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ADVERTISEMENTS MADE BY MSME AS A PUBLIC
INFORMATION: A CRITICAL DISCOURSE ANALYSIS**Edwar Kemal^{1*}, Suhaida Omar²¹ Department of English, Universitas PGRI Sumatera Barat, Indonesia
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DOI: 10.35631/AIJBS.622023**This work is licensed under** [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)**Abstract:**

Since Indonesia join for ASEAN Economic Community (AEC) by the end of 2015, English has been playing a vital role for the economics growth. MSMEs, especially Micro Enterprises, have been supported by the government to grow and develop the economics. One of the ways for the MSMEs to do so is by promoting and selling their product and service towards code switching Advertisement. To facilitate the right and obligation between the MSMEs as the advertiser, and the customers, as the product and service users, the Indonesian Government issues an Advertisement regulation. This research aims to find out how the regulation of the advertisement is and how the MSMEs implement it on their advertisement. This research was a qualitative research using a case study design. Data of the research were collected towards document checklist. There were 10 advertisements as research data from the type of food and service business. Data were analyzed by using content analysis towards Fairclough's Critical Discourse Analysis. The research shows that from the structure of the text, it is seen that most of the Micro MSMEs on making the advertisement have followed the structure of the text of advertisement. However, related to the information of each part, it is found that there are two violations found on the advertisement such ignorance of the equivalences on the orientation (name of trademark) and on the body of the advertisement containing the product or service offered. The English used has been wrong in lexical and diction.

Keywords:

Advertisement, Code Switching, Critical Discourse Analysis, Government Regulation

Introduction

The 1945 Indonesian Constitution, Article 36C, along with supporting laws such as Law Number 20 of 2003 on the National Education System and Law Number 24 of 2009 on Flags, State Language, State Emblem, and National Anthem, highlights the Indonesian language's vital role as the nation's official language, fostering communication and national identity (Sahril, 2016). However, globalization and regional cooperation, like the ASEAN Economic Community (AEC) established in 2015, have introduced new opportunities and challenges, including economic integration and the free movement of goods, services, and skilled labor (Pasierbiak, 2018). These shifts, coupled with policies like Presidential Decree No. 69 of 2015 to boost tourism, have underscored the increasing necessity of English as a global lingua franca, enabling academic exchange, technological progress, and economic competitiveness (Santoso, 2014; Amri & Suriadi, 2022). Amid these changes, the Indonesian government has empowered its over 64 million MSMEs representing 99% of businesses to strengthen the economy (Br Tarigan et al., 2022). MSMEs are major contributors to GDP, significantly reduce unemployment by employing 119 million people (97% of the workforce), and drive investment and non-oil and gas exports (Halim, 2020). This interplay between language policy, globalization, and MSME growth demonstrates the interconnected strategies shaping Indonesia's national development.

Nowadays, the use of English in communication has become widespread across almost all provinces, influencing micro, small, and medium enterprises (MSMEs) to promote their products using varying degrees of English whether fully, partially, or minimally integrated into both printed and digital media (Kuan & Guoxiong, 2024; Rodliyah & Suryana, 2024). Initially concentrated in urban centers, this phenomenon has gradually expanded into rural areas, familiarizing people with products and services labeled with English terms. One strategy frequently employed by MSMEs is code-switching, the practice of alternating between languages within a text (Putra & Yastanti, 2018), often observed in societies that embrace linguistic diversity (Mawaddah & Mintowati, 2018). Sellers adopt code-switching in advertisements for several reasons: to accommodate diverse customer backgrounds, including foreigners (Wirahyuni, 2017); to leverage their multilingual abilities (Muin, 2011); and for persuasive purposes, as code-switching can attract attention and encourage customers to engage with the promoted products or services (Ayu Andini Sukmana & Ratu Wardarita, 2021). By incorporating code-switching, sellers enhance the appeal and effectiveness of their advertisements, making them a vital tool for reaching broader audiences and driving sales.

