

A Study of Language Errors in the Writing of Outdoor Media in Bulukumba City

Supriadi, A.Andriyani Asra, Irfan

¹²³ Universitas Muhammadiyah Bulukumba, Indonesia

Corresponding Author: waladiati691@gmail.com

ARTICLE INFO

Keyword : language errors, outdoor media, spelling, punctuation, diction, Bulukumba City

©2024 Supriadi, A.Andriyani

Asra, Irfan

: This is an open-access article distributed under the terms

of the [Creative Commons Attribution 4.0 International](#).



ABSTRACT

Language plays a crucial role in communication, enabling individuals to convey ideas and emotions effectively. The use of written language in outdoor media, such as billboards, banners, store signs, and institutional signage, is a common practice. However, errors in spelling, punctuation, and word choice (diction) often occur, which can impact the clarity and professionalism of the message. This study aims to analyze language errors in the writing of outdoor media in Bulukumba City. Using a descriptive qualitative approach, data were collected through direct observation, technical notes, and documentation. The analysis focused on identifying and categorizing errors based on linguistic rules, including spelling, punctuation, and diction, and presenting the findings informally.

The results revealed that a significant number of outdoor media in Bulukumba City contained language errors that did not adhere to standard Indonesian language rules. These errors included improper spelling, inconsistent punctuation, and incorrect word choice. The findings highlight the importance of adhering to proper linguistic standards to ensure effective and accurate communication.

INTRODUCTION

Language serves as a fundamental tool in human communication, enabling individuals to express ideas, thoughts, emotions, and concepts. It is used both orally and in writing, playing a significant role in various aspects of daily life, including social interaction, education, and business. Among its many applications, written language is prominently featured in outdoor media such as billboards, banners, store signs, and institutional signage. These media serve as an important means of communication, delivering information and messages to diverse audiences across different social strata.

However, despite its widespread use, outdoor media often exhibits language errors, particularly in spelling, punctuation, and word choice (diction). Such errors not only diminish the clarity and professionalism of the intended message but also reflect poorly on the adherence to linguistic norms. These inaccuracies can mislead or confuse readers, potentially impacting the effectiveness of the communication.

Bulukumba City, as a growing urban area, has seen a proliferation of outdoor media. Nevertheless, observations indicate that many such media contain language errors, raising concerns about the awareness and application of standard linguistic rules in public communication. This issue underscores the need for a comprehensive analysis of these errors to understand their patterns and causes, as well as to provide recommendations for improvement. This study aims to analyze the types and frequencies of language errors in outdoor media in Bulukumba City. Employing a descriptive qualitative approach, the research identifies and categorizes errors based on Indonesian linguistic standards. The findings are expected to contribute to improving the quality of written communication in public spaces and fostering greater awareness of proper language usage.

LITERATURE REVIEW

The study of language errors is a critical aspect of linguistics, particularly in understanding how deviations from linguistic norms occur in written or spoken communication. Language errors in written media can be classified into several types, including spelling errors, punctuation inaccuracies, grammatical mistakes, and inappropriate word choice (diction). These errors often arise due to factors such as lack of awareness of language rules, regional linguistic influences, or the intentional use of informal expressions for stylistic purposes. Language error analysis is an approach used to identify and understand the causes and patterns of deviations in language use. Chaer (2006) defines language errors as deviations from established linguistic norms that may occur due to a lack of knowledge, carelessness, or deliberate disregard for linguistic conventions. Tarigan (2011) further categorizes language errors into phonological, morphological, syntactic, semantic, and

discourse levels. Errors in writing, particularly in public communication such as outdoor media, often involve spelling, punctuation, and diction issues, which can hinder message clarity.

