

## **An Analysis of Grammatical Errors in Advertising Slogan**

**Agustina Sihombing**

[pb201210038@upbatam.ac.id](mailto:pb201210038@upbatam.ac.id)

**Mutiah**

[pb201210038@puterabatam.ac.id](mailto:pb201210038@puterabatam.ac.id)

**Nurma Dhona Handayani**

[nurma@puterabatam.ac.id](mailto:nurma@puterabatam.ac.id)

**Universitas Putera Batam**

### **ABSTRACT**

Language is a very important communication tool to be able to interact with each other. The language used in all activities, study, work, including the marketing of a product. Companies must have the capacity to create or control audiences (readers, or listeners) to buy the goods they offer. To tell more about a product, service or idea, companies use English in their promotion in the way of advertising. In fact, many companies often make mistakes in using grammar in writing advertising slogans to market their products. This study aims to identify the types of grammatical errors and focus on the types of errors used in advertising slogans by companies. This research method is descriptive qualitative. The method of writing advertising slogans uses a description of words or sentences that do not have a percentage or value in the form of numbers, where the researcher analyzes according to the type of data error category. From the results of the study, researchers found fifteen advertising slogans were collected from companies via the internet.

**Key words:** Advertising Slogans; Grammatical Error; Types of Error.

### **INTRODUCTION**

According to Eastwood, (1994) Language is constantly evolving and changing. The laws of grammar are not fixed on rules, although they change more slowly than words. Sometimes there is a conflict of opinion about right and wrong English. Grammar 'wrong' is often used in casual conversation. when there is a difference between common usage and opinion about what is right. In some circumstances, it may be safer for them to use the generally accepted form as a matter of course. However, form in the wrong situation can make it difficult to understand, as can many thing are wrongly used in the official language.

In today's modern world, advertisements are a very common and extensively used kind of verbal communication. For some time, advertising has been used in commerce. That is one of the tools for attracting consumer interest and is crucial for enhancing sales and marketing. Advertising is a means to effectively

communicate one's goods or services utilizing appealing language and visuals. According to Bovee (as cited in Pratiwi, 2018) advertising is “non-personal communication of information, usually paid for and usually persuasive in nature about products, services or ideas by identified sponsor through the various media”. The language as used in advertising establishes a strategy for creators or advertisers to persuade consumers to learn about and use the product or service that is being advertised. The language used in advertisements aims to persuade viewers to believe what they have been reading in the advertising. In order to fully accomplish the goal of promoting the message of commercials, it is typically backed by fascinating design visuals. While the use of language can help people recognize a product or service and then remember it, the design of visual content in advertising has a significant impact on the general audience. Additionally, advertisers choose to use language in advertisements in a convincing and informative way.

## **LITERATURE REVIEW**

### **Previous Related Study**

Some researchers have carried out studies that are comparable to this one. Wijaya, (2007) conducted study on the grammatical mistakes fifth-year students at Santa Theresia II make when constructing interrogative phrases.

A.Tlonaen, (2020) Grammatical errors found in academic essays written by English education students by collecting data by sampling and showing the results that students make mistakes in the categories of verb groups, prepositions and sentence structures.

In addition, Victorya, (2009), who employed Ho, (2003) theory of taxonomy of errors in her study on error analysis, discovered that the most errors happened in the noun group, followed by the verb group, the sentence structure, and the preposition.

Kirkgoz, (2010) examined a few writing mistakes made by a Turkish adult English learner. He applied Brown's theory of taxonomy of errors (1980). He came to the conclusion that there were 220 incidents of interlingual mistakes. The amount of errors was likewise the highest.

Fajriah, (2019) The results of the study show that the fourth semester students of English education at the Islamic University of Riau still carry out some validation of writing news and student reports. Such validity consists of omissions, additions, misinformation, and misunderstandings.

Cowen, (2008) Claimed that one of the two or three skills that are hardest for English learners to grasp is the use of the verb form. Students have trouble learning grammar, especially the simple present tense, in my experience from teaching training at a junior high school. The majority of students are still unable to correctly

develop and employ the basic present tense. The correct verb tenses are frequently incorrectly inserted by the students. For instance, when learning grammar, kids lack enthusiasm and do not participate actively. These issues can be resolved in relation to the various teaching strategies or grammar-learning models employed by teachers (reverse model).