The code switching advertisements have been expanding well to promote and sell the products and services. However, there are some considerations or important points that must be explored. Sajib (2020) shows in his research that linguistics features used by the advertisers to promote the products confuse the customers to understand the code-switching advertisements in Bangla. Customers do not like code-switching because it will decrease their national language, and many wrong terminologies are written on the code-switching information. Next, a study from Banatao & Malenab-Temporal (2018) finds the Philippine code-switching advertisement. It is also found that the advertisers do not consider the vocabulary used in the code-switching advertisements. Then, Mainake (2021) shows the research finding that the English used in the advertisements could give a positive image and increase the price of products. Shoukat (2019) states that the linguistics features used by the advertisers could manipulate the customers to buy or use the products. Adha et al. (2022) shows that MSMEs need to pay attention to the characteristics of the language used in marketing their culinary products on Instagram social media to attract public attention of what they are trading. It shows that Instagram as code

switching advertisement must pay attention to the language used or written for the public information. At last, Andriani & Putri (2021) shows that the English used in promoting fashion is not correct and does not follow the correct word order and grammar. The research shows that the linguistics features of the code-switching advertisement have some mistakes on diction, word order and grammar.

Advertisements serve as a crucial communication tool between MSMEs and customers, designed to be engaging and appealing to capture attention, promote products and services, and build strong brand identities (Chowdhury et al., 2024). Ayu Firnanda & Krisnawati, (2023) explained that customers rely on the clarity and attractiveness of advertisements to make informed purchasing decisions, creating mutual rights and responsibilities between businesses and their audience. However, with the growing prevalence of code-switching advertisements blending Indonesian and English where many MSMEs, particularly micro-enterprises, struggle to comply with government regulations aimed at ensuring fairness and accountability. Despite these challenges, the rapid growth of micro-enterprises in sectors like food, retail, and handicrafts, especially post-COVID-19, highlights their innovative efforts to adapt and thrive using both offline and online platforms. Therefore, the research question was that “how does the government regulate code switching advertisement made by MSME as a public information?”. The research significance is that by identifying regulatory violations and offering insights, the study seeks to guide both policymakers and MSMEs in fostering ethical, effective advertising practices.

Literature Review

Code-Switching

Code-switching is a part of a study in sociolinguistics, which is derived from code and switching. Generally, code is a sign describing the meaning of the language system in public, while switching is changing the position from one language to another language. So, code-switching means changing the position of language on a language system which is intended for the public or society. Code-switching is one aspect of language dependence in bilingual or multilingual society which is a changing or alteration of retrieving correct words, frequency of language use, and grammatical features from one language to the other language with a certain reason. (Putra & Yastanti, 2018). It appears because of the frequency of using the language to express ideas, and it will help the community to decode the messages easily in the context (Sajib, 2020, Suek, 2017).

Code-Switching Regulation by Government

In Indonesia, the government has addressed the phenomenon of code-switching advertisements through regulations like Presidential Regulation Number 63 of 2019, which governs the use of Indonesian and foreign languages in business and trade. Articles 35 and 36 specify that MSMEs are required to use the Indonesian language in advertisements while permitting the inclusion of English under certain conditions. Similarly, West Sumatra Province has implemented consumer protection regulations, outlined in the Governor's Instruction of 2018, emphasizing the importance of accurate and clear information for customer safety and rights. Articles 4 and 5 mandate the customers with proper guidance where traders are required to use the Indonesian language for product and service information as stated in Article 15. However, Article 27 allows the use of original foreign words in advertisements when no suitable Indonesian equivalent exists, offering flexibility in linguistic choices for traders.

From the two regulations above, it is clearly seen that the Indonesian Government as well as the local Government have the same agreement about the use of Indonesian Language and Foreign language for the advertisement as public information. It means that on the business section especially on the advertisement, the Indonesian Government requires the Indonesian language as the advertisement language but on the same time, the use of foreign language is also allowed by considering some conditions.

Research Method

This research used qualitative research design. Qualitative research uses descriptive data in the form of written or spoken language from observable people and actors. It is used to explain and analyse individual or group phenomena, events, social dynamics, attitudes, beliefs, and perceptions. Lazarsfeld as a father of the qualitative research, had already proposed some findings or points about qualitative research where qualitative research can be conducted from interview, group discussion, and expert practitioners. He also emphasized how vital the roles of interpretation by using context (Bailey, 2014). Jeřábek, (2022) also support the information that conducting a research by using interview method, it will refer to the individuals. Data could be collected from countries or town, companies or even products. Meanwhile, Tumen et al., (2021) also agreed that the qualitative study focuses on how individuals perceive and give meaning to different social behaviors in order to explore people's social observations. At last, Dunwoodie et al., (2023) also added that qualitative research are often regarded as more valuable for practitioners compared to quantitative research because they offer a deeper understanding of the phenomenon being studied and provide richer, more practical insights.