Spelling and punctuation are integral to the clarity and professionalism of written language. Setyawati (2010) highlights that spelling errors often result from the incorrect adaptation of foreign terms or inconsistencies in applying standard language rules. Punctuation, as noted by Waridah (2008), serves to organize written communication, and its misuse can significantly alter the meaning of a sentence. Errors in these areas are common in public media, where the focus on aesthetics often outweighs linguistic accuracy. Diction, or word choice, plays a pivotal role in ensuring that written messages are effective and appropriate for their audience. Keraf (2013) emphasizes that precise diction not only conveys the intended meaning but also reflects the writer's linguistic competence and sensitivity to context. Improper diction in public media, as often seen in advertisements and signage, can lead to misunderstandings and a lack of trust in the information presented. Outdoor media, including billboards, banners, and store signage, serve as a primary means of communication in public spaces. According to Rahardian (2014), the use of language in these media should adhere to established linguistic norms to ensure accessibility and comprehensibility for diverse audiences. However, previous studies have shown that outdoor media frequently exhibit errors due to factors such as limited language proficiency, influence from regional dialects, and the adoption of informal or non-standard language for creative purposes. Previous research on language errors in outdoor media has been conducted in various urban settings. For example, Nur Afifah and Nikmah Sari Hasibuan (2017) analyzed language errors in Medan's outdoor media, identifying frequent issues in spelling, punctuation, and diction. This study highlighted the importance of linguistic accuracy in public communication and provided recommendations for improvement. Similar patterns are expected in Bulukumba City, where linguistic practices may also reflect regional and cultural influences.

RESEARCH METHOD

This study employs a descriptive qualitative research design to analyze language errors in outdoor media in Bulukumba City. Data collection was conducted through direct observation and documentation, focusing on various forms of written communication such as billboards, banners, store signs, and public service announcements. Using purposive sampling, the research selected outdoor media that were visible, frequently encountered, and relevant to the study's objectives. The data analysis involved identifying and classifying language errors into categories such as spelling, punctuation, and diction errors. These errors were further interpreted to uncover potential causes and their implications for public communication. To ensure validity, the findings were triangulated through cross-

referencing observations with documentation and validated through peer review. This methodical approach provides a comprehensive understanding of linguistic challenges in outdoor media and highlights the importance of adhering to standard language rules for effective public communication.

RESULT AND DISCUSSION

The analysis of outdoor media in Bulukumba City revealed a significant number of language errors that do not conform to standard linguistic rules. These errors were identified in various types of outdoor media, including billboards, banners, store signs, and public service announcements. The findings are categorized into three main types of language errors.

Spelling Errors: Common spelling mistakes included incorrect adaptation of foreign words and deviations from standard Indonesian orthography. For example, the use of "wudhu" instead of the standardized "wudu" or "praktek" instead of "praktik" was frequently observed.

Punctuation Errors: Errors in punctuation were prevalent, particularly in the misuse of commas, periods, and apostrophes. For instance, phrases such as "Darat, Udara dan Laut" lacked a necessary comma before "dan," disrupting sentence clarity.

Diction Errors: Improper word choices were common, including the use of informal or regional words that are not standard in formal Indonesian writing. Words like "kost" instead of "kos" and "sholat" instead of "salat" appeared frequently.

2Discussion

The presence of language errors in outdoor media reflects several underlying factors.

Lack of Awareness: Many creators of outdoor media lack knowledge of or fail to prioritize standard language rules. This is evident in the frequent spelling and punctuation mistakes, which could have been avoided through adherence to established guidelines.

Regional and Cultural Influences: The integration of regional dialects and cultural expressions into public communication contributes to diction errors. While this may enhance relatability for the local audience, it undermines linguistic standardization.

Creative Preferences: In some cases, informal language and non-standard spelling choices are intentionally used to attract attention or create a distinctive brand identity. However, this often compromises the professionalism and clarity of the message.

These errors not only diminish the credibility of the messages conveyed but also reflect a broader issue of linguistic indiscipline in public communication. The findings emphasize the need for greater linguistic awareness and adherence to Indonesian language standards, particularly in public media that are widely visible and influential. The results of this study highlight the importance of improving language usage in outdoor media. Public agencies, local governments, and media

creators should collaborate to ensure that outdoor media adhere to linguistic norms. Training programs, stricter regulations, and proofreading practices can help reduce errors and enhance the quality of public communication in Bulukumba City. By addressing these issues, outdoor media can serve as a more effective and professional tool for communication, reflecting linguistic excellence and fostering greater public trust in the information presented.

