

Indonesian Sound Errors in Television Advertisements

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ARTICLE INFO

Article history:

Received December 27, 2023

Accepted March 20, 2024

Available online April 25, 2024

Kata Kunci:

Bunyi Bahasa, Iklan Televisi, Fonologi

Keywords:

Language Sounds, Television Advertising, Phonology



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ABSTRAK

Kesalahan bunyi bahasa dalam tataran fonologi. Fonem atau bunyi bahasa dalam bahasa Indonesia terdiri dari atas vokal, konsonan, diftong 'vokal rangkap', dan kluster 'gugus konsonan'. Perbedaan fonem akan mengubah ragam bahasa yang baku menjadi tidak baku. Problematika fonologis terjadi karena berubahnya fonem vokal, konsonan maupun diftong menjadi fonem lain sehingga mengubah bahasa yang baku menjadi tidak baku. Penelitian ini bertujuan untuk menganalisis kesalahan bunyi bahasa yaitu penghilangan, penambahan, dan perubahan fonem vokal, fonem konsonan, fonem vokal gabungan, dan fonem konsonan gabungan. Penelitian ini menggunakan metode deskriptif kualitatif. Teknik pengumpulan data penelitian ini dengan cara simak dan katat bahasa yang ditonton pada iklan televisi Indonesia. Teknik analisis data ini terdiri atas (1) Pengumpulan data (2) reduksi data, (3) penyajian data (4) kesimpulan yang menarik. Hasil analisis data kesalahan bunyi bahasa Indonesia dalam Iklan Televisi adalah kesalahan bunyi bahasa dalam bahasa Indonesia yang terdiri atas vokal, konsonan, diftong 'vokal rangkap', dan kluster 'gugus konsonan' karena kesalahan penggunaan bahasa yang tidak sesuai dengan Ejaan Bahasa Indonesia (EBI). Kesalahan bunyi bahasa Indonesia atau pengucapan yang terjadi dalam iklan televisi seperti ini terjadi karena adanya ketidaktahuan atau kesengajaan agar iklan yang ditampilkan akan menarik perhatian para konsumen ataupun orang yang melihat, menonton dan mendengarkannya.

ABSTRACT

Language sound errors at the phonological level. Phonemes or language sounds in Indonesian consist of vowels, consonants, diphthongs 'double vowels', and clusters 'consonant groups'. Differences in phonemes will change standard language varieties into non-standard ones. Phonological problems occur because vowel, consonant or diphthong phonemes change into other phonemes, thereby changing standard language into non-standard ones. This research aims to analyze language sound errors, namely deletions, additions and changes in vowel phonemes, consonant phonemes, combined vowel phonemes and combined consonant phonemes. This study used descriptive qualitative method. The data collection technique for this research is by listening and using the language watched in Indonesian television advertisements. This data analysis technique consists of (1) data collection (2) data reduction, (3) data presentation (4) interesting conclusions. The results of data analysis of Indonesian language sound errors in Television Advertisements are language sound errors in Indonesian consisting of vowels, consonants, diphthongs 'double vowels', and 'consonant clusters' clusters due to errors in language use that do not match Indonesian Spelling (EBI). Errors in Indonesian sounds or pronunciation that occur in television advertisements like this occur due to ignorance or on purpose so that the advertisement displayed will attract the attention of consumers or people who see, watch and listen to it.

1. INTRODUCTION

Language as a means of communication is a series of sounds produced by human speech. The science of language sounds or phonology in general, provides knowledge and skills to know and produce various kinds of language sounds from all over the world. Etymologically, the word phonology comes from a combination of the word phon which means 'sound', and logi which means 'science' (Novianti et al., 2019; Sakti, 2020). Phonology, as a science, is commonly defined as part of linguistic studies that study, discuss, discuss, and analyze the sounds of language produced by human speech. Language in the form of letters or

words is a symbol of sound produced by human speech (Law et al., 2018; Strouse et al., 2018). The letters that symbolize vowels in Indonesian consist of five letters, namely a, e, i, o, and u. The letters that represent consonants in Indonesian consist of 21 letters, namely b, c, d, f, g, h, j, k, l, m, n, p, q, r, s, t, v, w, x, y, and z. In Indonesian, there are four diphthongs which are symbolized by a combination of vowels, namely ai, au, ei, and oi. The combined consonant letters kh, ng, ny, and sy each symbolize a consonant sound (Gelen Assoc, 2018; Turiman et al., 2012).

