

ERROR ANALYSIS OF MISPELLED WORDS IN OUTDOOR COMMERCIAL ADVERTISING IN MALIOBORO YOGYAKARTA

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A B S T R A C T

Advertising is the media with the ability to transmit any message. The incorrect use of English obscures their message and prevents readers from perceiving it. This study examines the mistake levels of words in adverts from Carl James (1998). The research was carried out in Malioboro, Yogyakarta. This study used a descriptive qualitative method. This study was conducted by collecting outdoor commercial advertisements. The nine adverts were examined and divided into four categories of errors. The study found that dyslexic and typographic errors were the two most common types of error levels in outdoor commercial advertisements. The Indonesian language is the leading cause of misspelled words. copywriters should understand the English grammar and vocabulary before they create the message on the board in English to avoid misspellings that may cause readers to misunderstand the intended messages.

INTRODUCTION

Writing is essential for communication in several contexts, including academic and corporate settings. Academic and business writing are not the same thing. Academic and corporate writing have distinct writing styles. Academic writing typically employs a formal third-person perspective and passive voice, but business writing is more direct and uses an active voice. In academic settings, students write to demonstrate their knowledge, whereas business writers write to achieve goals. In business, people write to communicate knowledge, solve problems, and provide solutions. In the business environment, people write to communicate knowledge, solve problems, and provide solutions.

According to Alfonsius (2021), A business is defined as an organization or enterprising entity engaged in commercial, industrial, or professional activities. Businesses can be for-profit entities or they can be non-profit organizations that operate to fulfill a charitable mission or further a social cause. Amirullah and Imam Hardjanto (2005) define business as an activity where individuals or groups generate commodities

and services to meet community needs and benefit from transactions. Business is a profit-making activity that involves creating, selling, and purchasing goods and services. Advertising is necessary to promote products and services. Advertising is necessary to promote products and services. Outdoor advertising, including posters, billboards, stickers, and digital screens, is an example of commercialization in public spaces. People often develop advertising to increase their income.

Because English is an international language, Indonesians use English in their advertisements to attract and make people (buyers) curious about the products to be sold. An example is the traditional Indonesian food. This very popular food in Indonesia, more precisely in Yogyakarta, is served with rice and young jackfruit cooked with coconut milk as its main characteristic and ingredient, then served with eggs and chicken meat. When copywriters only write Gudek in their ads, Indonesians will understand what kind of food it is, but when copywriters try to imitate English to make ads about Gudek such as young jackfruit cooked in coconut milk served with eggs and chicken meat, Indonesians will wonder what kind of food it is. Indonesians will wonder what kind of food that, because of that curiosity, then they will buy it. Therefore important to research language in outdoor advertisements.

The public space that will be discussed in this study refers to Malioboro. Malioboro is one of the tourist destinations in the city of Yogyakarta where Malioboro is also the heart of the city of Yogyakarta which is crowded with local dan international tourists. Malioboro Street stretches from the Yogyakarta monument to the Yogyakarta post office intersection. From daytime to nighttime, Malioboro transforms into a shopping paradise for tourists looking for food, souvenirs, and handicrafts. More than a thousand street vendors peddle their wares in shop fronts. The understanding of outdoor advertisements is important. Therefore, language is fundamental for the international tourists who visit Malioboro. The advertisement problems found on Malioboro Street are related to language advertisement errors. So far, some previous researches discuss error analysis of misspelled words.

According to Harmer (2002), the writing process involves several aspects, including language use (grammar, vocabulary, linkers), punctuation, layout, and spelling. Writing requires proper diction and spelling, making it not as simple as it appears. Mistakes in writing, including grammatical errors and incorrect word spelling, can occur.

According to Norrish (1987), error is a misinformed judgment or belief regarding facts or a poor interpretation of the law. Davis and Pearse (2002) argue that errors are a normal part of language learning and do not indicate failure. In conclusion, an error is something inappropriate. Errors are typical in learning a language. An error is something incorrect.

