

Error Analysis of Misspelled Word in Outdoor Commercial Advertising in Surabaya

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Abstract

Advertising is the media that has the power to convey any message. The use of English inappropriately makes their message unclear and fails to be perceived by people as readers. This study tries to find out the error levels of words in advertisements seen from Carl James (1998). The research was conducted in Lidah Wetan, Surabaya. Descriptive qualitative was employed as the approach in this study. This study was carried out by collecting outdoor commercial advertisements. The fifteen advertisements were analyzed and classified into four types of errors. The results revealed that dyslexic and confusibles errors were the two most common types of error levels in outdoor commercial advertisements. The interference of the Indonesian language is the major cause of misspelled words. The copywriters should understand the English grammar and vocabulary before they create the message on the board in English to avoid misspelling that may cause readers misunderstand the intended messages.

Keywords: language error, misspelled word, outdoor advertisements

INTRODUCTION

Writing holds an important role in our lives as it is commonly used in our communication ranging from daily activities such as academic and business writing. Academic writing and business writing are two different things. The differences between academic and business writing can be seen through their writing style. Academic writing uses a formal style, often using the third person perspective, and passive voice, while business writing is less formal, more direct, and uses active voice. In an academic setting, students write to show what they have learned, but business writers write to get things done. In the business world, people write to share information, to solve problems, and offering solutions.

Griffin and Ebert (1996) stated business is all those activities involved in providing the goods and services needed or desired by people. According to Amirullah and Imam Hardjanto (2005) business is an activity carried out by an individual or a group of people who create value through the creation of goods and services to fulfill the needs of the community and aims to earn profits through transactions. It means, business is the activity to get profit or doing something to make some money by producing, selling and buying some products or services. Products and services require

advertising for promotion. One example of the commercialization of public space is outdoor advertising such as; posters, billboards, stickers, digital screens, and etc. Commonly, people design their advertisements in many ways which have the important purpose of increasing the income.

Since English language is an international language, Indonesian people were trying to use English language in their advertisements to attract and to make the people (buyer) curious about the product which is going to be sold, for example, the traditional food from Indonesia, called *pecel*. This food is very popular in Indonesia and it is served with peanut sauce as its trademark and the main ingredient, then it's mixed with various kinds of Indonesian vegetables. When the copy writer just writes *pecel* on their advertisement, Indonesian people will understand what kind of food is that, but when the copy writers were trying to imitate English language to make an advertisement about *pecel* like *vegetables with extra peanut sauce*, the people in Indonesia will curious what kind of food is that, because the curiosity feelings, then they are going to buy it.

Public spaces that will be discussed in this study refers to a place that is generally open and accessible to people. Roads, public squares, traditional markets, and parks are typically considered public space.

In Surabaya, especially Lidah Wetan, there are a lot of outdoor commercial advertisements that can be found along the street. While looking at some of the sentences on the advertisement, it can be noticed that something is wrong with the words that are written on their advertisement, for example the word *fotocopy* that should be written as *photocopy*.

Harmer (2002) there are various parts of the writing process that must be considered, such as language use (grammar, vocabulary, and linkers), punctuation, layout, and spelling. Writing was never as easy as it seems, because we should use correct dictions and also spelling words. In writing, people sometimes make some mistakes, such as grammatical errors, wrong word spelling, etc.

Norrish (1987) defines error as a misguided judgment or incorrect belief about the presence or influence of facts, or a faulty or mistaken interpretation of the law. According to Davis and Pearse (2002), errors are a normal aspect of language learning and it is not a sign of failure. In conclusion, an error is something which is not appropriate. Error is a common occurrence when learning a language. Error is something that is not correct.

There are five previous studies that examined the similar areas with this current study. The first previous study is an error analysis of misspelled words made by students of Satriawittaya School by Jamlongpeng (2011). In his study, he is investigating the spelling error types that they commonly produce and to find out what is the most problematic error category for this group of subjects. Descriptive qualitative is employed as the approach of the study.