Language is the main key in human communication life, because humans can interact with each other by using language. Language is a communication tool used if humans understand each other or understand each other. This is closely related to the use of language resources (Leung, 2022; Rahmayanti et al., 2021). The Indonesian government considers it necessary to determine a standard language, namely standard language. Previous study found that standard words are words used in formal situations, both oral and written delivery (Rahmawati & Ramadan, 2021). The use of good and correct Indonesian is an obligation for all Indonesian people. The standard pronunciation of Indonesian is a pronunciation that follows phonemic principles based on Indonesian spelling, meaning that a word is pronounced according to the standard Indonesian spelling or according to the value of letter sounds in Indonesian (Harahap, 2020; Supriatna & Ediyanto, 2021). Previous study suggests that there are four situations in using standard language, namely (1) used in official situations, such as making official correspondence, official announcements from official agencies, legislation, and so on (2) used in technical discourse, for example official reports and essays or scientific works (3) used in public speaking, for example lectures, lectures, and sermons (4) used when talking to respected people, such as parents, new people, or people of higher social status (Munandar, 2016; Widiyasri et al., 2019).

The problems faced today in our daily lives cannot be separated from seeing or watching television because television is a tool that becomes a medium of information for human life. Advertising is one of the communication tools between consumers and producers, while television is one of the media that broadcasts various advertisements. Advertising is also a means of notification conveyed to the wider community about goods or services both by individuals, private companies and the government. Advertising as a means of mass communication, advertising has a target, namely readers, listeners, and viewers in mass. As stated by previous study that advertising is a message directed at persuading a person or group of people to buy the goods or services being communicated (Yıldırım, 2016), while other study states that the messages conveyed in advertisements can be disseminated through various media including radio, television, cinema, newspapers, magazines, billboards/banners, props and leaflets (Hidayat et al., 2019).

The meaning of advertising is (1) order news to encourage, persuade the public to be interested in the goods and services offered, (2) notification to the public about goods or services sold, posted in mass media (such as newspapers and magazines) or in public places (Denham, 2021; Naderer, 2021). Unfortunately, the information displayed and conveyed by advertisements on Indonesian television uses a lot of non-standard language because the purpose of broadcasting various advertisements is to attract the attention of consumers without using linguistic rules. Therefore, many people think that the language conveyed in advertisements on television is appropriate to use. According to previous study Indonesian must be used in information about domestic or foreign products or services circulating in Indonesia and Indonesian must be used in information through mass media (Zulzilah et al., 2019).

The problem of using non-standardized language occurs because of the open and dynamic nature of language. So it is natural for misunderstandings to occur in the use of language in the growth and development of Indonesian. However, this problem must certainly be addressed wisely so that Indonesian grows and develops into a language that has established rules, so that Indonesian is not only a means of communication in the language community and unifying the nation but also has as a language of science and scientific language (Paul et al., 2018; Rahayu, 2019). Therefore, if the language in science is not in accordance with the sounding system or phonemes, of course in writing or speaking someone will lose their authority. Language is a sound system used by language communities with the aim of communicating. Therefore, Indonesian language teaching essentially has a scope and has the aim of fostering language skills.

Many phonological errors found in advertisements on Indonesian television use non-standard words by changing the vocabulary used with the same meaning and intention, but there are differences in phonemes from the standard vocabulary in order to attract consumers to see, watch and hear it (Greaney & Arrow, 2014; Torres et al., 2020). Indonesian sound or pronunciation errors that occur in advertisements on Indonesian television like this occur due to ignorance or intentionality in order to attract the attention of consumers or people who see, watch and listen to them.

