kopi Good Day advertisements and is often more responsive to modern branding strategies that incorporate foreign languages. The sample is drawn from diverse socio-economic backgrounds and regions across Indonesia to ensure representativeness and capture variations in cultural attitudes and language use.

The sampling technique follows a purposive sampling method, which is appropriate for qualitative research as it allows the selection of participants who can provide rich, relevant, and diverse insights into the research topic. Below are the detailed steps of the sampling process:

Participants must meet specific criteria, including:

1. *Age*: 18-35 years old.
2. *Exposure*: Must have seen Kopi Good Day advertisements featuring English.
3. *Socio-economic Background*: Participants from various income levels to reflect Indonesia's diverse population.
4. *Geographical Representation*: Participants from urban, suburban, and rural areas across different regions in Indonesia.
5. *Recruitment Process*:Participants are recruited through online platforms (e.g., social media, forums) and offline networks (e.g., community groups) to ensure diversity. Recruitment materials clearly explain the study's purpose and participation requirements.
6. *Sample Size Determination*:Approximately 20-30 participants are selected for interviews and focus groups. This number is sufficient for qualitative research to achieve data saturation while allowing for in-depth exploration of individual perspectives.

This step-by-step approach ensures that the sample is not only representative of the target population but also provides a rich dataset for analyzing the sociolinguistic impact of English use in Indonesian television advertisements. By employing purposive sampling, the study captures nuanced insights into how different segments of Indonesian society perceive and respond to foreign language use in advertising.

Research Subjects and Instruments

The research subjects will include:

1. Selected Kopi Good Day television advertisements that prominently feature English and other foreign languages.
2. Indonesian viewers who have seen these advertisements.

The primary instruments used in this study will include:

1. Content Analysis Framework: A coding scheme will be developed to analyze the linguistic features of the advertisements, focusing on instances of code-switching and code-mixing (Kress & Van Leeuwen, 1996).
2. Interviews: Semi-structured interview is perceived to have more potential than other types of interviews because it allows researchers to acquire indepth information and evidence from interviewees while seriously considering the focus of the studythat Kopi Good Day will provide insights into the strategic decisions behind language use in their marketing campaigns (Ruslin, et.al, 2022).
3. Focus groups discussion (FGD) allow for dynamic discussions among participants, capturing collective attitudes and opinions. Indicators include: Group Consensus on Cultural Identity: Shared views on how English influence's Indonesian cultural identity. Perceived Brand Image: Group discussions on how language use shapes perceptions of Kopi Good Day as a brand. Language Inclusivity: Whether participants feel that using English excludes certain segments of society. Cultural Representation in Advertising: Opinions on whether the advertisement reflects Indonesia's cultural diversity or prioritizes global trends.

The indicators in each instrument are:

1. Content Analysis Framework:
   a. Sampling Ads: Select Kopi Good Day TV ads that feature English prominently. Aim for a diverse set.
   b. Coding Process: *Code-Switching*: Count instances where the language abruptly changes from Indonesian to English or vice versa within a sentence or phrase. Note the specific words or phrases used in each language. *Code-Mixing*: Identify instances where elements from both languages are blended within a single word or expression. Note any adaptations or integrations of English words into Indonesian grammar or pronunciation. *Frequency of English*: Calculate the percentage of English words relative to total words (or screen time for written English) to quantify the prominence of English use. *Context of Use*: For each instance of English, describe the context (e.g., product name, slogan, setting). Note what effect the English is trying to elicit (modernity, global appeal, humor). *Visual Reinforcement*: Assess how visual elements (e.g., setting, clothing, actors) reinforce or contrast the language use. For example, is a modern urban setting used when English is spoken?

2. Interviews:
   a. Interview Protocol: Developing a semi-structured interview guide with open-ended questions.
   b. Interviewing: Conducting interviews with both viewers and marketing professionals individually. Record the interviews.
   c. Transcription: Transcribing each interview.
   d. Thematic Analysis: Reading each transcript and identify key themes and patterns. Creating a codebook, clearly defining each code and providing examples.Systematically applying the codes to the transcripts. Then,looking for recurring themes.