The second previous study is language errors in advertisements by Khotimah (2017). This study is analyzed by using a descriptive qualitative method. In her study, she observes outdoor advertising in Jakarta and its surroundings. She classified errors based on lexical level (LL), morphological level (ML), and syntax level (SL).

The third previous study is errors in English ads and fallacious trends of job at Jakarta by Masda Surti Simatupang and Yusniaty Galingling (2012). The methodology used in this study was descriptive qualitative. This study investigates the types of grammatical errors found from Kompas newspaper with primary focus on job vacancy that are written in the English language.

The fourth previous study is an error analysis of misspelled words in Bandung city by Fuji Alamsari and Iim Rogayah Danasaputra (2018). This research examined

different types of outdoor advertising that had grammatical faults. The methodology used was descriptive research.

The last previous study is grammatical error analysis of business students' writing by Bonifasia Ekta Fima Natalia (2020). In her study, she analyzes grammatical errors and the causes of errors made by second semester students of the Management Department of STIE SBI. The research study is categorized as a descriptive study.

The result of this study may be useful as additional information or further knowledge for next research with the same theory. Besides, it is also intended to encourage the readers to find more about misspelled words. A person has his or her own way in thinking and behaving, so there should be different ways of writing.

This prior study uses Carl James's (1998) theory about misspelling error level in substance categories. Descriptive qualitative is employed as the approach in this study. This research focuses on misspelled words in outdoor commercial advertisements at Lidah Wetan, Surabaya, which are seen from spelling errors and the use of English words.

Based on the background of the study above, the research question was formed is: What types of error level that occurred in outdoor commercial advertising?

LITERATURE REVIEW

Outdoor Advertising

Outdoor advertising is one of the media that is placed outside the room and nowadays has become part of people's lives, and has the aim of promoting a product, goods or services. Susanti (2016) stated that outdoor advertising is large-sized media that is installed in open places, such as on the roadside, public spaces, buildings, fences, and etc. Santosa as cited by Susanti (2008) argues that outdoor advertising is all advertisements that reach consumers when they are outside the home or office. Outdoor advertising persuades consumers when they are in public places, on the way along their trip, in waiting rooms, also in places where the transactions occur.

According to Sigit (2009:168) in Susanti, there are many kinds of outdoor advertising, such as billboards, banners, neon boxes, and shop signs. Billboard is one of the most used in outdoor advertising because people can read and see it easily according to its size. Billboard is big-sized and it is placed outside the rooms. Banner is stretched fabrics that usually on the edges of roads consist of texts, colors, and pictures. Nowadays, banners have become popular, because they are easy to

make and cheap. Neon boxes generally have a square shape and are illuminated by neon lights from inside the box itself. Neon boxes can be an alternative for promoting some products, goods, and services. Shop signs can be identified as the identity of the company. Usually, it is placed not far from the building where the shop is located so that the consumers will have an idea what the shop is providing.

Error Analysis

Whenever a learner has not learned something or generally gets it incorrectly, it is called an error. Norrish (1987) defines error as a misguided judgment or incorrect belief about the presence or influence of facts, or a faulty or mistaken interpretation of the law. In conclusion, an error is something which isn't appropriate.

Error analysis is an activity to reveal errors found in writing and speaking. Error analysis, according to James (1998) is the act of determining the occurrence, nature, causes, and results of unsuccessful language.

Levels of Error

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

a) Substance Error

When the learner functions the graphological or the phonological substance system, that is pronouncing and spelling. There are two sub-categories in substance error levels, they are misspelling, mispronunciation, text error, and discourse error. Misspelling is a production error at the subsistence level. Besides from misspelling there are additional types of substance error that include writing, they are referred as mechanical errors. There are four types: *dyslexic*, *confusibles*, *typographic errors*, and *punctuation errors*. As we can see, mispronunciations can trigger misspelling

b) Text Error

When the learner functions a lexico-grammatical system of the target language to process or produce text. Text errors result from a lack of understanding and application of the language's 'lexico-grammatical' rules, as well as how these rules are used to achieve texture. Widdowson (1995) stated that text can come in all shapes and sizes: letter, sound, word, sentence, and combination of sentences.

c) Discourse Error

When the learner operates on the discourse level. Das (1978) classifies discourse in two types, they are; *cohesion* (value as message) and *coherence* (value as message). Widdowson

(1995) distinguished them in terms, first, of discourse being a process and text its product, and secondly in terms of meaning against interpretation.