There are several studies on language sounds related to advertisements, one them is research that discusses writing errors concerning the level of phonology in the form of phoneme deletion, phoneme addition and phoneme changes when giving names to food and beverage products on purpose in order to

attract the attention of buyers to be interested in buying products sold in grocery stores (Montaner Sanchis et al., 2022). The research method used is descriptive qualitative by collecting data through interviews, field notes, documentation, and by organizing data into categories, breaking it down into units, synthesizing, compiling into patterns, choosing which ones are important and which ones will be studied, and making conclusions. The data source in this study is the packaging of food and beverage products in grocery stores, while the data in this study are words used in product packaging. The results of other research can be concluded that most of the Indonesian language errors in product packaging concerning the level of phonology are in written language which aims to give an attractive impression so that consumers are interested and buy the advertised products (Ho, 2015). Product writers also want to emphasize their products by using excessive elements through interesting sentences. Other study also suggest that as Indonesian people, we must continue to use good and correct Indonesian. To attract purchasing power for the advertised product, it would be nice to still be given restrictions so as not to damage the rules of Indonesian language (Istima & Polisida, 2016).

This study aims to analyzes language sound errors, namely the omission, addition and change of vowel phonemes, consonant phonemes, combined vowel phonemes and combined consonant phonemes. This research is related to language (Linguistics), and the purpose of linguistic research to obtain a description and knowledge of language as language, and to find out how the properties of language are and how language works (behavior). The novelty of this study focus in Indonesian television advertising products, describe phoneme deletion in Indonesian television advertising products, and describe phoneme change errors in Indonesian television advertising products. The results of this study can certainly be useful and can be a reference for Indonesian television stations, copywriters, visualizers, advertising agencies and the Indonesian advertising industry in order to use good and correct Indonesian language, in accordance with the applicable regulations in the General Guidelines for Indonesian Spelling (PUEBI).

2. METHOD

The research method is a scientific method or process with the aim of obtaining data with specific uses and objectives. This research uses a qualitative descriptive method. Qualitative descriptive method is one of the research procedures that produces data in the form of words that describe a certain situation (Sugiyono, 2016). The source of data in research is the subject from which data can be obtained, such as the source of data in this study is advertisements on television, while the object of this research is the sound of Indonesian language or pronunciation used in advertisements on television (Arikunto, 2013). The data collection technique uses listening and note-taking techniques. The listening technique is a method used to obtain data by listening to language use. The term listening here relates to the use of spoken language. The listening technique is carried out by means of researchers watching, listening carefully in order to get accurate data and recording the language sounds displayed in the advertisement which is the object of research. The note-taking technique that researchers do by recording all language sound errors contained in advertisements on television in the form of written data. The importance of recording is so that data can be analyzed repeatedly so that researchers get valid data. Data collection in this study was conducted in October 2023. Ads were taken randomly as many as 45 advertisements aired on private television, namely Trans TV.

The data analysis model in this study follows the concept of which suggests that activities in analyzing qualitative data are carried out through 4 stages (1) data collection (2) data reduction, (3) data presentation (4) drawing conclusions (Miles et al., 2018). This research produces data in the form of Indonesian sound errors in television advertisements.

3. RESULT AND DISCUSSION

Result

The field of linguistics that studies, analyzes, and discusses the sequence of language sounds is called phonology. In the field of phonology, there is a study of phonetics, which is a field of science that investigates language sounds without paying attention to the function of these sounds as distinguishing meaning in a language. The following describes language sound errors in television advertisements, namely about phoneme deletion, phoneme addition, and phoneme change.

