

CHAPTER 1

INTRODUCTION

1.1 Background

Advertisement is one of the media that grows rapidly. People use it to represent their products, events, or services. The media used for advertising can be brochures, banners, televisions, radios, or billboards. In most advertisements these days, we can hear or read English slogans or words. Using English in advertisements has become a common thing. Moreover, it seems like using English to promote something that brings more 'charm'. It seems like there is a paradigm that using English in advertisements is a good thing. It gives an 'international touch'.

However, the use of English in those advertisements is not always correct. In the use of English, errors still happen, especially in the written advertisements. It can be caused by the fact that advertisement designers do not completely acquire the rules of the target language, the general use of the target language rules, or the influence of the first language (Richards in Ellis, 1994, p. 58).

In language, making error is a part of learning process. Dulay, Burt and Krashen (1982, p.138) agree that people cannot learn language without first systematically committing errors. So committing errors is something that everybody makes, even for someone who is expert (Schwartz, as cited in Zhao, 2006, p. 3).

People committing error without realizing that they did it. Dulay, Burt and Krashen (1982, p. 139) indicate that it results from the lack of knowledge of the rules of language (what Chomsky called *competence*, as cited in Dulay, Burt and Krashen, 1982). People make errors because they do not master the language rules and they are not aware that they have made errors.

This makes the writer interested to analyze the errors in the English printed advertisements in banners, billboards, brochures, flyers and signs. The writer focuses on printed advertisement, because it is indisputable evidence of errors. It is already printed so the writer can get actual evidence of the error in English printed advertisements; banners, billboards, brochures, flyers and signs, then analyze them.

1.2 Field of the Study

This study is within the domain of Linguistics.

1.3 Scope of the Study

The writer's scope of the study is within Second Language Acquisition, concentrating on error analysis.

1.4 Problem Formulation

According to the theory of error analysis used as the main theory in this study, the writer formulates the problems as follows :

1. What kinds of errors are found in English printed advertisements : banners, billboards, brochures, flyers and signs in Semarang?
2. What kinds of errors are most frequently found in each type of advertisement?

1.5 Objective of the Study

Through her study the writer would like to achieve two purposes:

1. To find out what kinds of errors are found in English printed advertisements: banners, billboards, brochures, flyers in Semarang.
2. To reveal what kinds of errors are most frequently found in each type of advertisement.

1.6 Significance of the Study

The significance of the study is the writer hopes this study will make people know more about error analysis. The writer also expects that this study will contribute to the study of Linguistics especially in the field of Second Language Acquisition. In the end, the writer also hopes that this study can be a stepping stone and inspiration for the next study of error analysis in printed advertisements.

1.7 Definitions of Terms

Advertising = the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors

through the various media. Bovee (1992) as cited in Taflinger(1996, p).

Advertisements

= media used for advertising

<http://www.netplaces.com/writing-copy/writing-advertising-copy/billboards.htm>

Banner

= a long strip of flexible material displaying a slogan, advertisement, etcetera (Collins, 2002, p 31).

Billboard

= An outdoor sign that carries advertising messages (Weilbacher, 1984, p.593).

Brochure

= A small booklet or pamphlet, often containing promotional material or product information (Collins, 2002, p 43).

Printed advertisement

= advertisements that are printed, not broadcasted, consists of, banner, brochures, flyers, billboards etcetera.

Errors

= a part of a conversation or a composition that deviates from some selected norms of mature language performance (Dulay, 1982, p. 139).

Error Analysis

= a set of procedures for identifying, describing, and explaining errors in learners' language (Ellis, 1994, p. 701).

Flyer

= a form of direct-mail advertisement that is usually a single, standar-size (8½ by 11 inches) page printed

on one or both sides and folded one or more times
(Bovée and Arens, 1986, p. G-7).

Sign

= an outdoor advertising term that refers to outdoor posters and bulletins that do not conform in size to industry standards (Weilbacher, 1984, p.593).