Furthermore, five previous studies also examined similar areas with this current study. The first Jamlongpeng (2011) conducted an error analysis of misspelled words made by students at Satriawittaya School. The researcher aims to identify the most prevalent spelling errors among this set of subjects. The study uses a descriptive, qualitative method. The second Khotimah (2017) study examines language faults in advertisements. This study employs a descriptive qualitative analysis approach. Her

study focuses on outdoor advertising in Jakarta and adjacent areas. She grouped errors into three levels: lexical (LL), morphological (ML), and syntactic (SL). The third Masda Surti Simatupang and Yusniaty Galingling (2012) conducted a study on English ad errors and job trends in Jakarta. The study's technique was descriptive qualitative. This study analyzes grammatical faults in Kompas newspaper job advertisements written in English. The fourth study, conducted by Fuji Alamsari and Iim Rogayah Danasaputra (2018), examined misspelled terms in Bandung city. This study evaluated outdoor advertisements with grammatical errors. The methodology was descriptive research. The last Bonifasia Ekta Fima Natalia conducted a study on grammatical errors in business students' writing in 2020. This study examines grammatical errors and their causes among second-semester Management Department students at STIE SBI. The research is classified as a descriptive study.

This study was taken in Malioboro and discusses misspelled words in outdoor commercial advertising. Many writing errors were found in advertisements at the Bringharjo market on Malioboro Street, Yogyakarta. different from previous studies which discussed an error analysis of misspelled words made by students at Satriwittaya School and misspelled terms in Bandung city. Not many researchers have conducted research on misspelled words in outdoor commercial advertising in Yogyakarta. The errors that researchers found that occurred in advertising were writing errors such as Typography, Dyslexic, and Text errors.

This research examines misspelled words in outdoor commercial advertisements in Malioboro, Yogyakarta, including the English words advertised. The 10 misspelled words found in outdoor advertisements in this study have an important impact on foreign visitors or tourists in interpreting the meaning of advertisements made by local sellers. In addition, the research location which is very famous for being visited by local and international tourists is also one of the important considerations for researchers in choosing a research place that is different from previous studies.

The results of this research can be useful as additional information or further knowledge for further research with the same case and the same theory in different places. Apart from that, it is also hoped that this research can encourage readers to find out more about misspelled words in outdoor advertising. If this research is not carried out there will be misinterpretations, confusion, and miscommunication in understanding the meaning due to spelling errors in outdoor advertising. Therefore, this research is important to research.

LITERATURE REVIEW

Outdoor advertising

Outdoor advertising is a form of media that promotes products, goods, or services. It is now a common part of people's daily life. According to Susanti (2016), outdoor advertising refers to large-scale media installations in public locations, including roadways, buildings, and fences. According to Santosa (quoted by Susanti, 2008), outdoor advertising refers to advertisements that reach customers outside their homes or offices. Outdoor advertising can influence consumers in public locations, such as on their way to a destination, in waiting rooms, or during transactions.

Outdoor advertising can take various forms, including billboards, banners, neon boxes, and shop signs (Sigit, 2009:168). Billboards are a popular kind of outdoor advertising due to their size and ease of readability. Billboards are large and placed outside rooms. Banners, which are stretched fabrics with text, colors, and images, are typically found along road margins. Banners are increasingly popular due to their ease of production and low cost. Neon boxes are typically square in design and are lighted by neon lights mounted inside the box. Neon boxes can effectively promote certain products and services. Shop signs can be designed to reflect the company's identity. Typically, it's positioned near the shop's location to provide customers with an indication of what they provide.

Error Analysis

Errors occur when a student does not understand or wrongly interprets information. According to Norrish (1987), error is a misdirected judgment or wrong belief about facts, as well as a faulty interpretation of law. In conclusion, an error is something that is inappropriate.

Error analysis identifies errors in writing and speaking. According to James (1998), error analysis involves identifying the origins and consequences of failed language.

