



Errors Use of Indonesian Language in Public Outdoor Media in Manado City

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Abstract:

The primary objective of this investigation is to scrutinize the utilization of the Indonesian language in outdoor media within Manado City, focusing on physical attributes, linguistic aspects, and the general application of the language in this specific context. Employing a qualitative research approach, the study centers its analysis on outdoor media installations situated in Manado, utilizing a sample size of 10 randomly selected images. The data collection process involves two main steps: firstly, gathering information on language usage in public spaces throughout Manado City, and subsequently, selecting ten data points that represent seven key aspects of Indonesian language prioritization. The findings of the study reveal two noteworthy outcomes: firstly, public space managers exhibit a preference for foreign languages over Indonesian in their language usage; and secondly, deviations from language rules are apparent, particularly in terms of spelling and word choice. The examination of Indonesian language use in outdoor media within Manado City indicates a presence of linguistic errors that defy established rules. Physically, there is a fusion of languages, comprising both Indonesian and foreign languages. While the language structure adheres to rules, imperfections persist in spelling and word selection. Despite these challenges, there is a positive trend in language typography, signaling an improvement in this specific aspect. In essence, the study underscores the existence of linguistic shortcomings in the public use of the Indonesian language in Manado City, encompassing discrepancies in language mixture, structural errors, and evolving typography practices.

Keywords: Errors Language Use, Indonesian, Public Outdoor Media, Manado

Introduction

Public spaces are very beneficial to human life. That place is very important as a means of human interaction. Various areas can be called public spaces. The characters that can be marked in public spaces are freely used by anyone. Space, among others,

the highway, square, park, public beach, market, mall, hotel lobby, office lobby, and others. Public space according to Kusumawidjaya (2006: 5) is a space that binds communities in daily or periodic activities. Hakim (2003:11) states that public

space is a place for community activities individually or in groups. While generally understood that public space in an area is a space that is used jointly by humans. Public spaces can be grouped into two, namely: Closed public spaces are public spaces inside a building, for example, shopping centers, museums, and public transportation.

Open public spaces are public spaces outside buildings or open spaces, for example, streets, sidewalks, and parks. The objective of this article is twofold: firstly, to delineate the various instances of writing errors in the Indonesian language found in public outdoor media across Manado City, and secondly, to elucidate the extent of control exercised over the usage of the Indonesian language in these public spaces.

The primary goal of the research is to yield practical and theoretical advantages for those who can benefit from its findings. On a theoretical level, the research aspires to enrich understanding and knowledge pertaining to accurate Indonesian language writing in the realm of public outdoor media. By scrutinizing and categorizing the prevalent errors, the study aims to contribute valuable insights that can enhance the comprehension of proper language usage in these contexts.

Moreover, the research anticipates delivering practical advantages by serving as a comprehensive reference for Indonesian language writing in public outdoor media. It endeavors to establish itself as a benchmark against which the level of linguistic control in Manado City can be measured. As a point of reference, the research seeks to provide a robust foundation for evaluating the

effectiveness of language regulation in public spaces, offering insights that can inform potential improvements or adjustments.

Theoretical benefits of this research are envisioned as a means to broaden the scope of knowledge surrounding correct language usage, fostering a deeper appreciation for linguistic nuances in public communication. By shedding light on prevalent errors, the study aspires to cultivate a greater awareness of language norms and standards, ultimately contributing to the refinement of language skills in the public domain.

On the practical front, the research is positioned to offer tangible advantages by becoming a go-to resource for individuals and entities involved in crafting content for public outdoor media in Manado City. Serving as a beacon of best practices, the research aims to guide language practitioners, advertisers, and policymakers in maintaining a high standard of linguistic precision. It endeavors to be an instrument of positive change, promoting a culture of linguistic excellence in the public sphere. In essence, this research endeavors to bridge the gap between theory and practice, aiming to be a catalyst for both enhanced theoretical understanding and improved practical applications of the Indonesian language in public outdoor media within Manado City.