Then, the researcher also implied descriptive case study where it means that it describing about individual or group case within the field of social work to analyse about the variables, structure, forms, and orders of interaction between the participants in the situation or to find out the work performance or progress. It was introduced by Frederic Le Play into social sciences in 1829 as a handmaiden to statistics in his studies of family budgets (Pateliya et al., 2013). It is used when a researcher analyses and describes about individual or a group of people activities, special needs, life situation/life history highlighting a developmental factor on a particular time and place (Starman, 2013).

It is also stated by Stake (1978) that case study is not only about person or enterprise but it can be an institution, a program, a responsibility, a collection or population which become the target of the investigator/ researcher to determine the content of the study. He also stated that case study is the study of the particularity and complexity of a single case, coming to understand its activity within important circumstances (Sclafani, 2017). Based on the information above, it shows that the case study is a research method analysed a single case on a particular group or institution activity with a particular time, place and context by considering the target of the researcher for his research content. For this research, it discusses about the government regulation i.e. Governor of West Sumatera Province Regulation, on code advertisement made by Micro Enterprises of West Sumatera MSMEs. This research is started from January 2023 to June 2023.

To gather the data, the researcher will use document checklist. Document checklist contains of information about subject and aspects of a document that are considered important for the research which are included in the checklist so that the researcher will give a check sign for the aspects observed (Aini et al., 2018). Bowen (2009) informed that documents contain text (words) and images that have been recorded without a researcher's intervention. It is included

advertisements, background papers, books, brochures, diaries and journals, letters and memoranda, maps and charts, organizational documents, press releases; program proposals, application forms, and summaries; radio and television program scripts; organizational or institutional reports; survey data; and various public records where it can be found on libraries, newspaper archives, historical society offices, and organizational or institutional files. The checklist used on the research are the linguistics features and The documents of this research are the code switching advertisement called banner and billboard made by West Sumatera micro Enterprises of MSMEs and it is supported by the document from the local Government explaining about the advertisement regulation. The code switching advertisements consisted of advertisements from the type business such as retail, service, food and drink, and fashion and apparel. The check will be conducted based on the linguistics features and also text structure of the advertisement made by Micro Enterprises on their code switching advertisement.

For the data analysis, this research used content analysis. Content analysis is a method used by the researcher to understand or analyse about the content of messages in the form of texts, images, symbols, or audio data. It is to find out the textual meaning of the message (Gheyle & Jacobs, 2017). In addition, Shava et al. (2021) stated that qualitative content analysis is an approach of empirical, methodological controlled analysis of texts within their context of communication, following content analytic rules and step by step model, without rush quantification. It also means a method to classify written or oral materials into identified categories of similar meanings and these categories represent either explicit or inferred communication. Then, the analysis will be added by the Fairclough theory about Critical Discourse Analysis (CDA), especially on sociocultural practice. Sociocultural practice means that an analysis of the context that underlies the emergence of a discourse. Context here refers to the Micro Enterprises of West Sumatera MSMEs making the code switching advertisement and Local Government i.e. Department of Cooperative, MSME and Industry of West Sumatera Province towards Governor Instruction of West Sumatera Province issuing the regulation of advertisement.

The advertisement is divided into 3 structures such as orientation, body and justification. Orientation contains the title, which is usually located at the top or in the beginning of the text where it is the title of the product or service and it can be the name of the product and service. Body consists of the name of product or service being served. At last, justification contains a description of the product, including advantages, specifications, how to get the product, sales location, and so on. It is to provide information related to the main points regarding the product and product so that it can attract customers.

In relation to the advertisement regulation issued by the Indonesian Government and Local Government about the use of Indonesian Language and Foreign Language, here are the following regulations:

1. Name of the business enterprises whether in the form of a word or a combination of words owned by Indonesian citizens or Indonesian legal entity.
2. Name of business enterprises containing historical, cultural, customs, and/or religion, name of business institution can use the Regional Language or Foreign language.
3. Information about the product must use Indonesian Language such as name of the product/service, specification, material and composition, procedures, advantages, side effect, size, weight, date of production, expired date, name and address of the business enterprise. The information could be completed by the foreign language if necessary.

4. Written information and pictures in the foreign language can be used as the equivalences of the information.

Research Findings

Although the Indonesian Government and Local government, i.e. West Sumatera Province, have already issued the advertisement regulation to be implemented by MSMEs for promoting and selling the product and services, there are some of the advertisements; especially code switching advertisement must be analyzed based on the advertisement regulation because beside having mistaken of linguistics features where it becomes the main information for customers to buy and use the product and services and the violations of the regulation on advertisements itself.