### **Grammar**

English grammar is a systematic explanation of grammatical forms and how they are used in today's more standard languages. the emphasis is more on how to arrange patterns and grammatical meanings that are easier to understand a mention by Eastwood, (1994) . According to Greenbourn & Nelson, (2002) Grammar is the set of regulations that permit us to arrange words in our language into more comprehensive parts. Some word combinations can be put together, whereas others cannot. The mainstay of a language, he said, is grammar. It acts as a bridge between the meaning system on the one hand and the system of sounds or written symbols on the other. The study of grammar is crucial to understanding language. Learning new words and using dictionaries to determine their pronunciation, spelling, or meaning is simple, but without extensive grammar expertise, it can be challenging to use grammar books.

Every other language, in fact, has its own set of grammar rules. Language learners must understand grammar, which is a part of language learning. In order for the sentences or utterances to be given effectively and for the writing to be easily understood by the readers, learners must produce the sentences correctly. The grammatical rules must be applied to the sentences that the students wrote. Implicitly, students with strong grammatical skills are likely to write well. It is established that having a working grasp of grammar is necessary for authors who want to generate written work. According to the justification provided learning grammar is very important, especially if you want to write well.

### **Grammatical Error**

As mentioned by Ellis (as cited in Curley & Carleen, 1997) It said that originally, grammar is concerned with the rules that determined how words, phrases, and sentences were formed and understood. Because grammatical mistakes do not conform to a language's grammatical structure, learners should take them into consideration. English language learners need to be able to comprehend English grammar rules and know how to use them correctly, especially while writing. Sometimes, the meaning of a student's text will be impacted by grammatical mistakes. Therefore, learning pupils how to avoid grammar errors improves them write well.

The bulk of English Grammar for Dummies is functional grammar. Functional grammar explains how words behave when they perform their functions correctly. You find the proper expression with the aid of functional grammar. A suitable one

for what you intend to express. by ensuring that the sentence is appropriately constructed. You actually solved a functional grammar conundrum when you're not sure whether to say I or me Woods, (2010).

### **Type Taxonomy Of Grammatical Error Model**

According to Ho, (2003) Parts of speech are structured into four taxonomies of errors. They involve errors with nouns and noun groups, verbs, and verb groups, as well as verb group and sentence construction issues. There are four categories of noun-noun grouping mistakes. The first four are improper choice/usage of quantifier/article/determiner, the fifth is improper pairing of subject and verb, and the final is superfluous insertion/overgeneralization of the plural marker -s. The nine categories of errors in verb-verb groups are the following: omission of the suffixes -s/ -es/ -ed/ -ing; omission of the -ed participle after a form of the verb be; inappropriate form after modal verb (unnecessary insertion/overgeneralization of the suffixes -s, -ed, -ing); inappropriate form after modal verb (omission of the suffix -ed, passive form). Inversion of the verb-subject in an indirect question, omission of the direct object, omission of the infinitives to, omission of the -ing participle, and omission of the auxiliary verb. Three sorts of errors exist. They are the omission of a preposition, its superfluous inclusion, and its incorrect choice or application, and improper preposition choice or use. In addition, there are eight sorts of phrase construction mistakes. Inappropriate coordinating conjunctions, subordinating conjunctions, run-on phrases, dangling modifiers, squinting modifiers, jumbled or illogical sentences, unfinished or fragmented sentences, and conjunctions used inappropriately in combination.

For example. Woods, (2010)

- The dog bit Agnes.
- Agnes bit the dog

which sentence puts the dog in the doghouse and which sentence puts Agnes in a padded room.

## **METHOD**

### **Design and Samples**

A case study with a qualitative methodology was the research design used in this project. The case study method, which is being used in this study, entails a thorough assessment of pertinent and background material. This approach is employed because it tries to understand how learners perceive and employ learning models in simple present-tense learning through their own experiences and analyses, as well as to assist researchers in understanding more about the application of flipped classrooms to this type of learning. In addition, researchers employed observation as a source of data. Participants in this study who are extremely strange.

