

## INTISARI

Imbauan pencegahan Covid-19 disosialisasikan setelah kemunculan pandemi Covid-19 di dunia. Di Indonesia imbauan pencegahan Covid-19 menggunakan bahasa daerah, bahasa Indonesia, dan bahasa Inggris. Penggunaan bahasa daerah pada imbauan pencegahan Covid-19 dapat membantu dan mempermudah pemerintah dalam mensosialisasikan upaya-upaya pencegahan Covid-19 di Indonesia. Penelitian ini akan mengkaji bahasa Jawa dalam imbauan pencegahan Covid-19 di Indonesia dengan menggunakan aspek kajian sosiolinguistik alih kode dan campur kode. Hasil penelitian yang diperoleh berupa alih kode bahasa Indonesia ke bahasa Jawa, kode bahasa Inggris dan kode bahasa Indonesia ke bahasa Jawa, serta campur kode bahasa Indonesia dan bahasa Inggris dalam bahasa Jawa. Alih kode dan campur kode dalam imbauan pencegahan Covid-19 disebabkan oleh beberapa faktor yakni kemampuan berbahasa penutur, menarik pembaca, menegaskan topik, memperingatkan masyarakat, dan kekhaskan suatu bahasa.

**Kata kunci: imbauan, Covid-19, alih kode, campur kode**

## **ABSTRACT**

The appeals for the prevention of Covid-19 were socialized after the appearance Covid-19 in the world. In Indonesia, the appeals for the prevention of Covid-19 use regional languages, Indonesian, and English. The use of regional languages in appeals for the prevention of Covid-19 can help the government in socializing efforts to prevent Covid-19 in Indonesia. This research will analyze the Javanese language in appeals for the prevention of Covid-19 in Indonesia using aspects of the sociolinguistic study of code-switching and code-mixing. The research results in obtained as code-switching from Indonesian to Javanese, code-switching from Indonesian and English to Javanese, along with code-mixing Indonesian and English in Javanese. Code-switching and code mixing in the appeals to prevent Covid-19 are caused by several factors that are speaker's language ability, attract the readers, confirming the topic, warning the public, and peculiarities of a language.

**Keyword: appeal, Covid-19, code-switching, code-mixing**

## PATHISARI

*Imbauan* kangge nyegah Covid-19 dipunsosialisasekaken wiwit kadadosan pandemi Covid-19 ing dunya. Wonten ing Indonesia *imbauan* kangge nyegah Covid-19 migunakaken basa dhaerah, basa Indonesia, kaliyan basa Inggris. Basa dhaerah dipunagem wonten ing *imbauan* supados saged mbiyantu pamarentah anggenipun ndamel pariwisata kangge masarakat babagan srananipun kangge nyegah Covid-19 wonten ing Indonesia. Panaliten punika badhe kawruh basa Jawi wonten ing *imbauan* kangge nyegah Covid-19 wonten ing Indonesia kanthi migunakaken *aspek kajian sociolinguistik* alih kode kaliyan campur kode. Asilipun panaliten punika ngandharaken bilih wonten alih kode basa Indonesia ing basa Jawi, alih kode basa Inggris kaliyan basa Indonesia ing basa Jawi, sarta campur kode basa Indonesia kaliyan basa Inggris wonten ing basa Jawi. Alih kode lan ugi campur kode wonten ing *imbauan* kangge nyegah Covid-19 dipunjalari dening sabab-musababipun inggih punika olahing basa dening panutur, kagem narik pamaos, negesaken bab ingkang dipunrembag, piweling kagem para warga, lan ugi kekhasan basa.

**Wosing tembung: imbauan, Covid-19, alih kode, campur kode**