Table 1. Phonemes Deletion

No.	Advertisement	Pronunciation in Advertisement	Formal Pronunciation	Analysis
1.	<i>Teh Pucuk Harum</i>	<i>aja</i>	<i>saja</i>	<i>saja</i> → <i>aja</i> deletion of consonant phonemes /s/
2.	<i>Roma Sari Gandum</i>	<i>dikit</i>	<i>sedikit</i>	<i>sedikit</i> → <i>dikit</i> deletion of consonant phonemes /s/ and deletion of vowel phonemes /e/
3.	<i>Fresh Tea</i>	<i>keabisan</i>	<i>kehabisan</i>	<i>kehabisan</i> → <i>keabisan</i> deletion of consonant phonemes /h/
4.	<i>Nescafe</i>	<i>aja</i>	<i>saja</i>	<i>saja</i> → <i>aja</i> deletion of consonant phonemes /s/
5.	<i>KOPIKO</i>	<i>abis</i>	<i>habis</i>	<i>habis</i> → <i>abis</i> deletion of consonant phonemes /h/
6.	<i>KIS Mint</i>	<i>abis</i>	<i>habis</i>	<i>habis</i> → <i>abis</i> deletion of consonant phonemes /h/
7.	<i>KFC JAGONYA AYAM</i>	<i>abis</i>	<i>habis</i>	<i>habis</i> → <i>abis</i> deletion of consonant phonemes /h/
8.	<i>Kecap Bango</i>	<i>karna</i>	<i>karena</i>	<i>karena</i> → <i>karna</i> deletion of vowel consonant/e/
9.	<i>Kecap Indofood</i>	<i>aja</i>	<i>saja</i>	<i>saja</i> → <i>aja</i> deletion of consonant phonemes /s/
10.	<i>Royco</i>	<i>aja</i>	<i>saja</i>	<i>saja</i> → <i>aja</i> deletion of consonant phonemes /s/
11.	<i>Bebelac</i>	<i>taun</i>	<i>tahun</i>	<i>tahun</i> → <i>taun</i> deletion of consonant phonemes /h/
12.	<i>VICKS Inhaler</i>	<i>aja</i>	<i>saja</i>	<i>saja</i> → <i>aja</i> deletion of consonant phonemes /s/
13.	<i>Panadol Extra</i>	<i>emangnya</i>	<i>memangnya</i>	<i>memangnya</i> → <i>emangnya</i> deletion of consonant phonemes /m/
14.	<i>So Klin Pewangi</i>	<i>gini</i>	<i>begini</i>	<i>begini</i> → <i>gini</i> deletion of consonant phonemes /b/ and deletion of vowel phonemes /e/
15.	<i>Lifeboy Lemon Fresh</i>	<i>aja</i>	<i>saja</i>	<i>saja</i> → <i>aja</i> deletion of consonant phonemes /s/
16.	<i>Shampo Clear</i>	<i>hawatir</i>	<i>khawatir</i>	<i>khawatir</i> → <i>hawatir</i> deletion of consonant phonemes /k/
17.	<i>Head N Shoulder</i>	<i>karna</i>	<i>karena</i>	<i>karena</i> → <i>due</i> to the deletion of vowel phonemes /e/
18.	<i>Emeron Avocado Oil</i>	<i>aja</i>	<i>saja</i>	<i>saja</i> → <i>aja</i> deletion of consonant phonemes /s/
19.	<i>Colling 5</i>	<i>aja</i>	<i>saja</i>	<i>saja</i> → <i>aja</i> deletion of consonant phonemes /s/
20.	<i>Garnier</i>	<i>udah</i>	<i>sudah</i>	<i>sudah</i> → <i>udah</i> deletion of consonant phonemes /s/

Base on [Table 1](#), the phonology of advertisement studied is a language sound error in which there are vowels, consonants and letter combinations whose function is not to distinguish meaning, because the phoneme changes in the word under study the meaning does not change. The results of error analysis in adding phonemes are shown in [Table 2](#).

Table 2. Phonemes Addition

No.	Advertisement	Pronunciation in Advertisement	Formal Pronunciation	Analysis
1.	<i>Sarimie</i>	<i>uenaknya</i>	<i>enaknya</i>	<i>enaknya</i> → <i>uenaknya</i> addition of vowel phonemes /u/
2.	<i>Indomie</i>	<i>masouk</i>	<i>masuk</i>	<i>masuk</i> → <i>masouk</i> addition of vowel phonemes /o/
3.	<i>Pocky</i>	<i>cobain</i>	<i>cobai</i>	<i>cobai</i> → <i>cobain</i> addition of consonant phonemes /n/
4.	<i>Kecap Indofood</i>	<i>muanis</i>	<i>manis</i>	<i>manis</i> → <i>muanis</i> addition of vowel phonemes /u/

Based on Table 2, it is known that there were 4 advertisements that made mistakes by adding phonemes which made the words non-standard. The mistake was made by adding phonemes u, o, and n. The results of error analysis in phonemes change is show in Table 3.