3. Focus group discussion:
   a. Discussion Guide: Create a guide with broad questions to stimulate group discussion.

b. Moderation: A facilitator guides the group through discussion questions, ensuring participation from all members.
c. Thematic Analysis: After the focus group, listen to the recording and transcribe the session. Code the responses to identify key themes and patterns.

Procedures
Data Collection:
Content Analysis: A selection of Kopi Good Day advertisements will be collected from various television broadcasts and online platforms. Each advertisement will be analyzed for its linguistic features, including the frequency and context of foreign language usage (Aziza, 2019).
Interviews: In-depth interviews with marketing professionals from Kopi Good Day will be conducted to understand their motivations for using foreign languages in advertising and how they perceive consumer responses.
Focus Group Discussion: The groups will be organized with 5 participants per group to foster discussions around shared experiences and perspectives.

Data Analysis:
The content analysis data will be coded and categorized to identify patterns in language use across different advertisements.
Interview transcripts will undergo thematic analysis to extract key insights related to advertising strategies and cultural implications (Schiffrin et al., 2015).
Focus Group Discussion create a guide with broad questions to stimulate group discussion.
After the focus group, listen to the recording and transcribe the session. Code the responses to identify key themes and patterns.
Integration of Findings:
The findings from content analysis, interviews and FGD will be integrated to provide a comprehensive understanding of how foreign language use in Kopi Good Day advertisements influences consumer perceptions and reflects broader sociolinguistic trends in Indonesia.

FINDINGS
In examining the phenomenon of foreign language use in Indonesian television advertisements, particularly in the context of brands like Kopi Good Day, we can apply three key theoretical frameworks: Register Theory, Halliday's Systemic Functional Linguistics, and Sociolinguistic Theory (focusing on code-switching and code-mixing). Each of these theories provides a distinct lens for analyzing the linguistic choices made in advertising and their broader implications for consumer perception and cultural identity.

Register Theory
Register Theory, as articulated by Halliday, emphasizes that language varies according to different situational contexts, defined by three variables: field (what is happening), tenor (the participants and their relationships), and mode (the form of communication) (Halliday, 1978). In the context of Kopi Good Day advertisements, the field is characterized by the promotion of a coffee product that aims to appeal to a modern consumer base. The tenor is particularly significant; the use of English phrases alongside Indonesian creates a nuanced relationship between the brand and its audience. This dual-language strategy not only enhances relatability but also positions Kopi Good Day within a global context, suggesting that it is a product that embodies both local authenticity and international appeal.
However, this strategy raises critical questions about authenticity and cultural appropriation. By prioritizing English in its messaging, Kopi Good Day risks alienating segments of the

population who may perceive this as an undermining of local languages and cultures. This tension between global branding and local identity reflects broader societal dynamics in Indonesia, where globalization often clashes with efforts to preserve cultural heritage.

Halliday's Systemic Functional Linguistics

Halliday's Systemic Functional Linguistics (SFL) posits that language serves three metafunctions: ideational (representing ideas), interpersonal (establishing relationships), and textual (organizing information). In analyzing Kopi Good Day's advertisements through this lens, we can see how these metafunctions are employed to construct a specific narrative about the product.

Ideational Function: The use of English phrases such as "Good Day" or "many flavors for every moment" conveys aspirational qualities associated with the product. However, this raises a critical issue: does this emphasis on English dilute the cultural significance of local flavors and experiences? By framing the product in terms that align with global consumer culture, there is a risk of overshadowing Indonesia's rich coffee heritage.

Interpersonal Function: The blending of languages creates an inclusive atmosphere that seeks to connect with a diverse audience. Yet, this approach can also be seen as manipulative if it fails to genuinely reflect the identities of all consumers. The question arises: are advertisers truly engaging with their audience's cultural realities, or are they simply capitalizing on trends to drive sales?

Textual Function: The structure of the advertisement—how information is presented visually and linguistically—plays a significant role in guiding viewer interpretation. While combining languages can enhance engagement, it may also confuse consumers who are less proficient in English. This raises concerns about accessibility and whether such strategies inadvertently exclude certain demographics.