Research Method

The methodology used in this research is qualitative descriptive method. According to Mukhtar (2013: 10), qualitative descriptive

method is a method used by researchers to find knowledge or theories of research at a certain time. The research method carried out is based solely on linguistic facts that exist or phenomena that empirically live in their speakers. The purpose of this descriptive method is to create descriptions or paintings that systematically, factual, and accurately describe the facts, nature, and relationships between the same phenomena being investigated. The approach technique used is a descriptive approach, aims to make systematic, factual, and accurate descriptions of facts and properties of specific populations or objects to describe the reality that is happening without explaining the relationship between variables (Kriyantono, 2008: 67-68 in Hasanudin, 2017: 119). So, the descriptive method is research that describes, analyzes, and classifies the data obtained and this description is in the form of depicting language as it is. In practice, the method used in this research is divided into three methods according to the stages of implementation, namely data collection methods, data analysis methods, and data analysis presentation methods.

Qualitative analysis method. Qualitative research aims to understand social phenomena, including language phenomena being studied. Therefore, qualitative analysis is focused on indicating meaning, describing, clarifying, and placing data in their respective contexts and often depicting them in words rather than numbers (Mahsun, 2007: 233). So, qualitative descriptive research is research based on what happens in every speech that

can be observed based on its context depicted in the form of words or sentences.

The data described in the presentation of the results of this research are writings found outside public spaces, in the form of letter usage, punctuation usage, word choice, and sentences. In this study, errors in Indonesian language writing in public spaces are presented and also look at the level of control over the use of the Indonesian language in public spaces in Manado City. Manado City will be the author's research location, by taking samples randomly. Moreover, the data of this study include Indonesian language writing found in public space media as follows: **Billboard**, Billboard is a form of large-sized advertisement placed at a higher position and can be seen by many people. **Stretch fabric**, Stretch fabric is a stretching fabric that is usually located at the edges of roads that contain text, color, and images. Stretch fabric is widely used as a medium to provide certain information or names of certain buildings. **Sign Board**, the signboard is a signboard, location of buildings or institutions, usually in the form of a board that writes the name of the place and destination. **Neon box**, Neon box One of the promotional media that are often found in open spaces. Variations and sizes and elements of light reflect colorful colors at night making Neon box media often used by companies or offices. **Shop Sign**, Shop Sign is a nameplate as the identity of the office or company. This media is usually placed in front of the building with the aim of being seen by many people, especially consumers. **Letter sign**, Letter sign is a raised texture writing commonly used by companies,

offices, or universities. Usually, Letter signs can be found on the front page of the office.

Findings and Discussion

The linguistic landscape of public outdoor media in Manado City serves as a fascinating terrain for exploration, as this introductory discourse delves into the intricate tapestry of errors prevalent in the use of the Indonesian language within this vibrant urban setting. The city, located in the province of North Sulawesi, emerges as a captivating backdrop where linguistic nuances and the dynamism of communication intersect. Against this backdrop, the aim of this research is to meticulously examine and describe the various forms of errors encountered in the deployment of the Indonesian language across public outdoor media platforms in Manado City. These errors, ranging from grammatical and syntactical lapses to semantic ambiguities, not only reflect the diversity of linguistic challenges faced but also underscore the significance of language as a dynamic tool in shaping public discourse. As we embark on this exploration, it becomes apparent that understanding and rectifying these errors extend beyond mere linguistic scrutiny; it involves deciphering the cultural and contextual intricacies that contribute to the formation of these linguistic imperfections. In addition to unveiling the linguistic deficiencies, this research endeavors to gauge the level of control exercised over the Indonesian language in these public spaces. The investigation seeks to answer critical