Table 3. Phonemes Change

No.	Advertisement	Pronunciation in Advertisement	Formal Advertisement	Analysis
1.	<i>Teh Pucuk Harum</i>	<i>dipucukkin</i>	<i>dipucukkan</i>	<i>dipucukkan</i> → <i>dipucukkin</i> change in vowel phonemes /a/ → /i/
2.	<i>Roma Sari Gandum</i>	<i>laper</i>	<i>lapar</i>	<i>lapar</i> → <i>laper</i> change in vowel phonemes /a/ → /e/
3.	<i>Roma Malkis</i>	<i>laper</i>	<i>lapar</i>	<i>lapar</i> → <i>laper</i> change in vowel phonemes /a/ → /e/
4.	<i>Pop Mie</i>	<i>pedes</i>	<i>pedas</i>	<i>pedas</i> → <i>pedes</i> change in vowel phonemes /a/ → /e/
5.	<i>Sarimie</i>	<i>rame</i>	<i>ramai</i>	<i>ramai</i> → <i>rame</i> change in change in combination of vowel phonemes (diphthongs)/ai/ → vowel phonemes /e/
6.	<i>Sambal Asli ABC</i>	<i>a be se</i>	<i>a be ce</i>	<i>a be ce</i> → <i>a be se</i> change in consonant phonemes /c/ → consonant phonemes /s/
7.	<i>Kecap Sedap</i>	<i>pakei</i>	<i>pakai</i>	<i>pakai</i> → <i>pakei</i> change in combination of vowel phonemes (diphthongs)/ai/ → vowel phonemes (diphthongs) /ei/
8.	<i>Kecap ABC</i>	<i>a be se</i>	<i>a be ce</i>	<i>a be ce</i> → <i>a be se</i> change in consonant phoneme /c/ → consonant phoneme /s/
		<i>capek</i>	<i>capai</i>	<i>capai</i> → <i>capek</i> change in combination of vowel phoneme (diphthong) /ai/ → vowel phoneme /e/ and consonant phoneme /k/

No.	Advertisement	Pronunciation in Advertisement	Formal Advertisement	Analysis
9.	<i>Kopi ABC Kelepon</i>	<i>a be se</i>	<i>a be ce</i>	a be ce → a be se change in consonant phoneme /c/ → consonant phoneme /s/ <i>tebal</i> → <i>tebel</i>
10.	<i>Kalpa Biskuit</i>	<i>tebel</i>	<i>tebal</i>	vowel phoneme change /a/ → /e/ <i>tebal</i> → <i>tebel</i>
11.	<i>Kalpa Wafer</i>	<i>tebel</i>	<i>tebal</i>	vowel phoneme change /a/ → /e/ <i>tebal</i> → <i>tebel</i>
		<i>bener</i>	<i>benar</i>	<i>bener</i> → <i>benar</i>
12.	<i>Tropicana Slim</i>	<i>pakek</i>	<i>pakai</i>	vowel phoneme change /a/ → /e/ <i>pakai</i> → <i>pakek</i> change in combination of vowel phoneme (diphthong) /ai/ → vowel phoneme /e/ and consonant phoneme /k/ <i>energi</i> → <i>energy</i>
13.	<i>Hemaviton Energy</i>	<i>energy</i>	<i>energi</i>	change in vowel phoneme /i/ → consonant phoneme /y/ <i>segar</i> → <i>seger</i>
		<i>seger</i>	<i>segar</i>	<i>segar</i> → <i>seger</i>
14.	<i>Sido Muncul Tolak Linu</i>	<i>pegel</i>	<i>pegal</i>	vowel phoneme change /a/ → /e/ <i>pegal</i> → <i>pegel</i>
	<i>Sido Muncul Tolak Linu</i>	<i>capek</i>	<i>capai</i>	vowel phoneme change /a/ → /e/ <i>capai</i> → <i>capek</i> change in combination of vowel phoneme (diphthong) /ai/ → vowel phoneme /e/ and consonant phoneme /k/ <i>pakai</i> → <i>pakei</i>
15.	<i>Lifebuoy Lemon Fresh</i>	<i>pakei</i>	<i>pakai</i>	change in combination of vowel phonemes (diphthong) /ai/ → combination of vowel phonemes (diphthong) /ei/ <i>ditarik</i> → <i>ketarik</i>
16.	<i>Garnier</i>	<i>ketarik</i>	<i>ditarik</i>	<i>ketarik</i> change in vowel phoneme /i/ → e and change in consonant phoneme /d/ → /k/ <i>pakai</i> → <i>pakei</i>
17.	<i>Lervia Sabun Susu</i>	<i>pakei</i>	<i>pakai</i>	change in combination of vowel phonemes (diphthong) /ai/ → combination of vowel phonemes (diphthong) /ei/ <i>dapat</i> → <i>dapet</i>
18.	<i>Scarlett</i>	<i>dapet</i>	<i>dapat</i>	<i>dapat</i> → <i>dapet</i>
19.	<i>Emeron Avocado Oil</i>	<i>pakek</i>	<i>pakai</i>	vowel phoneme change /a/ → /e/ <i>pakai</i> → <i>pakek</i> change in combination of vowel phoneme (diphthong) /ai/ → vowel phoneme /e/ and consonant phoneme /k/ <i>dekat</i> → <i>deket</i>
20.	<i>Downy</i>	<i>deket</i>	<i>dekat</i>	<i>dekat</i> → <i>deket</i>
21.	<i>Max BioPlus</i>	<i>pantes</i>	<i>pantas</i>	vowel phoneme change /a/ → /e/ <i>pantas</i> → <i>pantes</i> vowel phoneme change /a/ → /e/