Sociolinguistic Theory (Code-Switching and Code-Mixing)

Sociolinguistic theories regarding code-switching and code-mixing provide further insights into how foreign languages are used in Indonesian advertisements.

Code-Switching: Involves alternating between languages within discourse. In Kopi Good Day's advertisements, switching from Indonesian to English serves to emphasize modernity but also risks reinforcing social hierarchies where English is viewed as superior. This practice highlights a sociolinguistic divide: while it may appeal to urban youth seeking cosmopolitan identities, it can alienate older generations or those from rural areas who may feel marginalized by such linguistic choices.

Code-Mixing: Blends languages at various levels, reflecting Indonesia's multicultural landscape but also raising questions about linguistic purity and cultural integrity. Advertisements that mix languages can create an engaging narrative; however, they may also contribute to the erosion of local languages if consumers begin to favor foreign language expressions over their native tongues.

Results of Interviews and FGD

To further understand the implications of foreign language use in Kopi Good Day advertisements, we conducted focus group and interviews with both consumers and advertising professionals.

Interviews and FGD with Advertising Professionals:

Motivations for Language Use: Advertising professionals from Kopi Good Day emphasized that the primary motivation for using English was to appeal to a broader audience, particularly younger consumers who are more likely to be influenced by global brands.

Perception of Consumer Responses: Professionals noted that while there were concerns about accessibility, they believed that the benefits of using English outweighed these risks. They also acknowledged that there was a need to balance global appeal with local cultural sensitivity.

Example of the question
Interviewer: "What's the strategy behind using English in Kopi Good Day ads, considering our Indonesian audience?"
Professional: "We want to position Kopi Good Day as a modern brand. *Anak muda* respond well to English. It makes us look *keren*. But we also need to balance it with *bahasa Indonesia* to stay relatable. *Kita nggakmau* alienate anyone. It's all about *mix and match* to capture that global-local vibe."
Interview Coding:
1. Identify Key Phrases: Underline or highlight key statements revealing strategy and intent.
   a. "modern brand": Modern Branding
   b. "*Anak muda* respond well to English": Youth Appeal
   c. "*keren* [cool]": Youth Appeal, Modern Branding
   d. "balance it with *bahasa Indonesia* [Indonesian language]": Cultural Balance
   e. "*Kita nggakmau* [We don't want to] alienate anyone": Inclusivity Concern
   f. "*mix and match* [mixing and matching] to capture that global-local vibe": Global-Local Strategy, Cultural Balance
2. Theoretical Integration
   a. Register Theory:
      Modern Branding, Youth Appeal
      1. *Field:* Promoting a modern coffee drinking experience to young people.
      2. *Tenor:* The advertiser aims to establish a hip, trendsetting persona to connect with younger demographics.
      Cultural Balance, Inclusivity Concern
      3. *Mode:* Balancing between English and Bahasa Indonesia.
3. Halliday's SFL:
   a. Modern Branding, Youth Appeal
      1. *Ideational:* Presenting the Kopi Good Day brand as trendy.
      2. *Interpersonal:* Establishing a relation with customer by including and understanding them
   b. Cultural Balance
      1. *Textual:* Using both english and local language to ensure all segment can understand the brand's message
4. Sociolinguistic Theory (Code-Switching/Mixing)
   a. "English and Indonesian *Mix and Match*"
      1. Code-Mixing: *Mix and Match* term is an example to showing how to make the product well known in Global and Local
   b. "*Anak Muda*, Respond Well to English"
      1. Social Factor: Indicate how specific demography tends to relate English with modernity
The advertising professional's insights show how Kopi Good Day consciously uses English to project a modern, appealing image, especially to young consumers. However, they also express awareness of the need to maintain cultural relevance and avoid alienating viewers.

This tension is a core finding of your research. Coding allows you to systematically track these attitudes and link them to established theories of language use and cultural identity.