METHOD

This study focused on what category errors level of misspelled words in outdoor commercial advertisements and also the factors that caused the written word to become misspelled. The advertisements were taken from Lidah Wetan, Surabaya. 15 advertisements were collected through documentation to be data of the study, not every outdoor commercial advertisement was collected, and the advertisement should be fulfill the criterion to be the data of this study, such as, the word that appears on the advertisement should written in English, the copy writers' writes the word according the way how the word pronounce in English, for example, <blutut> for <Bluetooth>.

This study applied a qualitative approach. They were collected through documentation. They were analyzed by applying three steps, data condensation, data display, and conclusion and verification drawing (Miles *et al.*, 2014).

RESULTS AND DISCUSSIONS

Results

This study found that there are three types of errors in misspelling categories, they are; dyslexic error, confusibles error, and typographic error. The details are as follows:

1. Dyslexic error

Errors that are caused by misselection of words which have similar sound and missordering. The example of dyslexic error is <parc> for <park>. The letter [c] and [k] can represent the same sound [k] in English.


2. Confusibles error

Errors that are caused by the writer which fail to differentiate between two letters. The example of confusibles errors is: <Milksex> for <Milkshake>

3. Typographic error

It can be described as mistakes (due to manual execution) rather than error (due to linguistic competences). There are three kinds of typographic errors according to James (1998), they are; *reversal* (<ht> for <th>), *omissions* (<len*th> for <length>), and *anticipations* (<ex*texted> for <expected>).


Table 1: Mail and Femail

No.	Samples of Ads	SEC	PT
1.	 Misspelled Word: <i>Mail</i> and <i>Femil</i>	Dyslexic	meil fi:meil

*SEC: Substance Error Category, PT: Phonetic Transcription

Datum 1, there are two characteristics of dyslexic error according to James (1998), misselection and missordering. In this advertisement, it is considered as Dyslexic Error, because <mail> for <male> is a misselection from two letters which have the same pronunciation of [ei] sound in English.


Table 2: Lemonti

No.	Samples of Ads	SEC	PT
2.	 Misspelled Word: <i>Lemonti</i>	Dyslexic	lēmən ti

*SEC: Substance Error Category, PT: Phonetic Transcription

Datum 2, the data shows that the word <ti> for <tea> is a misselection from two letters which have the same pronunciation of [i] sound in English. It is similar with the previous data before, this advertisement categorized as dyslexic error. The copy writer in this advertisement did not pay attention to the correct word of tea in English, he just simply wrote down the word <ti> for <tea> based on how the word pronounced in English without concerning <e> and <a> letter.


Table 3: Plestisen

No.	Samples of Ads	SEC	PT
3.	 Misspelled Word: <i>Plestisen</i>	Dyslexic	plei, steɪʃən

*SEC: Substance Error Category, PT: Phonetic Transcription

Datum 3, many Indonesian people use English language in their advertisement even though the majority readers are Indonesian people. In other cases, there are many Indonesian people who don't understand English well. The problem comes from the copywriter of the advertisement, who writes the advertisement according to how it is pronounced based on his own knowledge of Indonesian language interference.


Table 4: Blutut

No.	Samples of Ads	SEC	PT
4.	 Misspelled Word: <i>Blutut</i>	Dyslexic	blu:tu:θ

*SEC: Substance Error Category, PT: Phonetic Transcription

Datum 4, the writer writes the word <blutut> for <bluetooth> by the way how it is pronounced in English. But it is completely different with phonetic transcription, because the copy writer just simply writes it according to what he hears the word. This advertisement is described as dyslexic error according to James (1998), it is a misselection of some letters.