Figure 1: A Car Service Code Switching Advertisement

The above figure is one of the Micro Enterprises advertisement running the business on the type of car service. The advertisement is included into banner. From the advertisement, it can be seen that, there are some problems found on the advertisement. In the part of orientation containing about name of the business, the advertiser has already violated the regulation. It is seen by the use of word “service”. Actually, in Indonesian language the word of “service” has the equivalence called “servis”. However, on the advertisement, the advertiser must use the word of “servis” because the word is not even related to historical, cultural, customs, and/or religion terms. Then, in the part of body, the advertiser also uses word “builjoin”. This word is wrong for the English. The correct spelling is “ball joint”. Actually, there is the equivalence for the word called “engsel peluru”. On the text, the advertiser also uses English rather than the Indonesian language for the word. The advertisement has already had the justification and it is written in Indonesian language. So, it can be concluded from this datum where there are two violations of the advertisement regulation such as name of the business or trademark in the orientation part and the service offered in the body of the advertisement.



Figure 2: A Massage Code Switching Advertisement

The advertisement is a Micro Enterprises advertisement running business on the type of massage service. It belongs to a banner. From the part of structure of the text, it is seen that there is a violation of advertisement regulation, which is in the part of orientation. Here, the advertiser uses English for the name of business or trademark to promote the service. Actually, the word “massage” is incorrect for English because there is no such word for the English. The correct word is clearly “massage”. However, the word massage is still not appropriate for the advertisement, if it is related to the name. The appropriate one is “Masseuse” because from the advertisement, the advertiser refers to the job or expertise of Nofri. Nofri is a female. So the correct name for the trademark or business name is *Nofri Masseuse*. The word “Masseuse” means a female who works for massage service. Meanwhile, for a male, the English word is “Masseur”. Then, in the part of body, the advertiser has already used Indonesian language to describe the product offered and at last for the justification, the advertiser also uses Indonesian language. Finally, it is concluded that this code switching advertisement has already violated the structure text of advertisement in the part of orientation where it has the equivalence in Indonesian Language “Tukang Pijit”. Based on the advertisement regulation, it must use Indonesian because it is not related to historical, cultural, customs, and/or religion terms.



Figure 3: A Tailor Code Switching Advertisement

The advertisement belongs to a banner. This type of Micro Enterprises advertisement runs the business on the type of service. It is shown that there is an English word used on the advertisement, i.e. “brismeid”. From the part of the text structure, especially in the orientation, it is seen that the advertisers has already used Indonesian language for the trademark. Here, for

the part of the justification, it is seen that advertiser only writes down the phone number or Whatsapp Number for the contact of person. Actually, on the justification, there should be a clear name and address. As stated earlier that, there is a problem happening on the body part, which is in the name of product or service offered, i.e. "brismeid". Actually, the word of "brismeid" does not exist in the English. The correct one is "bridesmaid". "Bridesmaid" means a woman or a girl who helps and accompanies a bride on her wedding day. For this advertisement, the tailor offer a service for making a "bridesmaid" dress. Actually, there is the equivalence of the word "bridesmaid" in Indonesian language called "penggiring pengantin". Instead of using "Penggiring Pengantin" word, the advertiser even uses the English-like word. It can be concluded that there is a violation of the advertisement regulation on the part of body the code switching advertisement. In addition, the word used for the service offered is also wrong.



Figure 4: An Art Performance Code Switching Advertisement

It is one of the Micro Enterprises code switching advertisements running the business into an art performance service. The advertisement is included into a billboard. There is a problem found on the advertisement i.e. "emsi". In the part of orientation, it can be seen that the advertisement used the local language. It is in line with the advertisement regulation inform that for the word containing the historical, cultural, customs, and/or religion terms, the advertiser could use the local language instead of Indonesian language. The word "Minang Sakato" comes from Minangkabau Culture. Meanwhile, in the body of the advertisement text, it is seen one mistake in the service offered, called 'emsi'. The word "emsi" does not exist in Indonesian Language as well as English. Actually, the advertiser should use "MC (Master of Ceremony)" for the English or "Pewara/ Pembawa Acara" in Indonesian Language. So, it means that the word used on the advertisement is not equivalent to English and Indonesian language. At last, in the part of justification, the advertisement only puts the phone number as the contact person. It included that the advertiser of the art performance service does not use the correct word wheteher Indonesian language or English to promote the product or service offered.