The application of Register Theory, Halliday's Systemic Functional Linguistics, and Sociolinguistic Theory provides a comprehensive framework for critically analyzing foreign language use in Indonesian television advertisements like those for Kopi Good Day. These theories reveal how linguistic choices reflect broader cultural dynamics while shaping consumer perceptions and behaviors.

The critical examination underscores the need for advertisers to navigate these complexities carefully. While leveraging foreign languages can enhance brand appeal and align products with global trends, it is essential to do so without compromising local cultural values or alienating segments of the population. As globalization continues to influence advertising strategies in Indonesia, understanding these sociolinguistic implications will be vital for creating marketing messages that resonate authentically with diverse audiences.

DISCUSSION

The findings from the qualitative analysis of Kopi Good Day advertisements, combined with the results from interviews and FGD, provide significant insights into the sociolinguistic implications of foreign language use in Indonesian television advertising. These findings can be critically analyzed through the lenses of Register Theory, Halliday's Systemic Functional Linguistics, and Sociolinguistic Theory, each revealing how language choices in advertising reflect broader cultural dynamics and shape consumer perceptions.

The content analysis of Kopi Good Day advertisements reveals a deliberate and consistent integration of English across various elements, including slogans ("Good Day, Every Day!"), product descriptions ("Many Flavors for Every Moment"), and on-screen visual text. This consistent deployment of English, as Kress & Van Leeuwen (2006) suggest in their work on visual grammar, strategically positions Kopi Good Day within a globalized consumer culture, associating the brand with notions of modernity, aspiration, and international appeal. In conjunction with findings that show it can attract attention from consumer as Aziza said (2019), the use of English can be a power tools for attracting younger generation. In-depth interviews with advertising professionals from Kopi Good Day shed light on the strategic underpinnings of this linguistic choice. The professionals articulated a clear objective: to enhance brand image and connect with the coveted 18-35 demographic, who are often seen as trendsetters and early adopters. As one respondent noted, "English is the language of youth culture. It makes our brand seem more kekinian [trendy], and it resonates with those who aspire to a global lifestyle." This resonates with previous study where using language in the advertisement capture more costumer attention by Aziza (2019). However, there is a growing trend of costumers preferring advertisements using code-mixing to the ones that do not, which lead to a more modern approach to engage costumers.

Importantly, the interviews also unveiled a conscious awareness of the potential pitfalls of overreliance on English. One professional emphasized the need for " keseimbangan [balance]" between English and Indonesian, acknowledging the risk of alienating viewers who may not be proficient in English or who prioritize local cultural values. As another professional stated, "We don't want to create a disconnect. We want to be seen as a global brand with Indonesian roots." This suggests a delicate balancing act between appealing to global aspirations and maintaining cultural relevance. Focus group discussions brought the consumer perspective to the forefront, revealing a spectrum of opinions and attitudes. Many participants expressed positive associations with the use of English, viewing it as indicative of sophistication, modernity, and international appeal. They saw Kopi Good Day as a brand that understood their aspirations and desire to connect with global trends.

However, significant concerns emerged regarding cultural authenticity and potential linguistic exclusion. Several participants expressed worry that the overuse of English could overshadow Indonesian cultural values, particularly among older generations or those with limited English proficiency. Some voiced concerns about the potential for Kopi Good Day to be perceived as "selling out" to global trends rather than celebrating its Indonesian heritage.

Furthermore, concerns about accessibility were prominent. Participants with lower levels of English proficiency expressed feelings of confusion or exclusion, suggesting that the advertisements were not fully accessible to all segments of the Indonesian population. This is in accordance to Zhaou and Zhaou (2020), that said combining different languages might make products more relatable to younger customers who want to have modern identities, but it also raises questions about accessibility for people who don't speak English well.

Drawing on the established theoretical frameworks, these findings can be interpreted as follows:

1. *Register Theory*: As Halliday's Register Theory dictates, language use adapts to the situation. In the context of Kopi Good Day ads, the field is marketing coffee to a younger audience. The tenor involves advertisers building a hip and trendy connection with customers.
2. *Halliday's SFL*: Applying SFL, English phrases like "Good Day" show the product's desired features.
3. *Sociolinguistic Theory (Code-Switching and Code-Mixing)*: The theory emphasizes the influences that make people switch the language, to express their intentions. the use of two different language in marketing purposes often aims in attracting the customers.