Table 5: Translet

No.	Samples of Ads	SEC	PT
5.	 Misspelled Word: <i>Translet</i>	Dyslexic	træns'let

*SEC: Substance Error Category, PT: Phonetic Transcription

Datum 5, what copywriters write here is not following the phonetic transcription, the word <translet> in this advertisement can be categorized as dyslexic error, because the writer writes the word according to its pronunciation with the interference of Indonesian language. It is missordering letter. The copywriter did not put the <a> and <e> letter in the correct position. The <a> letter should be placed after the <l> letter and <e> letter should be placed after <t> letter.


Table 6: *faisal, Krim-Bad, and Blou*

No.	Samples of Ads	SEC	PT
6.	 <p>Misspelled Word: <i>Faisal, Krim-Bad, and Blou</i></p>	Dyslexic	feɪʃəl kri:m ba:θ bləʊ

*SEC: Substance Error Category, PT: Phonetic Transcription

Datum 6, 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 advertisement to attract people, but many of them are writing it wrong. It is because they still have an Indonesian writing style. There are three words that are considered as Dyslexic Error. The words *faisal*, *krim bad* and *blou* in this advertisement shows that the writer intended to write the word based on the way how it pronounced with the interference of Indonesian language. All of those three words are a misselection of letters according to James (1998).


Table 7: *Milksex*

No.	Samples of Ads	SEC	PT
7.	 <p>Misspelled Word: <i>Milksex</i></p>	Confusibles	miɪkʃeɪk

*SEC: Substance Error Category, PT: Phonetic Transcription

Datum 7, confusibles errors that are caused by the writer which fail to differentiate between two letters (James, 1998). There are many cases where two lexically different words are pure homophones within the speaker's accent. The writer doesn't know the two words in each case, and has failed to differentiate between them in spelling.


Table 8: *Foto Copy*

No.	Samples of Ads	SEC	PT
8.	 <p>Misspelled Word: <i>Foto Copy</i></p>	Confusibles	fəʊtəʊ, kɒpi

*SEC: Substance Error Category, PT: Phonetic Transcription

Datum 8, it is a misselection of a grapheme. The writer selected <f> instead of <ph> to represent the phoneme <f> in the word <photo>. It is clearly the Indonesia influence is occurred in this advertisement. The word <photo> in Indonesia is pronounced as <foto>. The copy writer in this advertisement has failed to differentiate between them in spelling.


Table 9: *Low*

No.	Samples of Ads	SEC	PT
9.	 <p>Misspelled Word: <i>Low</i></p>	Confusibles	lɔ:

*SEC: Substance Error Category, PT: Phonetic Transcription

Datum 9, in this case, according to James (1998) is different with typographic errors, because the copy writer knows two words in each case, but has failed to differentiate them in terms of spelling.

Table 10: *Haftware*


No.	Samples of Ads	SEC	PT
10.	 <p>Misspelled Word: <i>Haftware</i></p>	Confusibles	hɑ:dweə

*SEC: Substance Error Category, PT: Phonetic Transcription

Datum 10, this is considered as misselection of a grapheme. The writer selected <ft> instead of <rd> to represent the phoneme <d> in the word <hardware>. This can clearly be categorized as confusibles errors rather than typographic

errors. The copy writer has failed to use correct grapheme.


Table 11: Softhare

No.	Samples of Ads	SEC	PT
11.	 Misspelled Word: <i>Softhare</i>	Confu-sibles	sɒftweə

*SEC: Substance Error Category, PT: Phonetic Transcription

Datum 11, this case is considered as misselection of a grapheme. It is identical to the advertisement before. The copy writer selected <h> instead of <w> to represent the phoneme <w> in the word <software>. According to the previous study by Khusnul (2017), Indonesian people find it hard when writing English words with two syllables. They are confused to choose the correct letter. So, this advertisement is considered as confusibles error.