Levels of error

James (1998) divides errors into three levels. They are:

a) Substance Error

Learners use the graphological or phonological substance system to pronounce and spell words. Substance error levels have two sub-categories: misspelling, mispronunciation, text error, and discourse error. Misspelling is a production error at the subsistence level. Aside from misspellings, there are additional types of substance errors that include writing, they are referred to as mechanical errors. There are four types: dyslexic, confusibles, typographic errors, and punctuation errors. As we can see, that mispronunciations can trigger misspellings.

➤ Dyslexic

Dyslexia is a neurological condition that affects students' vision and hearing, leading to difficulties with reading and writing. Dyslexia affects not only cognitive and analytical capabilities but also sensory qualities like taste. Experts discovered that this impairment is caused by unstable brain chemistry states, which can potentially be passed from parents. Nonetheless, the characteristics of people with dyslexia are not readily apparent.

Some examples of lexical errors are: *<paje> for <page> which is an error in choosing two letters that can represent the same sound [dj] in English, and *<vwo> for <vwo> for example of a sequence error. Dyslexia also produces errors that are not included in spelling errors. One of them is *<bed> for <deb> and *<adowt> for <about> which involves reversing the letter to <d> or what is known as strephosymbolia.

➤ Confusable

According to James (2013:133), confusion can occur because of the presence of morphemes that sound similar. However, there are situations where two lexically different words have the same homophone in accent, such as *<course> for <coarse> as

in course*/coarse in the fishing season, *<chords> for <cord> as in vowel chords */cords. This error does not fall under lexical confusion because the speaker knows the two in each case, but fails to distinguish the spelling of the words.

➤ Typographic errors

Typography, or typesetting, involves selecting and arranging letters to produce a comfortable reading experience. Typography has progressed from manual generation to computerized processes. The computerization process enhances typography by providing several font options for faster and easier use. Writers frequently make typographical errors, including spatial errors (James: 2013,132). These errors might be horizontal, vertical, or diagonal, depending on the position of associated characters.

➤ Punctuation errors

Punctuation marks are symbols that are unrelated to a language's phonemes but serve to indicate the structure and organization of a piece of text, as well as intonation and pauses that can be detected when reading. Punctuation is required so that the meaning to be transmitted matches the meaning perceived by others. Periods, commas, semicolons, colons, hyphens, dashes, ellipsis marks, question marks, exclamation points, brackets, square brackets, quote marks, single quotation marks, repeat marks, slashes, and apostrophes are examples of punctuation marks (James, 2013, 131).

b) Text error

Learners use the target language's lexico-grammatical system to process and produce text. Text errors are caused by a lack of understanding and implementation of the language's 'lexico-grammatical' norms, including how they are employed to generate texture. According to Widdowson (1995), text can take various forms, including letters, sounds, words, phrases, and sentence combinations.

➤ Letters

A symbol usually written or printed representing a speech sound constituting a unit of an alphabet. Letters are also, a direct or personal written or printed messages addressed to a person or organization.

➤ Sounds

A particular auditory impression: tone. The sensation is perceived by the sense of hearing. Mechanical radiant energy that is transmitted by longitudinal pressure waves in a material medium (such as air) and is the objective cause of hearing.

➤ Words

A speech sound or a combination of sounds, or its representation on writing, that symbolizes and communicates a meaning and may consist of a single morpheme or a combination of morphemes.

➤ Phrases

A phrase is a group of words that works together in a sentence but does not contain a subject or a verb. Often phrases are used for descriptions of people. Things or events.

➤ Sentence combination

A technique for “smoothing out” choppy writing by varying sentence structure and making a place of writing more engaging for the reader. In the “I went to the park” example, simply joining pairs of sentences by adding a conjunction (“I went down the

slide and played on the swing. I heard the ice cream truck and ran to get in line.”) makes the piece more readable.

c) **Discourse error**

When learners function at the discourse level. Das (1978) divides speech into two types: cohesion (value as message) and coherence (value as message). Widdowson (1995) identified two distinctions between discourse and text: discourse as a process text as the output, and meaning as opposed to interpretation.