### **Instrument and Procedure**

The researcher gathered information for my study from a variety of sources, including observation logs. Five participants were interviewed in order to gather information about their opinions on using the flipped classroom paradigm to teach grammar, particularly the simple present tense. During the instructional activities, observations were made.

### **Data Analysis**

After collecting data through observation, the next step is to analyse the collected data. In this study, data analysis is conducted in a quantitative manner. Reaseacrh uses a topical analysis of V & Broun, (2006) (2006). An example of anything derived including:

The first learning the information. This stage involves acquainting the author with the gathered facts. The information from the interview that has to be written down must be copied by the researcher and written down in notes. The researcher then went back and verified the accuracy of the data by listening to speech recordings.

Coding 2. All pertinent data in the form of citations and narratives are coded for future data analysis, and this encoding aids in the discovery of patterns that emerge from the data.

3. Coming up with the topic. In this stage, highlighted data is used to discover more general data patterns. We were able to thoroughly analyze the coded data by looking for the major themes of results.

4. Going through themes. To identify key elements of the material, researchers read and revisited coded topics. Reviews of this topic are permitted with care and specificity.

5. Outlining and giving themes names. The researcher checked the veracity of each theme at this point.

The researcher then verified that no information was missing in order to avoid grouping the data into different topics. The researcher also looked at each theme's distinct identity.

6. Creating a document or report. The final step of data analysis is interpretation, which comes after the researcher has collated the data and established the theme and names. It's time for the researcher to explain what happened to the data after interpreting the data they've collected. In light of this, the overall narrative should incorporate several themes.

### **RESULT AND DISCUSSION**

There are many grammatical errors in writing advertisement slogan. sentence analysis based on grammatical taxonomy errors by Ho, (2003) There are mistakes

with nouns and noun groups, mistakes with verbs and verb groups, mistakes with prepositions, and mistakes with sentence structure. The faults with nouns and noun groups, however, are the overgeneralization or needless insertion of the plural marker -s, the under-marking of the plural, the improper choice or usage of the quantifier, article, or determiner, and the final is the improper coupling of the subject and verb. The mistakes with verbs and verb groups include leaving out the suffixes -s/ -es/ -ed/ -ing, using the wrong form after a modal verb (overgeneralizing the suffixes -s, -ed, -ing), leaving out the infinitives to, leaving out the -ing participle, leaving out the auxiliary verb, and inverting the verb-subject in an indirect question format. Prepositional errors include leaving out prepositions, inserting them when they aren't essential, and choosing or using them incorrectly. Squinting modifiers, jumbled or illogical sentences, incomplete or fragmented phrases, run-on sentences, unsuitable coordinating conjunctions, and inappropriate subordinating conjunctions are examples of sentence construction mistakes.

Based on obtained result, there are grammatical errors usage found in advertisement slogan in 15 data. The description of the error and short explanation is described below:

1. Incorrect:

Don't believe atheists?

You're not alone.

Correct

Don't believe atheists?

You are not alone.

From this data, there is grammatical error use in advertisement. The errors happen by

using word "You're" should be "You are". This word do not need to contract. It obvious

that the writer of the sentence made mistake in this advertisement by use contract.

2. Incorrect:

Everyone has the right to be stupid butt your abusing that privilege.

Correct:

Everyone has the right to be stupid but your abusing that privilege.

From this data, there is grammatical error use in advertisement slogan. The errors happen

by using word "butt" should be "but". There is grammatical error in writing advertisement slogan. It obvious that the writer of the sentence made mistake in this advertisement by use double t in the word but.

3. Incorrect:

Worried about hair loss? By Pro Hair Biosystem

Correct:

Are you worried about hair loss?

From this data, there is grammatical error use in advertisement slogan. In construction an

interrogative sentences, the writer should not to miss auxiliary verb do/does/did and should add a question mark in the end of the sentence. It obvious that the writer of the sentence made mistake in this advertisement by missing the auxiliary verb do.

4. Incorrect:

Oh hard deer, it's hard to spel when you hungry.

Correct:

Oh hard dear, it's hard to spell when you hungry.