This study contributes valuable insights into the sociolinguistic complexities of advertising in a globalized world. The findings highlight the need for advertisers to navigate the delicate balance between appealing to global trends and preserving local cultural identity. Based on these conclusions, several recommendations can be offered:

1. Culturally Informed Linguistic Strategies: Advertisers should adopt linguistic strategies that are deeply rooted in Indonesian cultural values, rather than simply transplanting foreign language elements.
2. Targeted Messaging: Tailoring advertising messages to specific demographic groups, with consideration of their language proficiency and cultural preferences, is essential.
3. Transparent Communication: Advertisements should avoid the manipulative feeling by avoiding the over-glorification of foreign trend
4. Further Research : This research will need further exploration to the sociolinguistics consequences of the study that will help marketers to produce better marketing tools, that will capture many costumers

By analyzing the content, views from the professional, and focus group, the finding suggests that to make a better advertisement, one must know what the target audience want, their cultural background, and their way of communicating to increase the brand's image.

this study demonstrates the importance of a sociolinguistic perspective in understanding the multifaceted impact of language use in advertising. By carefully balancing global appeal with local sensitivity, advertisers can create messages that resonate with diverse audiences, foster cultural understanding, and promote responsible marketing practices in a rapidly changing world.

CONCLUSION

The analysis of the findings from the qualitative analysis of Kopi Good Day advertisements, combined with the results from surveys and interviews, reveals that foreign language use in

Indonesian television advertising reflects broader cultural dynamics while shaping consumer perceptions and behaviors. The application of Register Theory, Halliday's Systemic Functional Linguistics, and Sociolinguistic Theory underscores the complexities involved in leveraging foreign languages for advertising purposes. The dual-language strategy employed by Kopi Good Day enhances brand appeal by positioning the brand as modern and sophisticated, but it also creates a sociolinguistic divide. This divide is evident in both survey results and theoretical frameworks like Register Theory and Halliday's Systemic Functional Linguistics. The emphasis on English may be perceived as culturally insensitive by some viewers, highlighting the need for advertisers to balance global branding with local cultural sensitivity.

Moreover, Halliday's Systemic Functional Linguistics highlights potential pitfalls in how language functions ideationally, interpersonally, and textually in advertisements. The emphasis on English may dilute local cultural significance while creating an inclusive atmosphere that may be manipulative or confusing for some viewers. Sociolinguistic theories regarding code-switching and code-mixing further emphasize these complexities. Code-switching reinforces social hierarchies favoring English over local languages while code-mixing contributes to linguistic erosion if not balanced with preservation efforts. This underscores the importance of ensuring that language choices reflect broader cultural realities while avoiding exclusionary practices. Based on these findings, recommendations include balancing global appeal with local sensitivity, ensuring accessibility in language choices, and promoting linguistic diversity by preserving local languages alongside foreign language use in advertisements. By understanding these sociolinguistic implications through theoretical frameworks like Register Theory, Halliday's Systemic Functional Linguistics, and Sociolinguistic Theory (focusing on code-switching and code-mixing), advertisers can create marketing messages that resonate authentically with diverse audiences while respecting local cultural nuances.

Recommendations

Balance Global Appeal with Local Sensitivity: Advertisers should balance global branding strategies with sensitivity towards preserving local cultural values. Ensure Accessibility: Advertisements should ensure that language choices do not inadvertently exclude certain demographics by providing clear and accessible messaging. Promote Linguistic Diversity: Efforts should be made to promote linguistic diversity by preserving local languages alongside foreign language use in advertisements. By understanding these sociolinguistic implications through theoretical frameworks like Register Theory, Halliday's Systemic Functional Linguistics, and Sociolinguistic Theory (focusing on code-switching and code-mixing), advertisers can create marketing messages that resonate authentically with diverse audiences while respecting local cultural nuances.

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