METHOD

This study focused on what level of category errors are found in misspelled words in outdoor commercial advertisements and also the factors that cause the written words to be misspelled. The advertisements were taken from the Malioboro area, Yogyakarta. A total of 10 advertisements were collected through documentation to be used as research data, not all outdoor commercial advertisements were collected, and the advertisements had to meet the criteria to be used as data for this study, namely the word that appears in the advertisement must be written in English, the ad writer writes the word according to how the word is pronounced in English. For example, <lokal> for <local> in “import and lokal”.

This research used a qualitative approach. Data were collected through documentation. The researcher took several photos on Malioboro Street. The data were analyzed by applying three steps, namely data condensation, data presentation, and conclusion drawing (Miles et al., 2014). This study uses James (1998) theory, that there are 3 types of errors in the spelling error category found in this study, namely: Dyslexic errors, Typographic errors, and Text errors.

RESULTS AND DISCUSSIONS

Result

This study found that there are 3 types of errors in the spelling error category, namely: dyslexic errors, typographic errors, and text errors. The errors are as follows:

1. Dyslexic errors

Errors are caused by the selection of words that have similar sounds and sequencing errors. Examples of dyslexic errors are: <lokal> for <local> the letters [c] and [k] can represent the same [k] sound in English.


2. Typograpy errors

It can be described as a mistake (due to manual execution) rather than an error (due to linguistic competencies). There are three kinds of typographic errors according to James (1998), they are reversal (<ht> for <th>), omissions (<wed*ng> for <wedding>), and anticipations (<ex*texted> for <expected>).


3. Text errors

Text errors are caused by a lack of understanding and application of the 'lexico-grammatical' norms of a language. According to Widdowson (1995), text can take various forms, including letters, sounds, words, phrases, and combinations of sentences. For example in a phrase using a combination of English and Indonesian words (<juice mangga>).


Error Analysis Of Misspelled Words In Outdoor Commercial Advertising In Malioboro Yogyakarta

No.	Sample of Ads	SEC	PT
1.	 <p>Misspelled Word: <i>weding</i></p>	Typo-graphic	Wedding


Datum 1, letter <d> in this advertisement is missing. It relates with Carl James theory that when some letter is missing from the compositions of words it can be considered as omissions based on the typographic substance error category. In a previous study by Jamlongpeng (2011), omission refers to spelling errors caused by omitting letters or syllables from valid words. The copy for this ad writer was inspired by the Indonesian language, in which Bahasa rarely uses two letters as the last letter as in English.

No.	Sample of Ads	SEC	PT
2.	 <p>Misspelled Word: <i>lokal</i></p>	Dyslexic	Local

Datum 2, Although the majority of readers are Indonesian, many Indonesians utilize English in their advertisements. In other instances, a large number of Indonesians struggle with their English language skills. The advertisement's copywriter is to blame for the issue since he crafts the text based on his understanding of Indonesian language interference and pronounces the words as they are spoken. in this outdoor advertisement the writer writes the word <lokal> for <local> by the way how it is pronounced in English. But it is completely different with phonetic transcription because the copywriter just simply writes it according to what he hears the word. This advertisement is described as a dyslexic error according to James (1998), it is a misselection of some letters.


No.	Sample of Ads	SEC	PT
3.	 <p>Misspelled Word: Colection</p>	Typographic	Collection

Datum 3, what copywriters write here does not follow the phonetic transcription, the word in <collection> in this advertisement can be categorized as a dyslexic error, because the writer writes the word according to its pronunciation with the interference of the Indonesian language. It missordering letter the copywriter did not put the <l> letter in the correct position. The <l> letter should be placed after the <C> letter.


No.	Sample of Ads	SEC	PT
4.	 <p>Misspelled Word: Centre</p>	Dyslexic	Center

Datum 4, there are two characteristics dyslexic errors according to James (1998), wrong choice and wrong order. In thethis outdoor advertising, it is considered Dyslexia Error, because <centre> for <center> is a spelling error in English.