Figure 5: A Pet Code Switching Advertisement

The above figure is one of the Micro Enterprises advertisements running the business on the type of pet service. The advertisement is included into banner. From the advertisement, there is a problem found on the advertisement, i.e. the word “acesoris”. In the part of orientation, the advertisement used English for the trademark or name of the business. If it is related to historical, cultural, customs, and/or religion terms, the advertiser should use Indonesian Language for the name of business because it has the equivalence in Indonesian language. Pet shop has the equivalent in Indonesian Language called “Toko Hewan Peliharaan”. However, the advertiser even uses English for the name of the trademark although there is an equivalent for the word. Here, the advertiser clearly violates the advertisement regulation in orientation part. In the part of body, the advertiser uses the English words “grooming” and acesoris. “Grooming” means that Cat treatment such as bathing, fur combing fur, nail cutting, cleaning ears and giving medicine. Actually, in Indonesian language, there is an equivalent to the “grooming” word called “perawatan”. Then, for another word called “acesoris”, if it refers to English this word is wrong for spelling. The correct spelling is accessories. So there is no “acesoris” in English. In addition, the word of accessories, it has the equivalent to Indonesian Language, i.e. “aksesoris”. Then, advertiser should write “perawatan” for “grooming” and aksesoris for “acesoris” because both of these words have no relation to the historical, cultural, customs, and/or religion terms. Next, for the part of justification, the advertiser has already used the Indonesian language for address. It can be concluded that there are two words having problem in the advertisement violating advertisement regulation in the part of orientation and body.



Figure 6: A Makeup Code Switching Advertisement

The advertisement above is one of the Micro Enterprises advertisements running the business on the type of Makeup service. The advertisement is included into banner. from the structure of the text, it can be seen that the code switching advertisement has no orientation. There is no such name of business name or trademark. The advertisement goes directly to promote the service. Then, in the part of the body, there are two English words used called “preweddd” and “makeup”. For the word of “preweddd”, this word is not correct in English. The correct one is prewedding or prewed. Perhaps, the advertiser means the word “prewed” instead of preweddd. However, this word has the equivalent to Indonesian language, i.e.”pra-pernikahan”. In addition, for the word, make up, it has been correct for the English. However, this word has an equivalent to Indonesian language, i.e.”tata rias wajah”. So that, both of these words, based on the advertisement regulation, should use Indonesian language because the words have no relation into historical, cultural, customs, and/or religion terms. At last, in the part of justification, the advertisement use English word “contact” for the further information. The word of “contact”, which stands on by own, gives unclear information. It is better to be written “Contact Person” because the advertiser informs how to contact her through her social media and phone number. Actually, the word can be replaced into Indonesian language becomes “narahubung” in Indonesian language. So it can be concluded that from the part of orientation, the advertiser does not provide the trademark or business name; for the part of body, the advertiser violates the regulation by using incorrect English and it also happens in justification where the advertiser uses the inappropriate word. Actually, the English words in the body and justification have the equivalent to Indonesian language, but the advertiser prefers to using inappropriate English words.