Based on Table 3, it is known that there were 21 advertisements that made mistakes by adding phonemes which made the words non-standard. The mistake was made by changing phonemes a, e, ei, ai

and etc. Then, the results of error analysis in phonemes additions, omissions and changes is show in [Table 4](#).

Table 4. Phoneme Additions, Omissions and Changes

No.	Advertisment	Pronounciation in Advertisement	Formal Advertisement	Analisis
1.	Teh Pucuk Harum	dengerin gak	dengarkan tidak	<i>dengarkan</i> → <i>dengerin</i> change of vowel phoneme /a/ → /e/ deletion of consonant phoneme /k/ vowel phoneme change /a/ → /i/ <i>tidak</i> → <i>gak</i> deletion of the consonant phoneme /t/, vowel phoneme /i/ and consonant phoneme /d/, and addition of the consonant phoneme /g/
2.	Fresh Tea	dapetin	dapatkan	<i>dapatkan</i> → <i>dapetin</i> change of vowel phoneme /a/ → /e/ deletion of consonant phoneme /k/ vowel phoneme change /a/ → /i/
3.	Pop Mie	nyamber	sambar	<i>sambar</i> → <i>nyamber</i> deletion of the consonant phoneme /s/, and addition of a combined consonant phoneme /ny/, as well as changes in the vowel phoneme /a/ → /e/
4.	Kecap Bango	enggak	tidak	<i>tidak</i> → <i>enggak</i> deletion of the consonant phoneme /t/, vowel phoneme /i/ and consonant phoneme /d/, as well as the addition of the vowel phoneme /e/, a combination of the consonant phoneme /ng/ and the consonant phoneme /g/
5.	Kecap Sedap	gak	tidak	<i>tidak</i> → <i>gak</i> deletion of the consonant phoneme /t/, vowel phoneme /i/ and consonant phoneme /d/, and addition of the consonant phoneme /g/
6.	Kopiku	enggak	tidak	<i>tidak</i> → <i>enggak</i> deletion of the consonant phoneme /t/, vowel phoneme /i/ and consonant phoneme /d/, as well as the addition of the vowel phoneme /e/, a combination of the consonant phoneme /ng/ and the consonant phoneme /g/
7.	Pikopi	pengen	ingin	<i>ingin</i> → <i>pengen</i> change in vowel phoneme /i/ → vowel phoneme /e/ and addition of consonant phoneme /p/ also change in vowel phoneme /i/ → /e/
8.	Chocolat os	bebasin lepasin	bebaskan lepaskan	<i>bebaskan</i> → <i>bebasin</i> deletion consonant phoneme /k/ and vowel phoneme change /a/ → /i/ <i>lepaskan</i> → <i>lepasin</i> deletion consonant phoneme /k/ and vowel phoneme change /a/ → /i/
9.	SGM Eksplor	tunjukin enggak	tunjukkan tidak	<i>tunjukkan</i> → <i>tunjukin</i> deletion consonant phoneme /k/ and vowel phoneme change /a/ → /i/ <i>tidak</i> → <i>enggak</i> deletion of the consonant phoneme /t/, vowel phoneme /i/ and consonant phoneme /d/, as well as the addition of the vowel phoneme /e/, a combination of the consonant phoneme /ng/ and the consonant phoneme /g/