CONCLUSION

The findings of this study highlight the prevalence of language errors in the writing of outdoor media in Bulukumba City, particularly in spelling, punctuation, and diction. These errors are indicative of broader challenges, including limited awareness of linguistic norms, regional and cultural influences, and creative preferences that prioritize aesthetics over accuracy.

To improve the quality and professionalism of public communication, it is essential for stakeholders—such as local governments, media creators, and public agencies—to collaborate in promoting linguistic standards. Training programs, public awareness campaigns, and stricter regulations should be implemented to reduce these errors. Additionally, incorporating proofreading and editing processes into the creation of outdoor media can help ensure adherence to proper language norms.

By addressing these issues, outdoor media can better fulfill their role as effective communication tools, reflecting linguistic excellence and fostering greater public trust in the messages they convey.

REFERENCES

1. Chaer, A. (2006). *Linguistik Umum*. Jakarta: Rineka Cipta.
2. Keraf, G. (2013). *Diksi dan Gaya Bahasa*. Jakarta: Gramedia Pustaka Utama.
3. Nur Afifah, & Nikmah Sari Hasibuan. (2017). Language Errors in Outdoor Media in Medan. *Journal of Applied Linguistics*, 5(2), 123-135.
4. Setyawati, I. (2010). *Pedoman Ejaan Bahasa Indonesia*. Yogyakarta: Kanisius.
5. Waridah, A. (2008). Punctuation in Public Communication. *Jurnal Bahasa dan Sastra*, 8(1), 67-78.
6. Rahardian, P. (2014). Language and Media: A Study of Linguistic Norms in Outdoor Communication. *Linguistics Journal*, 10(3), 99-108.
7. Tarigan, H. G. (2011). *Pengajaran Analisis Kesalahan Berbahasa*. Bandung: Angkasa.
8. Badan Pengembangan dan Pembinaan Bahasa. (2016). *Pedoman Umum Ejaan Bahasa Indonesia*. Jakarta: Kemdikbud.
9. Sunarti, T. (2012). Diksi in Advertising Media. *Media Komunikasi*, 15(4), 45-59.

10. Suryani, N. (2019). Language Creativity in Public Spaces: An Analysis of Outdoor Media. *Jurnal Komunikasi Visual*, 13(2), 29-38.
11. Effendi, S. (2015). Common Errors in Spelling and Punctuation in Billboards. *Indonesian Linguistics Review*, 2(3), 56-65.
12. Yulianti, S. (2020). The Impact of Regional Dialects on Public Communication in Indonesia. *Jurnal Bahasa dan Budaya*, 9(1), 11-20.
13. Wahyudi, R. (2018). Standardizing Language in Outdoor Media: Challenges and Solutions. *Jurnal Bahasa Indonesia*, 14(2), 77-88.
14. Mahfudz, A. (2013). Sociolinguistic Perspectives on Outdoor Media in Urban Areas. *Linguistics Today*, 7(1), 15-22.
15. Faisal, H., & Ningsih, T. (2017). The Role of Language in Urban Public Spaces. *Journal of Language Studies*, 6(4), 99-112.
16. Sugiarto, B. (2016). Influence of Informal Language on Signage Effectiveness. *Jurnal Pendidikan Bahasa dan Sastra*, 12(3), 55-68.
17. Kartika, D. (2019). Visual and Linguistic Aspects of Public Signage. *Jurnal Komunikasi*, 17(2), 33-42.
18. Alwi, H., et al. (2010). *Tata Bahasa Baku Bahasa Indonesia*. Jakarta: Balai Pustaka.
19. Wibisono, A. (2021). Linguistic Errors in Public Service Announcements: A Study in Jakarta. *Journal of Public Linguistics*, 3(1), 14-26.
20. Kusuma, F. (2018). Aesthetic and Linguistic Conflicts in Outdoor Media. *Jurnal Seni dan Bahasa*, 10(2), 71-80.