questions about the effectiveness of language regulations and policies in shaping the linguistic landscape of Manado City's public outdoor media. By addressing this dual objective, the study aspires to provide a comprehensive and nuanced understanding of the intricate relationship between language, public communication, and cultural context. Beyond the theoretical ramifications, the practical implications of this research are substantial. As Manado City continues to evolve as a bustling hub of cultural, economic, and social activities, the accuracy and appropriateness of language in public outdoor media become increasingly crucial. This research, therefore, carries the potential to not only contribute theoretical insights but also to serve as a practical guide and reference for language practitioners, advertisers, and policymakers involved in shaping public communication. It aims to offer concrete recommendations for enhancing language proficiency and fostering a culture of linguistic excellence in the public domain. In navigating through the linguistic landscape of Manado City's public outdoor media, this research endeavors to illuminate the path toward effective language usage, bridging the gap between linguistic theory and real-world applications. As we embark on this linguistic journey, we recognize the multifaceted nature of errors in language use, acknowledging their potential to shape perceptions, influence behaviors, and mirror the cultural ethos of a community. This introductory exploration sets the stage for a comprehensive analysis that not only scrutinizes linguistic imperfections but also seeks to unravel the broader implications of

language choices in the public sphere. In doing so, it strives to contribute to the ongoing dialogue on linguistic diversity, cultural sensitivity, and effective communication within the unique context of Manado City's public outdoor media.

The findings and discussion section of this research on the "Errors in the Use of Indonesian Language in Public Outdoor Media in Manado City" unveils a nuanced exploration into the linguistic landscape of one of North Sulawesi's bustling urban centers. As we delve into the intricacies of language use across public outdoor media platforms, a mosaic of errors emerges, ranging from grammatical inaccuracies to semantic ambiguities, reflecting the multifaceted challenges in linguistic expression within this dynamic city. This section aims to meticulously present and analyze the identified errors, providing insights into their prevalence, patterns, and potential impact on public discourse. Additionally, it delves into the contextual factors contributing to these linguistic imperfections, acknowledging the symbiotic relationship between language, culture, and communication. Through a comprehensive examination of the findings, this section seeks to unravel the layers of complexity inherent in the errors, laying the foundation for a robust discussion on the implications for effective language regulation, cultural sensitivity, and the promotion of linguistic excellence in the public domain of Manado City.



Picture 1. Example of writing errors in numbers

(Source: Personal Documentation)

Data 1 above shows the writing of HUT BNN KE-20 SULUT BERSINAR CLEAN OF NARCOTICS. The writing still contains errors in HUT KE-20. According to the rules of the Indonesian language, after the words Hari Ulang Tahun, the number should come directly, namely ke-20 then the word BNN. The reason is, if the number 20 is placed at the end, it will mean that the BNN is 20 in number, whereas what is intended is a congratulations on the 20th anniversary of the BNN that has reached 20 years. Therefore, the correct writing and in accordance with the rules of Indonesian language writing, namely Happy 20th Anniversary BNN RI.



Picture 2. Example of writing errors in words kost

(Source: Personal Documentation)

Data 2 above, there still seem to be writing errors in the word kost. The word kost means when living in someone else's house with or without food by paying every month called indekos. So, the correct writing is indekos not kost. Furthermore, writing errors also still exist in the 4th order, namely a clean place, safe & strategic location. According to the rules of the Indonesian language, if there are more than two divisions then before the equivalent language connector, namely and, you must affix a comma punctuation mark and not use the & symbol so that the correct writing, namely a clean place, safe, and strategic location.



Picture 3. Example of writing errors of Term
(Source: Personal Documentation)

Data 3 above uses a foreign language, namely English. In the rules of writing Indonesian language, if there are foreign terms that already have equivalents in Indonesian, it is better to choose those that use Indonesian unless there is no equivalent word in Indonesian. However, if you want to maintain the foreign word or term then the writing rule must use italics. So, the correct writing, namely Guest Rooms, Meeting rooms, Swimming Pool, Restaurant.



Picture 4. Example of writing errors in numbers and words

(Source: Personal Documentation)

Data 4 above, there are several writing errors, namely Rp.8.300/kg and writing the cellular telephone number 0821-931-999 - 06. Writing numbers in the rupiah currency according to the rules of writing Indonesian language, namely after the word Rp there is no space or distance and there is no period punctuation mark. So, the correct writing according to the rules of the Indonesian language, namely Rp8.300/kg. Furthermore, writing the telephone number is still not appropriate, the number should not be given a distance except for including a code, either a regional code or a country code. Thus, the correct writing, namely 082193199906".