No.	Advertisement	Pronunciation in Advertisement	Formal Advertisement	Analysis
10.	<i>Fresh Care</i>	<i>gak</i>	<i>tidak</i>	<i>tidak</i> → <i>gak</i> deletion of the consonant phoneme /t/, vowel phoneme /i/ and consonant phoneme /d/, and addition of the consonant phoneme /g/
11.	<i>HOTIN GO</i>	<i>gak</i>	<i>tidak</i>	<i>tidak</i> → <i>gak</i> deletion of the consonant phoneme /t/, vowel phoneme /i/ and consonant phoneme /d/, and addition of the consonant phoneme /g/
12.	<i>Sido Muncul Tolak Linu</i>	<i>gak</i>	<i>tidak</i>	<i>tidak</i> → <i>gak</i> deletion of the consonant phoneme /t/, vowel phoneme /i/ and consonant phoneme /d/, and addition of the consonant phoneme /g/
13.	<i>Sweety</i>	<i>gak</i>	<i>tidak</i>	<i>tidak</i> → <i>gak</i> deletion of the consonant phoneme /t/, vowel phoneme /i/ and consonant phoneme /d/, and addition of the consonant phoneme /g/
14.	<i>Lifebuoy 3 in 1</i>	<i>enggak</i>	<i>tidak</i>	<i>tidak</i> → <i>enggak</i> deletion of the consonant phoneme /t/, vowel phoneme /i/ and consonant phoneme /d/, as well as the addition of the vowel phoneme /e/, a combination of the consonant phoneme /ng/ and the consonant phoneme /g/
15.	<i>Shampo Clear</i>	<i>vaitemin</i>	<i>vitamin</i>	<i>vitamin</i> → <i>vaitemin</i> addition of vowel phoneme /a/ and change of vowel phoneme /a/ → /e/
16.	<i>Deterjen Gentleman</i>	<i>gak</i>	<i>tidak</i>	<i>tidak</i> → <i>gak</i> deletion of the consonant phoneme /t/, vowel phoneme /i/ and consonant phoneme /d/, and addition of the consonant phoneme /g/
		<i>nyuci</i>	<i>mencuci</i>	<i>mencuci</i> → <i>nyuci</i> deletion of the consonant phoneme /m/, vowel phoneme /e/, consonant phoneme /n/, and consonant phoneme /c/ as well as the addition of a combined consonant phoneme /ny/
17.	<i>So Klin Pewangi</i>	<i>gak</i>	<i>tidak</i>	<i>tidak</i> → <i>gak</i> deletion of the consonant phoneme /t/, vowel phoneme /i/ and consonant phoneme /d/, and addition of the consonant phoneme /g/

Based on Table 4, it is known that there were 17 advertisements that made mistakes by phoneme additions, omissions and changes which made the words non-standard. The mistake was made by changing phonemes g, ny, ai and etc.

Discussion

Based on the results of data analysis of Indonesian sound errors in advertisements on Trans Television. It can be concluded that language sound errors in Indonesian consisting of vowels, consonants, diphthongs 'double vowels', and clusters 'consonant clusters' due to errors in the use of language that is not in accordance with Indonesian Spelling (EBI). The language sound errors of 45 advertisement titles in Trans TV are 70 words consisting of 20 phoneme deletion errors, 4 phoneme addition errors, 25 phoneme change errors and 21 combinations of phoneme deletion, addition and change errors. The 21 errors of omission, addition and change of phonemes are words that have several combinations of errors, namely change and omission of phonemes, omission and addition of phonemes, omission, addition and change of phonemes, and change and addition of phonemes.

