


**AN ERROR ANALYSIS IN ENGLISH PRINTED
ADVERTISEMENTS: BANNERS, BILLBOARDS,
BROCHURES, FLYERS and SIGNS IN SEMARANG**

A THESIS



Student Number : 07.80.0004

**ENGLISH LETTERS STUDY PROGRAMME
FACULTY OF LETTERS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
SEMARANG**

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**A Thesis Presented as Partial Fulfillment of the Requirements to Obtain the
Sarjana Sastra Degree in English Letters Study Program**



by

Marcelly

Student Number: 07.80.0004

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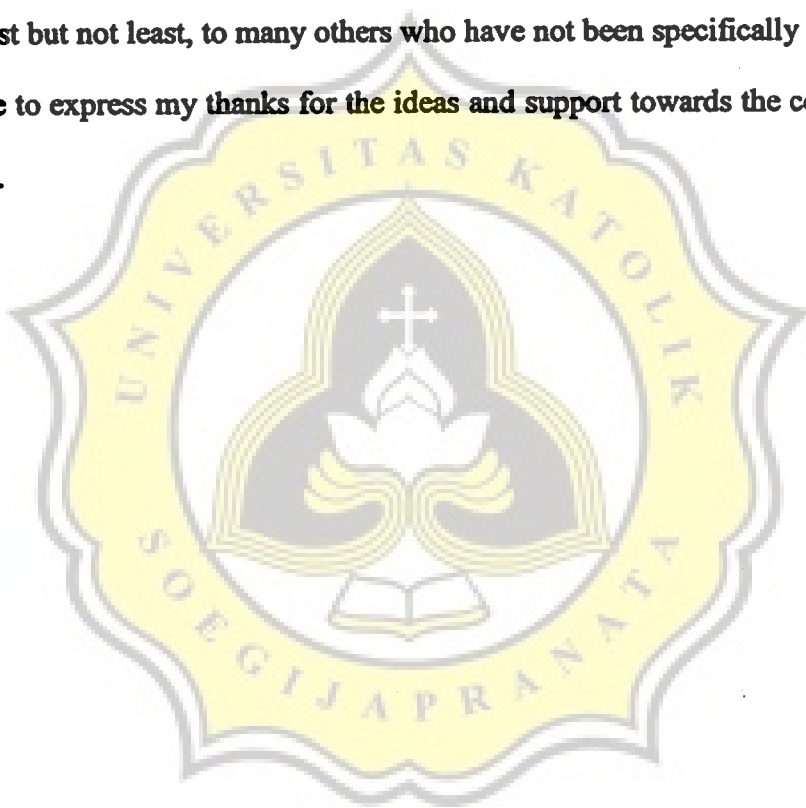


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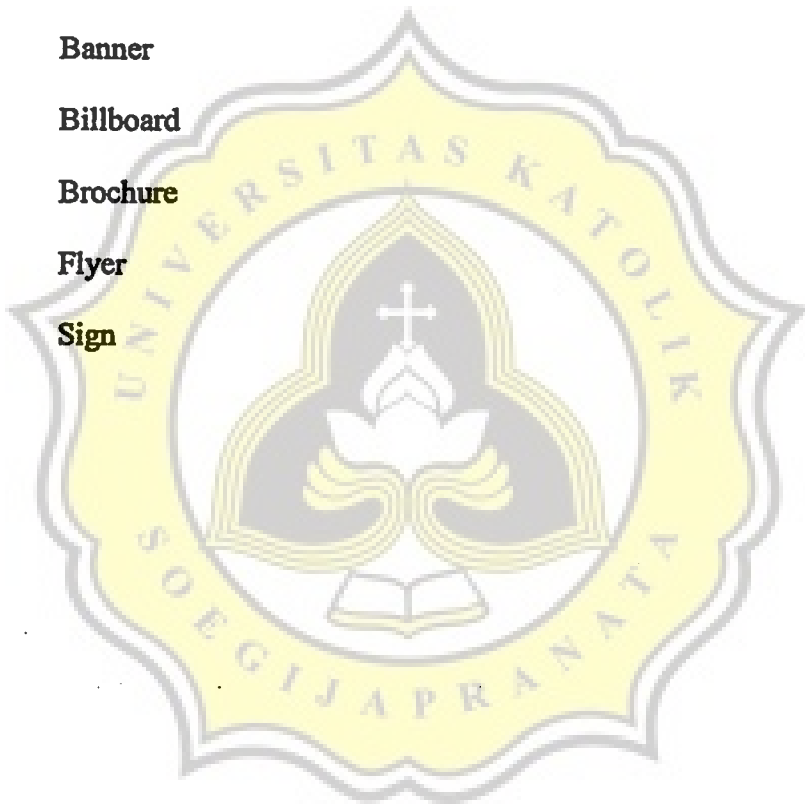
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IMAGES