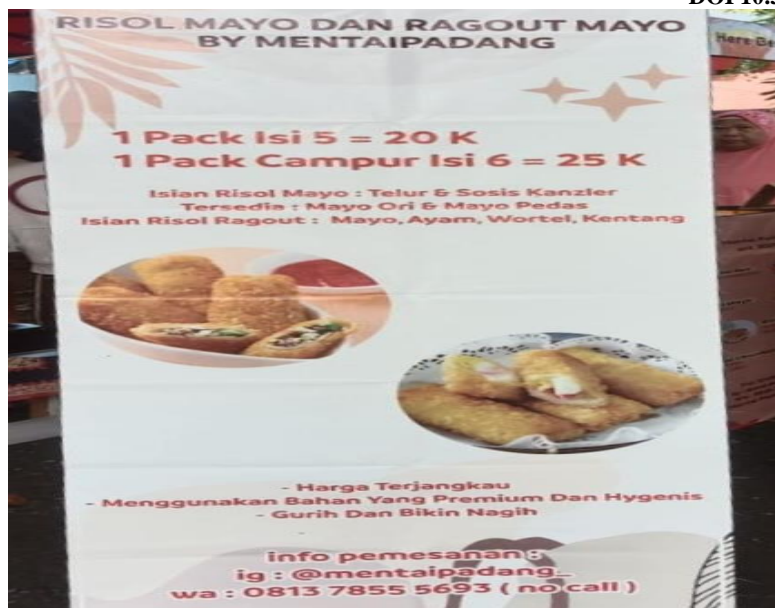


Figure 7: A Food Code Switching Advertisement

Based on the advertisement above, it can be seen that this is one of the Micro Enterprises advertisement running the business into a food business. The advertisement is included into banner. In the part of orientation, it can be seen that, the advertiser uses the English word “by” it is to inform to customer who makes the product. Actually, this word has the equivalent to the Indonesian language called “oleh”, but the advertiser use English than Indonesian language. Then, in the body of the advertisement, there are two English words, called “pack” and “hygenis”. Actually, the words both this words have the equivalent to the Indonesian language, i.e “pak” and “higienis”. The word of “hygenis” is incorrect for English. The correct one is “hygienic”. It is clearly seen that the advertiser use English words for the advertisements although the words have no relation to historical, cultural, customs, and/or religion terms. Then, in the part of justification, the advertiser has already used the Indonesian language to give the information. So, it is concluded that there are two violations happened on the advertisement, i.e in the part of orientation and body”.



Figure 8: A Car Code Switching Advertisement

The advertisement above is one of the Micro Enterprises Advertisement running the business into a car service. This type of this advertisement belongs to billboard. From the part of the orientation, this advertisement has already used Indonesian language for trademark or business name. Then, in this part, the advertiser also includes the address for the customer information. The advertiser does not have a specific justification part. For the part of body, there are some of English words used for production information, such as “P. Window”, “Cutting Stiker”, and “Box Speker”. Actually, these three words are borrowing words. In simple, those words are used because it has no equivalent in Indonesian Language. Although, they are allowed to use, because there is no equivalent, the advertiser could give wrong information because of the inaccurate written-English words. Such word “P Window” could confuse the customers because not all of the people understand about it. It is better for the advertiser writes down “Power Window” instead of P Window. Next word is like “Cutting Stiker”. For the English word, the word is wrong lexically. The correct one is “cutting sticker”. At last, the word “box speker” is also incorrect for English. The correct one is “box speaker” or “speaker box”. So, although the advertiser has already used English for the service offered, but the words used for information are wrong lexically. The wrong spelling could give misinterpretation or confuse the customers. It is concluded that if the advertisers use the foreign language for product or service offered, he or she must give correct information for the customers because the right and obligation of the MSMEs and customers are defined by the advertisement regulation.



Figure 9: A Laundry Code Switching Advertisement

The picture above is one of the Micro Enterprises advertisements running the business on the type of laundry service. The advertisement is included into banner. From the part of the orientation, it is seen that the business name or trademark use English word. The word is “green laundry padang”. Actually, the English word “laundry” has the equivalent to Indonesian language, i.e. “penatu”. However, the advertiser prefers to using the English word “laundry” than “penatu”. Then, in the part of body, there is a word “bad cover”. This word is wrong for the English word. The correct one is “bed cover”. Then, this word also has the equivalent to the Indonesian language, i.e. “selimut”. Based on the advertisement regulation, the advertiser must use Indonesian Language words because those words have no relation to the historical, cultural, customs, and/or religion terms. This advertisement does not have a justification part of the advertisement. It is included that there are two violations happened on this advertisement, i.e. in the part of orientation and body of the advertisement.



Figure 10: A Watch Code Switching Advertisement

The picture above is one of the Micro Enterprises advertisements running the business into a watch service. The advertisement is included into banner. In the part of orientation, the advertisement has already used Indonesian language for trademark or business name. However, in the part of body, the advertiser uses English to offer the service. The words are “service” and “spare part”. Actually, both of these words have the equivalent to the Indonesian Language. For the “service”, the Indonesian Language is “servis” and “spare part” is “suku cadang”. These words must be written in Indonesian language based on the advertisement regulation because it has no relation to historical, cultural, customs, and/or religion terms. In the part of justification, the advertiser uses Indonesian language for informing the address. It is concluded that this advertisement violates the advertisement regulation on the part of body.