Picture 5. Example of writing errors in terms of academic title

(Source: Personal Documentation)

Data 5 above shows errors in writing academic titles, namely In Porman Augustina Sibarani, SH. Writing academic titles in the rules of the Indonesian language using a period punctuation mark between the letters S and H then ended again with a period punctuation mark at the end of the letter so that the correct writing according to the rules of the Indonesian language, namely Porman Augustina Sibarani, S.H.



Picture 6. Example of writing errors in terms of Indonesian words

(Source: Personal Documentation)

Data 6 above shows several writing errors in Indonesian, namely the writing of konsen door window chair desk. The word konsen should be changed to kosen because the two words have different meanings, kosen means a wooden frame embedded in the wall where the door leaf (door) closes or hangs, whereas konsen is not found in the use of Indonesian language. The writing above should be given a comma punctuation mark (,) between the words door window chair table and given an equivalent language connector, namely and so that the correct writing of the word, namely kosen, door, chair, and table.



Picture 7. Example of writing errors in terms of words

(Source: Personal Documentation)

Data 7 above shows the foreign word Hp (handphone) should be changed to TG (Mobile phone) or if you want to maintain it should use italics.



Picture 8. Example of writing errors of terms

(Source: Personal Documentation)

Data 8 above shows errors in writing the word 'SPORTS' in the rules of the Indonesian language, words, terms, or expressions in foreign languages must be written in italics. So, the correct writing is NYIUR SPORTS.



Picture 9. Example of writing errors of terms

(Source: Personal Documentation)

Data 9 above shows several writing errors, namely the words practice, clock, and the use of a hyphen (-) in Indonesian. In Indonesian, things related to the implementation of work (about doctors, lawyers, etc.) are called practice. So, the correct writing according to the rules, namely practice not practice. Furthermore, the use of the words clock and pukul are different, the word clock is a tool for measuring time (watch, wall clock); time; moment, for example in the sentence 'The flight from Manado to Jakarta leaves at seven in the morning.', While the word pukul is used to indicate time, For example, at 07.00. So, the correct writing according to the rules of Indonesian language, namely, At 07.00-15.00.



Picture 10. Example of writing errors of terms

(Source: Personal Documentation)

There are several writing errors in data 10 above. First, the writing of foreign terms at the top of the board is not written in italics. Second, in the sentence welcome, it is not followed by (at) which makes the sentence interpreted by the reader. The sentence above seems as if the one who comes is Blue Banter, whereas the name is the name of the place. Therefore, the correct sentence is Welcome to Blue Banter Manado.

Conclusion

Drawing upon the findings obtained from the conducted data analysis, it is evident that the Indonesian language utilized in public outdoor media within Manado City exhibits various writing errors encompassing spelling inaccuracies, inappropriate word choices, sentence structure issues, and an excessive incorporation of foreign languages. The comprehensive examination of these outcomes leads to the conclusive determination that there exists a need for substantial improvements in Indonesian language writing, particularly in the public sphere. This imperative arises from the fact that the current state of writing falls short of adhering to the fundamental principles governing Indonesian language expression.

In light of these observations, it becomes apparent that concerted efforts are required to rectify and enhance the quality of Indonesian language writing, ensuring its alignment with established linguistic norms. It is imperative to address not only the surface-level errors but also delve into the intricacies of language use to cultivate a linguistic environment that resonates with the principles of effective communication.

As part of the recommendations stemming from this study, it is proposed that the scrutiny of Indonesian language writing extends beyond the confines of public outdoor spaces. Acknowledging the importance of comprehensively understanding the linguistic landscape, the author suggests an expansion of the analysis to encompass Indonesian language writing within various public spaces. This inclusive approach seeks to capture a more holistic

view of language use, encompassing both external public media and internal public spaces, thereby providing a more thorough understanding of the prevailing linguistic dynamics. In doing so, the study aims to contribute meaningful insights that transcend the boundaries of public discourse, fostering a comprehensive and refined approach towards the enhancement of Indonesian language writing standards.

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