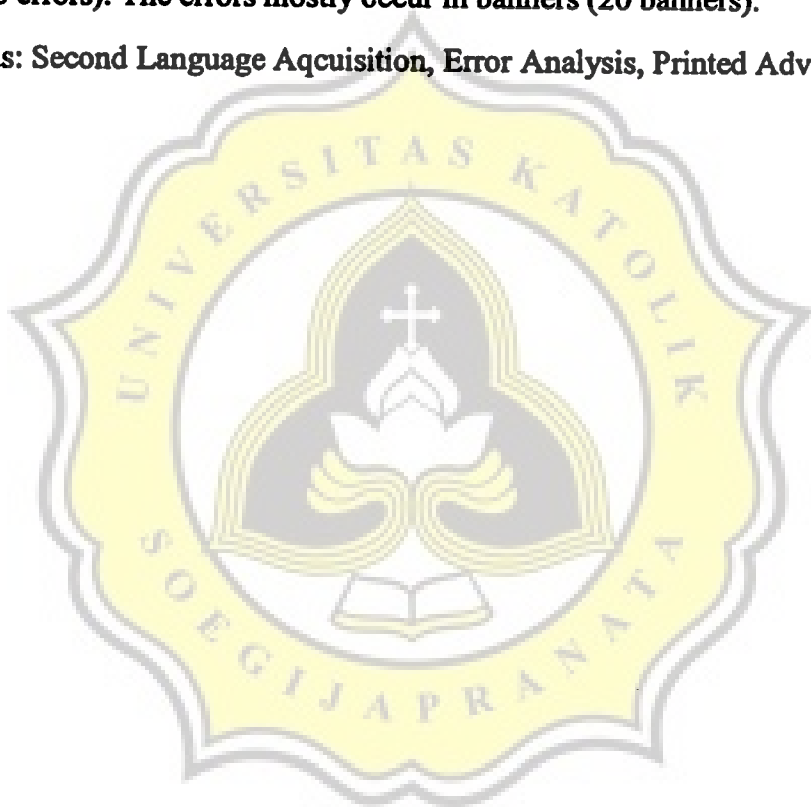


ABSTRACT

This thesis discusses the errors found in printed advertisements in Semarang. This thesis analyzes the errors that occur in the English printed advertisements in Semarang. This study aims to find the kinds of error in English printed advertisements such as banners, brochures, billboards, flyers, and signs also to reveal what kinds of errors are most frequently found in each type of advertisements.

The kinds of error are categorized using the error classification by Dulay, Burt and Krashen (1982). The result shows that the errors that mostly happen are omission errors (18 errors). The errors mostly occur in banners (20 banners).

Keywords: Second Language Acquisition, Error Analysis, Printed Advertisement



ABSTRAK

Skripsi ini membahas tentang kesalahan yang terdapat pada iklan-iklan tercetak di Semarang. Skripsi ini menganalisa kesalahan yang muncul di iklan-iklan tercetak di Semarang, yang dijelaskan oleh satu pertanyaan dari bidang penguasaan bahasa kedua. Tujuan dari studi ini adalah untuk menemukan jenis-jenis kesalahan yang terdapat pada iklan-iklan tercetak seperti banner, brosur, billboard, flyer, dan sign.

Jenis-jenis kesalahan dikategorisasikan menggunakan klasifikasi kesalahan milik Dulay, Burt dan Krashen (1982). Hasilnya, kesalahan yang paling sering ditemukan adalah kesalahan jenis Omission (18 kesalahan). Kesalahan paling banyak terjadi di banner (20 banner).

Keywords: Second Language Acquisition, Kesalahan Analysis, Printed Advertisement