From this data, there is grammatical error use in advertisement slogan. The errors happen

by using word "deer" should be "dear" also by using word "spel" should be "spell"

There is grammatical error in writing advertisement slogan. It obvious that the writer of

the sentence made mistake in this advertisement.

5. Incorrect

My pet's animal hospital

Correct

My pet animal hospital

From this data, there is grammatical error use in advertisement slogan. The errors happen

by using word "my pet's" should be "my pet's ". There is grammatical error in writing

advertisement slogan. It obvious that the writer of the sentence made mistake in this advertisement. By using apostrophe in the word "pet's" after the word "my" is not proper. Because "my" is possessive and no need to put s after pet. The writer needs to

omit the apostrophe.

6. Incorrect

To each their own by Honda

Correct:

To each their own

From this data, there is grammatical error use in advertisement slogan. The errors happen

by using the word "their". Here the writer broke the rule about singular and plural noun/pronoun agreement: "each" is singular, but "their" is plural. So, grammatically

speaking, "to each their own" should be "To each his own".

7. Incorrect:

More power. More style. More technology. Less doors. By Mercedes-Benz

Correct:

More power. More style. More technology. Fewer doors.

From this data, there is grammatical error use in advertisement slogan. The errors happen by using the word “Less”. Here the writer use “less” is used with mass nouns and “fewer” with countable nouns. “Door” is a countable noun, so technically “fewer doors” should be used instead.

8. Incorrect:

Think Different by Apple

Correct:

Think differently

From this data, there is grammatical error use in advertisement slogan. The errors happen

by using the words “Think Different” should be “Think differently”. “Think differently”

do not stated about the object. So we need to add ly in different.

9. Incorrect:

Subway, eat fresh.

Correct:

Subway, eat freshly.

From this data, there is grammatical error use in advertisement slogan. The errors happen

by using the words “eat fresh” should be “eat freshly”.

10. Incorrect:

I’m lovin’ it by McDonald’s

Correct:

I love it

From this data, there is grammatical error use in advertisement slogan. The errors happen

by using the words “lovin” should be. Mc Donald’s being a brand all over the world, couldn’t possibly make a big mistake. The writer used the phrase loving it, to attract possible customers. The writer could have actually used I love it, because love is a verb

and the writer do not generally use ing for a verb. Generally we do use the word loving

when we describe something.

11. Incorrect:

Sport’s bar

Correct:

This is sport bar

From this data, there is grammatical error use in advertisement slogan. The errors happen

by using the words “sports’s bar” should be “this is sport bar”. In this word bar is not belonging to sport. There is no need for the apostrophe.

12. Incorrect:

Be your way by Burger King

Correct:

Be yourself or Be ourselves

From this data, there is grammatical error use in advertisement slogan. The errors happen

by using the words “be your way” should be “yourself or be ourselves”.

13. Incorrect:

Today taste so good by Kfc

Correct:

Today feels so good

From this data, there is grammatical error use in advertisement slogan. The errors happen

by using the words “taste” should be “feels” because we use taste for foods or something

that can be felt by the tongue. So the wor “feels” is proper to complete the sentence.

14. Incorrect:

Protect your love one’s

Correct:

Protect your loved one’s or Protect your beloved one’s

From this data, there is grammatical error use in advertisement slogan. The errors happen

by using the words “love one’s” is wrong structure and make misinformation it should

be “loved one’s or be loved one’s”.

15. Incorrect:

Like your pleasure big?

Correct:

Like your pleasure big?

From this data, there is grammatical error use in advertisement slogan. In construction an

interrogative sentences, the writer should not to miss auxiliary verb do/does/did and should add a question mark in the end of the sentence. It obvious that the writer of the

sentence made mistake in this advertisement by missing the auxiliary verb do.

## CONCLUSION

This study discusses grammatical errors in advertising slogans to help advertisers identify grammatical problems that arise in their writing. Indeed, attempts to simplify and neatly categorize errors for ad writers may overlook what is essentially. There is still a need to further revise and adapt the approach over time to accommodate the more complex nature of errors. Grammatical errors in writing advertising slogans made by companies or writers occur because the writer wants the right sentence when expressed and as desired. Many errors occur in the use of verbs, adjectives, and nouns in this study. This research is expected to be useful and help further writers to add information and correct previous errors.

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