Another research related to speech acts in food product advertisements. The fast food products studied are Kentucky Fried Chicken (KFC) and McDonald's (McD), both fast food products are very productive in making advertisements on television (Olowu & Akinkurolere, 2015). The researcher said that the understanding of meaning and intention in advertisements can be studied through understanding the meaning and intention contained in the language of advertisements by using pragmatic analysis. Previous

study state that language can be used to perform actions through the distinction of constative utterances and performative utterances, and the types of speech acts consist of (1) locutionary acts which are the meaning of an utterance, (2) illocutionary acts which are the intentions contained in the utterance, and (3) perlocutionary acts which are the effects caused by the utterance (Fitriana, 2013). This research also uses descriptive qualitative method with the result that speech acts in fast food advertisements on television use literal direct speech acts and literal indirect speech acts with various communicative functions in order to attract consumers by providing offers involving various expressions of feelings and information about the menus offered. The implication of this research is as one of the learning resources in learning when composing exposition texts for junior high school students in grade VIII (eight) that they teach at school.

Previous research, although not related to television advertising, discusses the phonology of speech on television hosts (Hidayat et al., 2019). This research aims to explain the limits and studies of phonology and to find out the kinds of language errors in the level of phonology by making a description table on each video title studied and making a classification according to the phoneme errors that occur. By using a qualitative descriptive method that intends to describe as clearly as possible about the object under study, it also describes the data as a whole, systematically, and accurately. The researcher argues that the use of inappropriate language on television, especially the variety show he studied, is included in the category of semi-formal events, so that the use of the host's language must use good and correct language and not be influenced by regional language (dialect) because the host on television is an example for anyone who watches it (Raghupathi & Fogel, 2013; Windels, 2016). The language usage errors found from the analysis of the 10 video titles studied are inaccuracies in the use of phonemes including the use of the phoneme / a/-/e/, phoneme /e/-/a/, phoneme /i/-/e/, and the use of diphthongs that are not pronounced according to the sound of the phoneme /ai/-/e/ and /au/-/o/.

Looking at the three literature reviews in this study, which is concerned about speech acts in advertisements for fast food products on television and their implications and which analyzes phonological errors in the speech of Net TV morning show hosts while the research that discusses language sound errors that deviate from Indonesian language rules (Sumardi, 2018). The research equation is both examining phonology, the data sources studied are both language-speaking communities but different data, namely each researcher uses data on language errors in packaging advertisements for food and beverage products in grocery stores, about fast food advertisements literal direct speech acts, literal indirect speech acts, as well as locution and illocutionary acts and discussing the speech of the host on national television related to the inaccuracy in the use of phonemes. The results of previous research or literature review on phonological variation can be information and reference for current researchers in researching Indonesian sound errors in television advertisements (Puspitasari & Dewanti, 2020; Sadler et al., 2015).

Based on the results of this study, the researcher suggests that television stations, advertising script writers, image stylists, advertising service provider companies or the Indonesian advertising industry should be able to use good and correct Indonesian, in accordance with the applicable regulations in the General Guidelines for Indonesian Spelling (PUEBI) because who else will dignify the Indonesian language which is experiencing a language shift. Indonesian sound or pronunciation errors that occur in television advertisements like this occur because of ignorance or intentionality so that the advertisements displayed will attract the attention of consumers or people who see, watch and listen to them.

4. CONCLUSION

Based on the analysis of Indonesian sound errors in advertisements aired on Trans Television, it can be concluded that these errors encompass various aspects of language including vowels, consonants, diphthongs, and consonant clusters. These errors stem from deviations from the Indonesian Spelling (EBI) guidelines. In total, 70 words across 45 advertisement titles exhibited such errors, including phoneme deletion, addition, and change errors. Furthermore, there were combinations of these errors, such as simultaneous deletion, addition, and change of phonemes within single words. These findings highlight the need for adherence to standardized language norms in advertising content to ensure effective communication with the audience.

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