Table 12: Cervice

No.	Samples of Ads	SEC	PT
12.	 Misspelled Word: <i>Cervice</i>	Confu-sibles	sɜːvɪs

*SEC: Substance Error Category, PT: Phonetic Transcription

Datum 12, this is a misselection of a grapheme. The copy writer selected <c> instead of <s> to represent the phoneme <s> in the word <service>. This is because of the interference of the Indonesian language, where the <c> letter pronounced as <s> for example, Batrai ABC read as <Batrai ABESE>.


Table 13: SeaFoot

No.	Samples of Ads	SEC	PT
13.	 Misspelled Word: <i>SeaFoot</i>	Dyslexic and Confu-sibles	siːfuːd

*SEC: Substance Error Category, PT: Phonetic Transcription

Datum 13, there are two substance error categories that occurred, the first category is *dyslexic*. The word <see> for <sea> is a misselection from two letters which have the same pronunciation of [i] sound in English. The second error category is *confusibles*. It is a misselection of a grapheme. The writer selected <t> instead of <d> to represent the phoneme <d> in the word <food>.


Table 14: Sper-Park

No.	Samples of Ads	SEC	PT
14.	 Misspelled Word: <i>Sper-Park</i>	Dyslexic and Confu-sibles	speə-paːt

*SEC: Substance Error Category, PT: Phonetic Transcription

Datum 14, in this advertisement, there are two substance error categories, they are *dyslexic* and *confusibles* errors. The writer writes the advertisement according to how it pronounces based on his own knowledge with Indonesian language interference. The word <park> for <part> is a misselection of a grapheme. The writer selecting <k> instead of <t> to represent the phoneme <t> in

Table 15: Secon

No.	Samples of Ads	SEC	PT
15.	 <p>Misspelled Word: <i>Secon</i></p>	Typo-graphic	sekənd

*SEC: Substance Error Category, PT: Phonetic Transcription

Datum 15, 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 typographic substance error category. From a previous study by Jamlongpeng (2011), omission refers to spelling errors produced by the omission of any letters or syllables from valid words. The copy writer in this advertisement is influenced by the Indonesian language, where the last letter in Bahasa rarely uses two letters like in English.

English has become an important language in daily activity in the workplace setting, that is why many people in Indonesia are attempting to copy English in order to attract customers, but many of them are doing so incorrectly. It's because their writing style is still influenced by Indonesian writing style. From the data that has been analyzed above, the main causes of those misspelled words are because of the interference of Indonesian language in their writing. The copy writer mostly writes down the word based on the pronunciation of those words.

Dyslexic and confusibles errors are the most dominant levels of error that occurred in this study. The errors come from the fact that the copy writer of the advertisements did not know the correct words and wrote it based on what they heard. they don't even bother to look up the correct word order in the dictionary. They choose a simple way to write a word based on how it is pronounced. There is only one typographic error case that occurred in this study. A good speller (when writing using a pen) may be a bad typist with a lot of 'typos' in their writing. Their difficulty is automating the temporal and spatial mechanism on the qwerty keyboard. Punctuation errors are not found in this study, because the limitation of this study is only analyzing a single word, not a complete sentence.

5. CONCLUSIONS AND SUGGESTIONS

This study shows that there are three types of errors found in public advertisements, they are; dyslexic, confusibles, and typographic. The dyslexic that are found are eight. Similar with dyslexic, the confusibles are found eight. Lastly, the typographic found is only one. The interference of Indonesian language, the publishers' or writers' lack of English understanding, and the complexity of English are the main causes of errors. Then, because the errors are never corrected, many people reproduce the errors for various purposes in English. The word order and word choice need extra attention in making a good advertisement.

The current research, like all research, has limitations. The writer suggests for the future researcher to search about interlanguage interference to find out the other factors that caused an error on the use of English words in advertising. Then, it is suggested to investigate more specific types of advertising, such as newspapers, magazines, or maybe on the internet. This study will be conducted well with good knowledge of linguistic study, such as phonetic, phonology, and morphology.

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