Error Analysis Of Misspelled Words In Outdoor Commercial Advertising In Malioboro Yogyakarta

No.	Sample of Ads	SEC	PT
5.	 <p>Misspelled Word: texstil</p>	Dyslexic	'tek,stil


Datum 5, many of us consider English to be a modern language and are proud of it. Because English has become an important language in the workplace. That is why many people in Indonesia are trying to imitate English to write their advertisements to attract people, but many of them are writing it wrong. It is because they still have an Indonesian writing style. Three words are considered as Dyslexic Errors. The words written (<textstil>) in this advertisement show that the writer intended to write the words according to his method how to pronounce it with intervene Indonesian language. the word is a letter selection error according to James (1998)

No.	Sample of Ads	SEC	PT
6.	 <p>Misspelled Word: Blackcurant</p>	Typographic	Blackcurrant

Datum 6, in this word (<blackcurant>) letter <r> in this advertisement is missing. It relates to Carl James' theory that when some letter is missing from the compositions of words can be considered an omission based on the typographic substance error category. In a previous study by Jamlongpeng (2011), omission refers to spelling errors produced by the omission of any letters or syllables from valid words.

No.	Sample of Ads	SEC	PT
7.	 <p>Misspelled Word: Juice melon</p>	Text error	Melon Juice

Datum 7, According to Widdowson (1995), text can take various forms, including letters, sounds, words, phrases, and combinations of sentences. In this advertisement, the writer writes in the advertisement using a combination of English and Indonesian words. The word (<jus>) is in English and the word (<mangga>) is in Indonesian. The copywriter writes the phrase (<juice mangga>) which is pronounced in the Indonesian language. Meanwhile in English (<mango juice>) this is the correct writing of the phrase.

No.	Sample of Ads	SEC	PT
8.	 <p>Misspelled Word: Wiwid fashion</p>	Punctuation error	Wiwid's fashion

Datum 8, In this advertisement it is known that it does not use apostrophe punctuation marks on (<Wiwid fashion>), the writer should have added the letter <s> like (<Wiwid's fashion>) to indicate ownership. Punctuation marks are needed so that the meaning to be conveyed is in line with the meaning felt by other people. Periods, commas, semicolons, colons, hyphens, hyphens, hyphens, ellipses, question marks, exclamation marks, parentheses, square brackets, quotation marks, single quotes, repeating marks, slashes, and apostrophes are examples of punctuation (James, 2013, 131).

Since many Indonesians are trying to duplicate English to draw clients, English has become a crucial language in daily life in the workplace. However, a large number of them are doing it wrong. It's because Indonesian writing still influences their writing.

According to the previously examined data, the primary reason for those misspelled words is because their writing contains Indonesian language interference. The copywriter mostly records the words according to how they are spoken.

Typographic and dyslexic errors are the two most common types of errors found in this study. The mistakes resulted from the advertisement copywriter's ignorance of the proper language, which led them to write what they heard instead of knowing. They don't even bother to use a dictionary to get the proper word order. They base their choice of a straightforward writing style on the pronunciation of a word. This analysis only found one instance of a typographical error. When writing with a pen, a proficient speller could also be a poor typist who frequently makes "typos" in their writing. Automating the qwerty keyboard's spatial and temporal mechanisms is a challenge for them. Punctuation errors are not found in this study, because the limitation of this study is only analyzing a single word, not a complete sentence.

CONCLUSION

This research shows that there are four types of errors found in Malioboro public advertisements, namely: dyslexia, typography, punctuation error, and text error. Dyslexia is found in three, as well as typography in three, punctuation errors in one, and lastly text errors in one.

The main reasons for errors include Indonesian language interference, a lack of English understanding on the part of publishers or writers, and English complexity. Then, because the errors are never fixed, many people utilize them for diverse purposes in English. When creating an effective commercial, word arrangement, and word choice must be carefully considered.

The current research, like many others, has limitations. The author advises future research on interlanguage interference to identify additional factors that contribute to errors in the usage of English terminology in advertising. Further research should focus on specific types of advertising, such as newspapers, magazines, or the Internet. This topic requires an understanding of linguistics, namely phonetics, phonology, and morphology.

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