Discussions

Conducting a research on how the Government regulates the MSMEs for the advertisement and even code switching advertisement is very valuable and give significant effects not only for the government issuing the regulation and the MSMEs implement the regulation for their advertisement. Based on the research above, there is some important information that need to state on. First, the regulation of the advertisement has been implemented by MSMEs to promote and sell their product and service for the customers. From the data above, it can be seen that some of the advertisements have already had the structure of the text such as orientation, body and justification written in Indonesian language. However, it is also necessary to inform that there problems found on the advertisement when the MSMEs use the English on the advertisement. The problems are lexical problems, inappropriate diction, and wrong spelling. Those mistakes could confuse the customers to understand about the product or service offered by the MSMEs. Sajib (2020), Banatao & Malenab-Temporal (2018), Mainake (2021), Shoukat (2019) and Adha et al. (2022) Andriani & Putri (2021) have already stated MSMEs must consider the English information on the code switching advertisements because it makes the customers confused, manipulated, and misinterpreted about what they already written on their code switching advertisement.

Second, actually, the words that they write in English for the advertisement have the equivalences in Indonesian language, but instead of using the Indonesian language words, the MSMEs likely prefers to using English on the advertisement. Right now, the use of English on product and service promotion has spread widely in many media of information (Engliana, 2015). It is very essential to explain that because the words that they use have many mistakes in English, but they keep using it to promote and sell the product and service for the customers. In addition, the MSMEs try to develop the ways of promoting the product and service towards bilingualism web (Siregar, 2022). It means that the use of English for product and service information will be broader and the Indonesian language use will decrease. Consequently, the MSMEs will not prefer the equivalent anymore in Indonesian language but they will use English more on the product and service advertisement. The result is that the knowledge of equivalences in English and Indonesian language must be improved for the MSMEs to avoid language mistakes on the advertisement.

Third, based on the analysis, it is also found that although the advertiser used borrowing words from English into the advertisement. Borrowing words are the words taken from other language to be used in a language. Here, the English words are used completely to promote and sell the product and service on the advertisement. Yet, the MSMEs do not write it correctly in English. The words must be correct in order to make the customers understand about the product and service information on the advertisement. Some of researches results about borrowing words where many of the users or the advertisers have mistaken on using it (Avivi & Mursyida 2020; Muziatun et al., 2021). Fourth, Then, there is also a word that does not exist in Indonesian Language as well as English. By having unclear words, the customers will not use the product and service because they do not know what information is being informed to them. Next, some of the advertisements also do not have a proper structure of an advertisement. An advertisement is made to give clear information for the customers. Finally, a guideline or training should be implemented for the MSMEs to make an advertisement, even a code switching advertisement (Surani Dewi, 2020; Agustiani et al., 2022).

Research Limit and Further Research

This research has a limitation to analyze the regulation made by the Indonesian Government about advertisement and how the West Sumatera Micro enterprises implement the regulation on their product and service advertisement. There are some suggestion rising for the further research such as how the MSMEs do code switching on their advertisement, and why MSMEs prefers using English than Indonesian language to promote the product and service.

Conclusion

Since Indonesia has already joined for ASEAN Economic Community by the end of 2015, English has been playing a vital role in every part, especially in the economic development. MSMEs, as one of the important actors to grow and increase the economic growth, have been supported by the government to make the Indonesian become established in the part of the economics. One of the efforts used by the MSMEs to increase the economic condition is by promoting send selling the product and services towards the advertisement. On the advertisement, the MSMEs try to use English on product or service information. Then, in order to facilitate the right and obligation between the MSMEs, as the advertisers, and the customers, as the users, the Government has already issued the advertisement regulation, so that each part will understand and be responsible about right and obligation. However, based on the implementation, it is found that although the advertisements follow the structure of the text such

orientation, body and justification but the contents of each part must be evaluated. There are some violations appear such the ignorance of equivalences and the use of wrong words or diction to promote and sell product and service for the customers.

Finally, MSMEs could significantly benefit from receiving targeted guidelines or training on creating effective advertisements, including those that incorporate code-switching. This type of training would equip business owners with the knowledge and skills to craft compelling marketing messages that resonate with diverse audiences, particularly in multilingual markets. By learning how to strategically integrate code-switching alternating between languages within a single advertisement, MSMEs can tap into the cultural and emotional connections of their target customers. Such an approach not only broadens their reach but also enhances customer engagement, fostering a sense of familiarity and inclusivity. A well-structured training program would provide practical tools and examples, enabling MSMEs to leverage code-switching effectively while maintaining professionalism and relevance in their advertising campaigns.

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